

New methodology reveals how emotions influence our purchases

AINIA Technological Center develops a research on the application of new methodologies to test the consumer's emotions towards new products, based on faster, more flexible and consumer-oriented sensory techniques that could apply to the EVOO sector.

This center explains that the new methods provide valuable information to companies in the development of products that meet the real needs of the market. Thus, the objective of the R & D project is to position the consumer at the center of innovation from the early stages of the process to provide companies with tools that will help them in their R & D activity.

The Technical Director of Consumolab, in AINIA, M^a José Sánchez, emphasizes in a statement that “the consumer is moved by emotions, and this irrational component has a very important role in the purchase decision. In this sense, for a value research, the methodological approach in the innovation of new products must be more holistic, considering a more global vision of consumer behavior.”

In addition, the new methodologies provide companies significant savings in costs and time in the design of products, since when working with techniques closer to the final consumer, the times in the launching of new products to the market are reduced.

For Sánchez, the results obtained in the framework of this project “represent a differential value for companies, since the model combines the classic hedonic evaluations of the product test, with the measure of the consumer's emotions, which are decisive in the shopping decision.”

The co-creation methodologies, developed taking into account the needs of food and beverage companies, among others, are non-invasive techniques that, in addition to facilitating the consumer's knowledge, stand out for their versatility and ease of application. Thus, they allow the consumer to observe a new product, an existing product or its real environment, without their attitudes being modified by external factors.

Product emotions

Among other methodologies, the project has worked with the Check All That Apply technique (or CATA questions) in which consumers are given a list of attributes to mark those that, in their opinion, are related to sensory qualities or emotions that the product they are testing evokes. With this methodology, descriptive and spontaneous information is obtained about the sensory and non-sensory characteristics of the product on aspects related, for example, to the brand and quality.

Napping has been another method investigated. The consumer has a two-dimensional map in which he places the different products he is evaluating. This technique allows to obtain a global sensory map, able to highlight the differences and similarities between the different products tested. It is very useful in decision making in innovation processes, for example when selecting prototypes. This technique is an alternative to conventional descriptive methods in terms of speed and resources, since it does not require the previous training of the participants.

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