

Capturing Consumer Emotions through Visual Metaphor Approach and Implicit Testing

Implicit Testing

Behavioral Insights

Consumer Emotions

Why do Emotions Testing?

Products need to be able to trigger the specific intended emotions in your consumer to achieve maximum success. Understanding the emotions elicited by specific ingredients and sensory experiences improves product design and goes beyond “likes and dislikes”. It ensures your product is customized to deliver exactly the experience each consumer most desires, making a better, lasting connection with your consumer on an emotional level. By expanding your product study to uncover the subconscious, emotion-based cues from your target, you can gain insight for greater success in market.

Emotions are fast, fleeting and complex

In order to capture emotions in the moment, market research has relied on technology like facial recognition or EEG to capture valence (and some generalized discreteness). Another way we can effectively gather insights on emotions is to employ a research approach to help study participants remember and recall emotions.

The visual metaphor approach, coupled with InsightsNow’s Implicit/Explicit Test™, is a patent-pending and proven psychological practice for capturing relevant implicit emotions. The image presented provides mental priming for fast recall of the emotion. It improves the clarity of emotional recall—and allows rating for those fast and fleeting consumer emotions.

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How does it work?

To measure emotions, study respondents relate their experience to a colorful, contextual image that captures overall thoughts and feelings about the product.. Then they explain why the image is a good metaphor, followed by their own description of the image. Image metaphors make it easier to report accurate feelings, beyond mere product likes and dislikes.

Projective Steps for Assessing Emotional Impact

Relate their experience to a colorful contextual image

STEP 1: Select one image that best captures your overall thoughts and feelings about this fragrance.



Explain why the image is a good metaphor

STEP 2: Why does this image capture your thoughts and feelings about this fragrance?



"It is different and calming with a feeling of warmth and satisfaction. Leaves you wanting more and feeling happy and satisfied."

Describe the image

STEP 3: Describe this image in as much detail as possible. Describe everything you see.



"Bird coming into the picture soaring above a beautiful backdrop with bursting colors of warmth and relaxation."

Implicit emotions test for the image

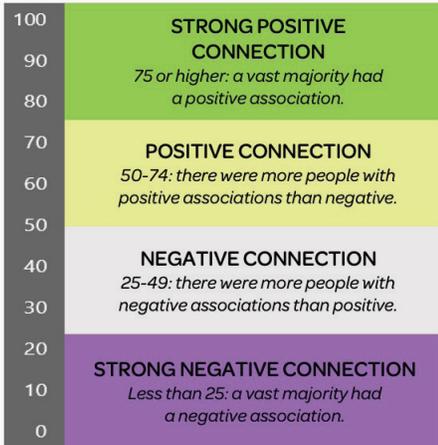
STEP 4: How does this image make you feel?



[Insert]
Appropriate emotions from the list
Yes No

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Implicit Score Guide



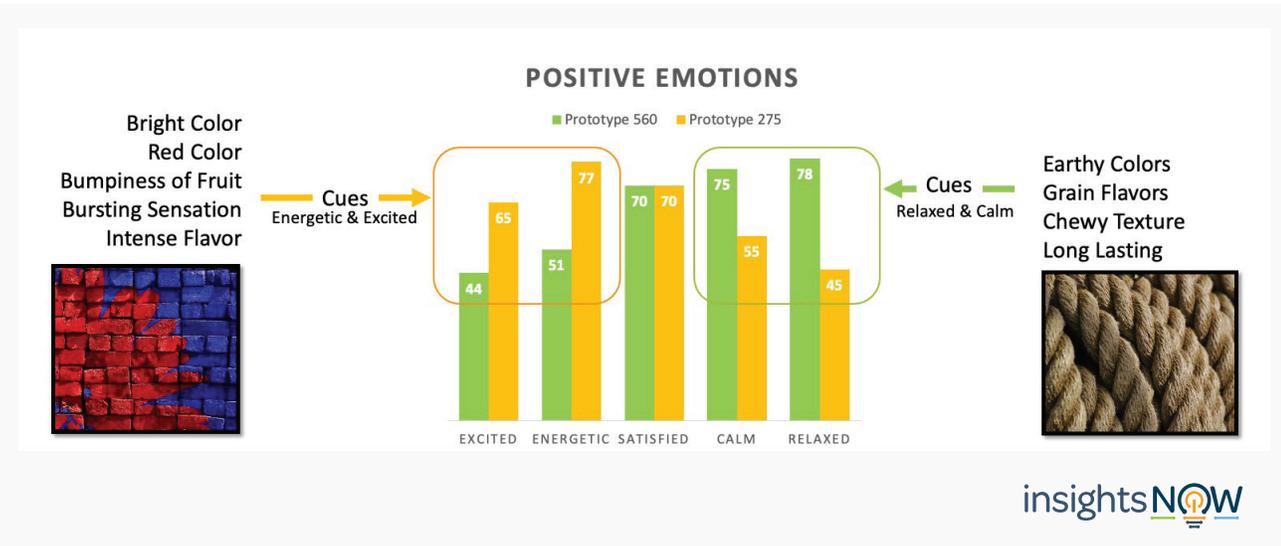
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Then we use the InsightsNow Implicit/Explicit Test™ to connect emotions to the image, resulting in an implicit emotions score that drive product innovation and development decision-making. The implicit score is a calculated score based on the speed (fast or slow response) and the positive or negative reaction from a study participant. The score can range from 0 to 100, where zero means the attribute received the strongest implicit negative response, and 100 means it is a completely intuitive positive connection. More generally, scores above 50 mean there is a positive connection, and scores above 75 mean there is a strong positive implicit connection.



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Below is an example of emotions scores to help pick a winning product that aligns with your brand.



Emotions testing can help with claims research, message testing, concept testing, ingredient preference research, among many other market research approaches for different purposes. The insights gained through assessing human behavior using this approach go beyond “liking” to understand consumer emotions—telling a deeper story about choice and preference.

You can expand an emotions testing study to include qualitative feedback, collecting verbatim responses from study participants that give even greater insights into the best path forward for your product.



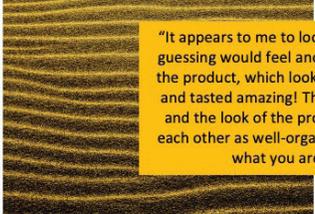
“It was a surprising and unexpected just like in this photo a yellow flower among debris”



“This plant-based burger REALLY STANDS OUT! Just like this picture depicts, one bottle is different than the rest yet still fits in. It makes a bold statement among the others as it is shaped, colored and positioned differently”



“The picture is pleasant to look at. This was what I thought of the burger. It made me happy.”



“It appears to me to look one way, but I am guessing would feel another way. Similar to the product, which looked not so appealing, and tasted amazing! The lines in the image and the look of the product remind me of each other as well-organized, clean, clear in what you are getting”

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Ready to try this unique approach to deeply understand the consumer emotions that drive decision-making? Reach out to us!