

## **METHODS OF THE "HALL TEST" AND "HOME TEST" IN MARKETING**

Testing is the set of methods in the process of which the consumer studies and tries to use the product. The main types of this method are home-test (literally "home test") and hall-test (literally "test in the hall.")

Home-test is a technique that involves testing of product at home. This method allows identifying the most important advantages and disadvantages of the tested product compared with competing products. For this reason, home-test is an excellent means of checking the quality of goods, and the results of this study provide an opportunity to make adjustments to the concept of product and production technology even before its serial production.

The main advantage of this technique is that the product is tested under the same conditions in which it will be used. However, its use is limited to goods of daily use: food, household devices, cosmetics, etc.

Home-test consists of three steps:

1. At first it needs to choose respondents - people who will participate in research. Home-test suggests that the respondents belong to the target group, i.e. the group of users that might use the product. At formation respondent groups it is usually necessary to consider the volume and frequency of goods consumption. Quantitative characteristics of the sample (i.e., the number of respondents involved in research) are determined depending on what part belongs to the target group in total.

2. Then the respondents are offered to test goods at home. This product is proposed in the way the respondent could not determine its mark, manufacturer, etc., issued without a label, and perhaps in other containers or packages.

Home-test has two basic types. In one case, the respondent is offered only one goods to test, which will be assessed in terms of the advantages or disadvantages over other substitute products that were used earlier in everyday life. The second form of this study involves the comparison of different products in the research process. This means that the respondent is given several different substitute products. It is naturally, that tested goods must stay unrecognizable, it is required for both forms of research.

3. A few days later respondents are asked what they liked and did not like in the product. Such a survey should be carried out with the support to the questionnaire. First, it allows to determine in advance what you need to know about the product and during the conversation with the respondent not to miss any important moments. Secondly, using questionnaires can provide information on the same quality of goods from all respondents, which makes the results easier to handle and more representative.

Hall-test is a method of research in which big group of people in a specially designated room tests the product or any of its elements, and then responds to the questions set in the questionnaire. Within the hall-test advertising can be tested (printed materials, videos, etc.). As for the number of respondents in this case sociological arguments are not so important. Generally speaking, no matter how representative the sample is. In most cases, it is enough to have 50-100 participants, and the compliance of only this requirement is already enough that the results to be thoroughly represented.