 

**Qualitative Multivariate Analysis (QMA)**

A QMA is: ***Qualitative:*** description of qualities or characteristics rather than quantities or measured values.

 ***Multivariate:*** encompassing the simultaneous observations of more than one outcome variable.

 ***Analysis:*** detailed examination of the elements or structure of a product.

In other words – QMA is a method for sorting groups (eg products, packages) with reference to each other

(eg similarities and differences) based on their qualities.

As a small or medium size company, you typically already have a model of how the market works in Australia. You know what works for your brand or products. **As you consider exporting to Asia, this sorting of products or packages by ‘new-to-Australia’ consumers (from your anticipated market) will give you a ‘disaster-check’ and can provide powerful insights into your target consumers BEFORE you do expensive in-market research or export directly.**

This disaster-check allows you to understand the differences in cultural biases between Australia and your considered Asian Market. Products are typically evaluated in a holistic way by consumers: the product is tasted, the package is evaluated and the brand is considered. This method is much closer to how consumers normally interact with products. (New-to-Australia consumers have typically been in Australia less than 2 years.)

**Outputs:**

* How your product, package, brand or technology is positioned in relation to in-market products identifying common / different attributes. This is valuable when you are negotiating with retailers in your export market.
* What key cues are more familiar or unfamiliar so you can understand what barriers you may encounter and plan to mitigate, and which attributes to leverage for future products.
* Identification of adjacent categories to provide attributes that might be more familiar to the consumer.
* Identification of consumer frameworks in the marketplace.
* Identification of potential white space or opportunities in the marketplace.
* Identification of hypothesis and needs to test for future research.

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This innovative program is available through partnerships with the University of Melbourne and the Food Innovation Centre. Future sessions will also be made available in Queensland and South Australia.

**What do I have to do to be part of this?**

* Email us to schedule an appointment at food-value-chain@unimelb.edu.au
* Please note you will need to provide stimuli (samples) for consumers to touch and or taste. There will be a discussion on what other in-market stimuli is needed for assessment. Typically 15 to 20 stimuli are used in a session.