



SKIM conducted UK study about tobacco buying behavior for Philip Morris International

SKIM recently conducted a study about tobacco buying behavior for Philip Morris International among smokers in the United Kingdom. The findings from the study, revealed how consumers purchasing decision was affected by the implementation of standardized packaging of tobacco products.

About Philip Morris International and SKIM

As the UK is contemplating the implementation of standardized packaging of tobacco products, Phillip Morris asked SKIM to help them to evaluate the impact of the introduction of standardized packaging for tobacco products on the UK legal and illegal market. The Choice Based Conjoint methodology allowed SKIM to simulate scenarios in order to assess the willingness of consumers to purchase packs from the black market in a standardized packaging scenario.

About the survey

The survey was conducted online among 637 men and women smokers that use mainly menthol cigarettes from all regions of the United Kingdom. The participants were given the possibility to shop from "a virtual shelf" where legal, as well as illicit, packs were available. This method, Choice Based Conjoint, also known as Discrete Choice Modeling (DCM), looks at choices instead of rankings because choices are considered to be more life-like. It requires research participants to make a series of trade-offs by indicating their preferences within a controlled set of potential valuations of individual elements making up the product or service – e.g. brands, package, price, or trade channel.

Interested to know more about the findings of our study? [Contact us!](#)

Want to know more? Don't hesitate to give us a call or drop an email!

Our consumer areas of expertise

Optimize your portfolio pricing structure

Improve your sales and profitability by leveraging price, pack size and promotions.

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Develop a winning product claim

Find the claim that best communicates the unique benefits of your product.

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Optimize your innovation pipeline

Discover, evaluate and select product characteristics to optimize value to the consumer.

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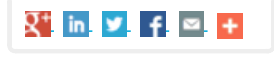
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