Bridging Hedonic and Cognitive Performance in Food and Health and Beauty Aide (HBA) Products

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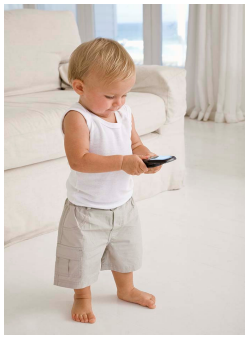
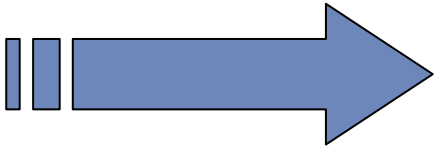
Today's Agenda

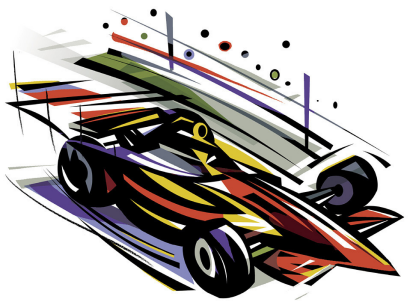
- What have we learned between Food and HBA consumer and sensory research?
  - Top 5 Learnings



- How can we grow?
  - Food for Thought/Challenges as we develop new and adapt old methods to understand today's consumers and to predict who tomorrow's consumers will be









What are the learnings? What do they mean?

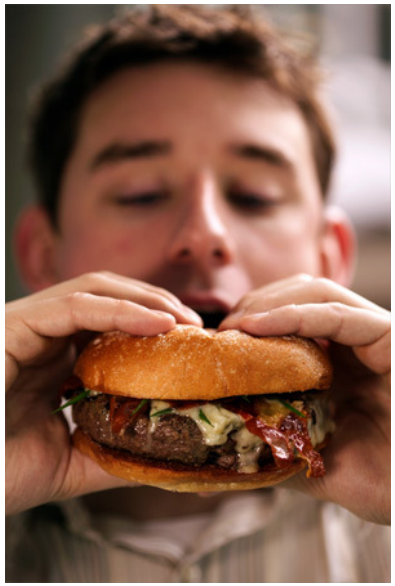
Top 5 Topics

1. Sensory Inputs - Taste vs. Smell vs. Touch
2. Metrics - Hedonics vs Functionality
3. CLT vs HUT (single vs repeated use/consumption)
4. Optimization and Performance
5. Context and Behavior

1. Sensory Input: What senses play the KEY role?

- Taste has always been believed to be the key factor in food
- Routes of Olfactory stimulation are different (Delwiche, 2008)
- Touch is more predominant in HBA (Lopetcharat, 2008)







Food vs. HBA

Taste is a key factor in food evaluation

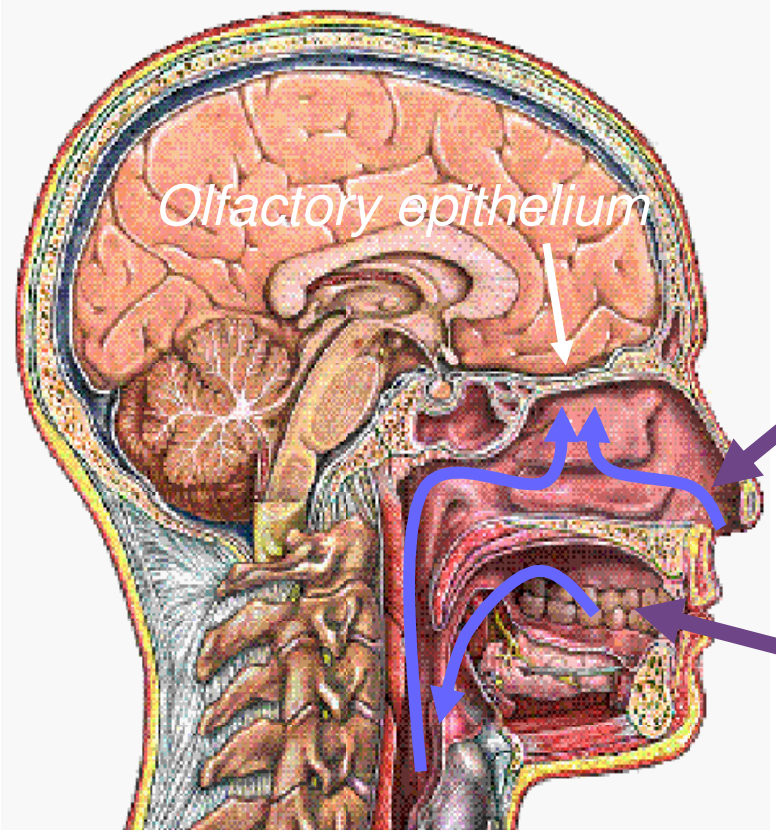
- An analysis of six food categories showed the rank of importance for attribute liking is taste/flavor, texture, and appearance (Moskowitz and Krieger 1995)
- Taste was found to be the most important factor for nutraceutical products, followed by the benefit to be achieved (Cardello and Schutz, 2003)



