"Touching" Your Consumer

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P&G

Background: Essentially every consumer interaction with a product involves the sense of touch. Tactile responses to materials influence consumers' expectations, perceptions and emotions.

Objective: To assess the usefulness of a methodology for tactile evaluation of materials.

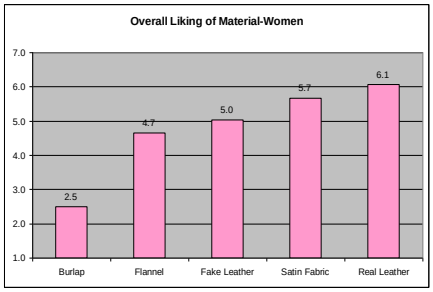
Methodology:

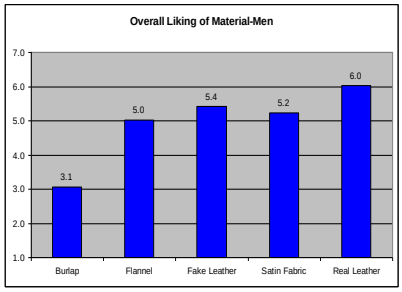
- 100 Respondents: P&G employees; 50 men & 50 women; ages 21-60
- Samples: 5 fabrics mounted on poster board: burlap, flannel, silk, fake leather and real leather
- Protocol: Fabrics were presented one at a time in a random order. Respondents touched the fabric and rated their overall liking and selected descriptors from a list of 38 that best described the feel of the fabric.
- Statistics: ANOVA, PCA and Stepwise Linear Regression

Conclusion: This approach for tactile evaluation of materials was simple to execute and provided strong and divergent emotional responses to tactile sensations.

Results:

- ✓ Respondents found the task simple and engaging. Most completed the study in less than 10 minutes.
- ✓ Significant differences in overall liking were observed. Real leather was highly liked, while burlap was strongly disliked
- ✓ Respondents were highly discriminating in their choices of descriptors
- ✓ Both descriptive and emotional responses were important to liking





Predictors of overall liking are shown in **purple** on plots below.

