

INTRODUCTION

This research was undertaken to provide an initial (qualitative) assessment of the market appeal for a new bolt action carbine style center fire rifle, as well as guidelines for its optimal positioning; that is, its "reason for being," in relation to consumers' hunting lifestyles and gun orientations, on the one hand, and to pertinent existing products, on the other.

The positioning issue both affects and is itself affected by the aesthetic and functional featurization elements that have been variously incorporated into six prototypes. And it is a major objective of this research to address and interrelate both sides of the "equation" -- that is:

- evaluate the market appeal and establish the best possible positioning for the new gun;
- determine what combination of test features best supports and reinforces that optimal positioning.

Research Method

The findings and interpretations in this report are derived from five consumer group discussions, in the course of which participants discussed the new gun idea from many different