

# Understanding Consumers' Color Preferences



## Genoa MPC Survey Executive Summary May 2006



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## About Quixel Research

Quixel Research, LLC is a market intelligence firm focused on the Home Theater and Home Entertainment display markets for residential. Consumer purchases, needs and trends are Quixel Research's unique focus. The firm conducts extensive primary research of consumer preferences, buying trends, in-home product use, post-purchase feedback, market demographics as well as syndicated quarterly reports that track and forecast all of the Advanced Display technologies. For more information about Quixel Research, visit our website at [www.quixelresearch.com](http://www.quixelresearch.com).

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# Color Preference Survey

## Key Findings

- ❖ Respondents in the general population survey showed an overwhelmingly significant preference for the Genoa Multi Primary Color (MPC) panel over an off-the-shelf panel when comparing the two 32" LCDTVs.
- ❖ 91% or 230 out of 251 respondents stated that they preferred the MPC panel during one-on-one interviews and both males and females preferred the MPC panel equally; specifically this included 202 that strongly preferred the MPC panel and 28 that somewhat preferred the MPC panel.
- ❖ Additionally, respondents were clearly willing to pay a premium for the MPC panel. Of those respondents who preferred the MPC panel, 65% said they would pay \$200 or more for the enhanced panel given a current average selling price of \$1499.
- ❖ On average, those respondents who preferred the MPC panel stated that they would pay \$262 additional for an LCDTV with the MPC technology or 18% over the \$1499 price provided.
- ❖ When comparing the responses by image type, respondents chose the MPC panel almost as often for video images as still images and images that demonstrated enhanced skin tones proved to be the most preferred by respondents.

## Research Implications

- ❖ When considering the response from the general population sample, an LCDTV enhanced the MPC technology would definitely have an impact in the flat display market as it is today.
- ❖ Ongoing consumer preference studies have shown that consumers are more often drawn to a more colorful and brighter TV set when choosing between sets on the retail sales floor and during this survey respondents often stated that the MPC panel was "more colorful" and "brighter" than the off-the-shelf set.
- ❖ Considering the impending intradisplay competition between 40"+ LCDTVs and Plasma TVs, LCDTV panels with the MPC technology could possibly have either the effect to justify a price premium for a top end LCDTV sets or be use strategically to more swiftly erode the PDP dominance in the 42"+ space.