



INTERNAL CORRESPONDENCE

3-1-82

LOUISVILLE

DATE: FEBRUARY 24, 1982

TO: B. CHAKRABORTY E. T. PARRACK, JR.
J. G. ESTERLE J. D. SWISKOW
J. G. HOUGH ~~T. E. WHITEHAIR~~

FROM: D. J. ANDERSON

RE: KENT GOLDEN LIGHTS KS PRODUCT TEST IN HONG KONG #1981-30

PURPOSE

To distribute results of the KENT Golden Lights KS Product Test conducted recently in Hong Kong.

RATIONALE

To acquaint you with the background, objectives and methodology of the research project as well as explain the overall product preference and attributes.

NEXT STEPS

Market Research is still waiting for the KGL DL results from Lebanon. As soon as they arrive and can be analyzed, we will arrange a meeting to discuss the outcome of the two tests.

D. J. Anderson/sam

Attachments

RECEIVED

FEB 25 1982

T. E. W.

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KENT GOLDEN LIGHTS KING SIZE

PRODUCT TEST IN HONG KONG

#1981-30

BACKGROUND

Current targeted deliveries for KENT Golden Lights products are 8.0 mg. tar/0.7 mg. nicotine for King Size and 9.0 mg. tar/0.8 mg. nicotine for DeLuxe. Research and Development was asked to develop a KENT Golden Lights product which would:
A) deliver 7.0 mg. tar/0.6 mg. nicotine, while B) retaining or improving upon KENT Golden Lights' current smoking characteristics. Both DeLuxe and King Size candidates were developed to meet objective "A" and consumer research was recommended to determine if objective "B" had been met as well.

Consumer research results of the KENT Golden Lights King Size Product Test in Hong Kong are reported herein. The results of the KENT Golden Lights DeLuxe Product Test in Lebanon are expected by mid-March.

OBJECTIVE

The objectives of the Hong Kong King Size consumer product test were to compare experimental KENT Golden Lights King Size with B&W's current KENT Golden Lights King Size product in terms of:

- 1) Product Preference
- 2) Product Attributes
(Quality of taste, amount of taste, quality of aroma, degree of satisfaction, strength, harshness/irritation.)

RESEARCH METHODOLOGY

Experimental KENT Golden Lights KS was tested head-on in an unidentified comparison against current KENT Golden Lights KS.

In order to qualify for participation in the product test, respondents were required to either 1) be interested in low delivery brands or, 2) be personally concerned about the effects of smoking. Smoking and health concern in Hong Kong is very minimal. In fact, only one out of every ten people screened said they were concerned/interested in smoking low delivery brands.

Each respondent was asked to smoke three packs of each of the two products they were testing. Smoking order was based on a smoking rotation system. Callback interviews were conducted in-home after each respondent had adequate exposure to the test products.

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The achieved sample is listed below:

	<u>#</u>	<u>(%)</u>
- <u>Total</u>	<u>182</u>	<u>100%</u>
- <u>Sex</u>		
Male	155	85
Female	27	15
- <u>Age</u>		
21-34 years	104	57
35-45 years	78	43
- <u>Regular Brand</u>		
KENT KS	88	48
Full Flavor	94	52
VICEROY KS	31	17
Winston KS	27	15
Marlboro KS	36	20

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R & D

ANALYTICAL DATA

KENT GOLDEN LIGHTS CPT SAMPLES

	<u>59/39</u> <u>(CURRENT KGL KS)</u> <u>#986017</u>	<u>39/59</u> <u>(EXP. KGL KS)</u> <u>#986019</u>
<u>Smoke Analysis</u>		
Tar (mg/cig)	7.8	5.4
Nicotine (mg/cig)	0.69	0.47
CO (mg/cig)	8.0	5.0
Puffs per cig.	7.2	6.4
Filter Efficiency (%)	44.3	45.8
Filter Ventilation (%)	33	36
<u>Cigarette Analysis</u>		
Density (mg/cc)	234	215
Tobacco Weight (mg.)	681	624
Non-Tobacco Weight (mg.)	236	236
Cigarette Weight (mg.)	917	860
Circumference (mm)	24.90	24.89
Firmness Cts/25 cigs	169	182
Ends Stability (mg/cig)	11	7
Coal Retention (%)	100	100
Cig. Pressure Drop Open (in.)	4.4	4.3
Cig. Pressure Drop Sealed (in.)	5.7	5.6
Tob. Section P.D. (in.)	2.7	2.7
Filter Pressure Drop (in.)	3.0	2.9
Filter Plasticizer (%)	5.2	4.6
Cig. Paper Porosity (Coresta)	29	37
Citrate (%)	2.2	2.5
<u>Tobacco Analysis</u>		
Reconstituted (%)	21.2	23.6
Puffed Lamina (%)	11.6	19.0
Moisture (%)	12.2*	12.6*
Glycerin (%)	1.6	1.6
Nicotine (%)	2.01	1.71
Reducing Sugar (%)	7.4	7.6
Total Sugar (%)	9.3	9.1
Nitrate (%)	1.31	1.29

*Recheck results of moisture level.

- Current KGL KS and Exp. KGL KS differed by 2.4 mg. tar and 0.22 mg. nicotine.
- Current KGL KS delivered 0.8 more puff than the Exp. KGL KS.
- The initial moisture levels were questioned due to a 0.8% difference. A requested recheck indicated similar moisture levels between the test and the control products, therefore, being at an acceptable level for CPT.
- R&D results indicated product was below the 7mg/0.6mg target. However, R&D felt 1) readings on test product would fall within range of what will be produced in Petersburg and 2) product manufacture at Petersburg tends to run higher on tar/nicotine than products at Development Center.

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OVERALL PREFERENCE
(Excluding No Preference)

<u>Preferred:</u>	<u>Total</u>
	<u>%</u>
Current KGL KS (8/0.7)	57***
Experimental KGL KS (5/0.5)	43

<u>Preferred:</u>	<u>Age</u>		<u>Smokers Of:</u>	
	<u>21-34</u>	<u>35-45</u>	<u>KENT</u>	<u>Full Flavor</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Current KGL KS (8/0.7)	66***	46	51	63***
Experimental KGL KS (5/0.5)	34	54	49	37

***Significant Difference (95% + Confidence Level)

NOTE: No Preference = 8%.

- Current KGL KS was significantly preferred over Experimental KGL KS - 57% vs. 43%.
- Preference for Current KGL KS is attributable to younger smokers and full flavor smokers.
- There was a stand-off preference among the KENT smokers.

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PRODUCT ATTRIBUTE RATINGS

	TOTAL	AGE		SMOKERS OF:	
		21-34	35-45	KKS	FF
<u>- Strength (Too Mild for Me 1/ Too Strong for Me 5)</u>					
Current	2.7	2.6	2.7	2.8	2.5
Experimental	2.3	2.3	2.3	2.8	1.9
<u>- Strength (Mild 1/Strong 5)</u>					
Current	2.6	2.6	2.6	2.6	2.6
Experimental	2.1	2.1	2.1	2.4	1.9
<u>- Smoothness (Smooth 1/Harsh 5)</u>					
Current	2.8	2.7	2.9	2.9	2.7
Experimental	2.8	2.9	2.6	3.0	2.6
<u>- Tar/Nicotine (Low 1/High 5)</u>					
Current	2.6	2.6	2.6	2.7	2.5
Experimental	2.4	2.4	2.4	2.6	2.2

NOTE: Mid-point = 3.0

- Young and Full Flavor smokers who expressed a significant preference loss for Exp. KGL KS found it deficient in strength (too mild) relative to Current KGL KS.
- Although not shown in preference, the older smokers (35-45 yrs.) also rated the Exp. KGL KS as milder than the Current KGL KS.
- KENT KS smokers said there were no differences between the two products on strength, smoothness and tar/nicotine.

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PRODUCT ATTRIBUTE RATINGS

	<u>TOTAL</u>	<u>AGE</u>		<u>SMOKERS OF:</u>	
		<u>21-34</u>	<u>35-45</u>	<u>KKS</u>	<u>FF</u>
<u>- Pleasant Taste (Unplea 1/Very 5)</u>					
Current	3.1	3.2	2.9	3.1	3.1
Experimental	2.9	2.8	2.9	3.1	2.6
<u>- Aroma (Bad 1/Good 5)</u>					
Current	3.0	3.1	2.9	3.0	3.1
Experimental	2.9	2.9	2.9	3.1	2.8
<u>- Satisfaction (Not at all 1/Very 5)</u>					
Current	3.0	3.1	2.9	3.2	2.8
Experimental	2.6	2.6	2.6	3.0	2.2
<u>- Ease of Draw (Difficult 1/Easy 5)</u>					
Current	3.9	3.9	3.9	3.9	3.8
Experimental	3.9	3.8	4.0	3.9	3.8
<u>- Overall Liking (Dislike 1/Very Much 5)</u>					
Current	2.8	2.9	2.7	2.8	2.8
Experimental	2.6	2.6	2.7	3.0	2.3

NOTE: Mid-point = 3.0

- Young smokers and full flavor smokers found Exp. KGL KS lacking in taste and satisfaction relative to Current KGL KS.
- Older smokers and KENT KS smokers rated the two products similarly on all characteristics, except for satisfaction for older smokers.
- Overall liking is consistent with the overall preference.

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SUMMARY

1. Preference

- Current KENT Golden Lights KS was significantly preferred over Experimental KENT Golden Lights KS in total and among younger smokers and full flavor smokers.
- There was a stand-off in preference among the older smokers and KENT KS smokers.

2. Product Attributes

- Young smokers and Full Flavor smokers rated the Experimental KGL KS as:
 - too mild for me
 - lower tar/nicotine
 - less pleasant taste
 - worse aroma
 - less satisfying
 - overall dislike
- KENT KS smokers rated both products as a stand-off among all attributes.

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RECOMMENDATION

Consumer research results indicate Experimental KENT Golden Lights KS (5/0.5) performed poorly against Current KENT Golden Lights KS (8/0.7) among younger smokers and full flavor smokers; therefore, indicating an inability to draw smokers from these two groups.

It is recommended that the Experimental KENT Golden Lights KS (5/0.5) as designed not be adopted.

DJA/sam
2/24/82

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