- Taste is the most critical factor in a beverage. (Moskowitz et al, 2008)

% respondents choosing each factor a one of the top three most important factors for drinking a beverage	Drink It! Panel, n=6,346)
Taste	**89%**
Appearance	52%
Aroma	32%
Temperature of beverage	31%
Variety	24%
Mood I'm in	19%
Brand	17%
Healthful ingredients	15%
Texture	15%
Not mixed, pure beverage	11%
Health considerations	9%
Convenient to use	9%
Fits with my meal	8%
Portion size	7%
Social situation	5%

- **Routes of Olfactory stimulation are different**
  - Retronasal (accompanies Taste in Foods) vs.
  - Orthonasal (for Fragrances/Non-digestibles)



Orthonasal

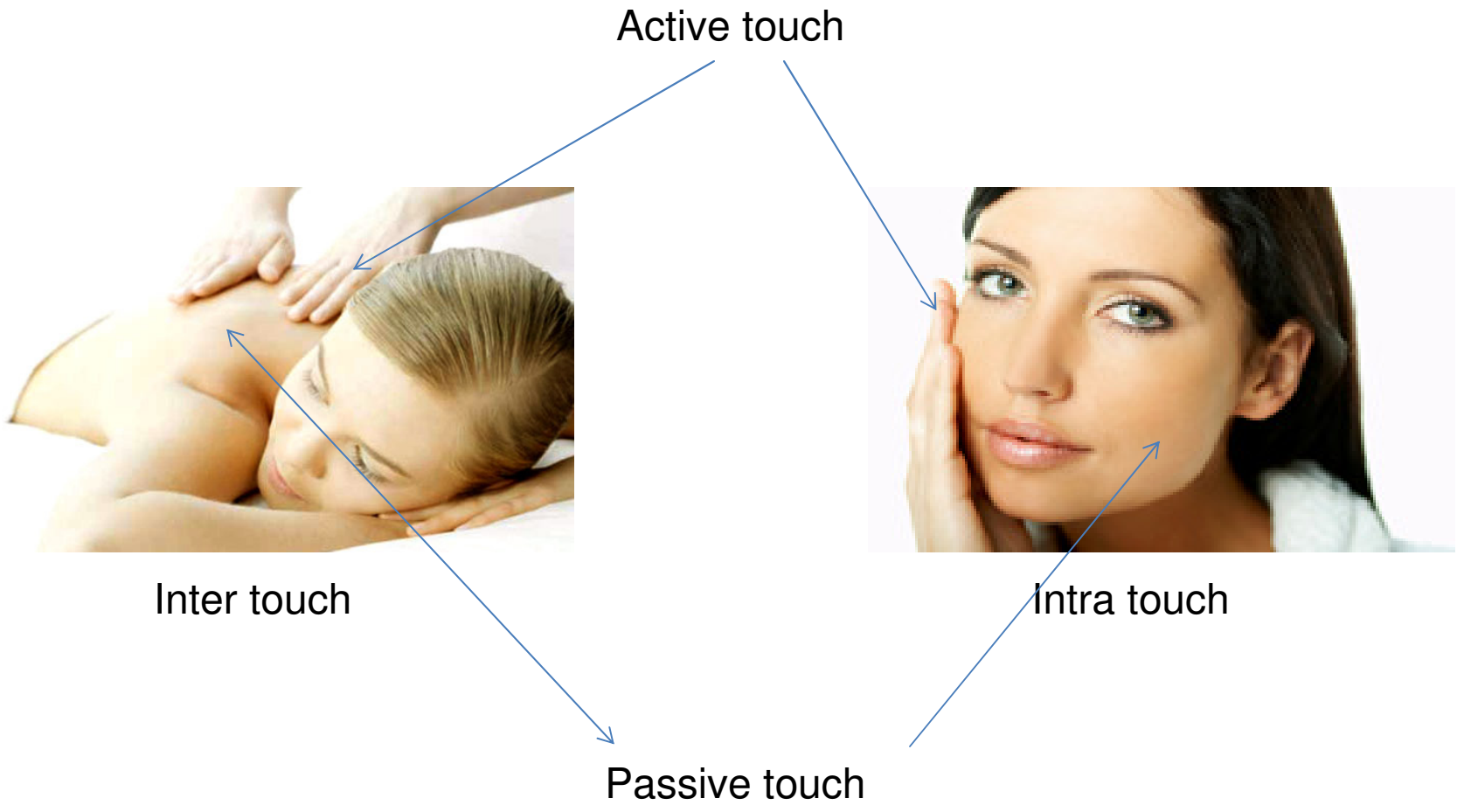
(Static Headspace)

Retronasal

(Dynamic Modified Headspace)

Source: Deibler, 2008

- **Touching involves more mechanisms than eating, smelling, seeing and hearing.**

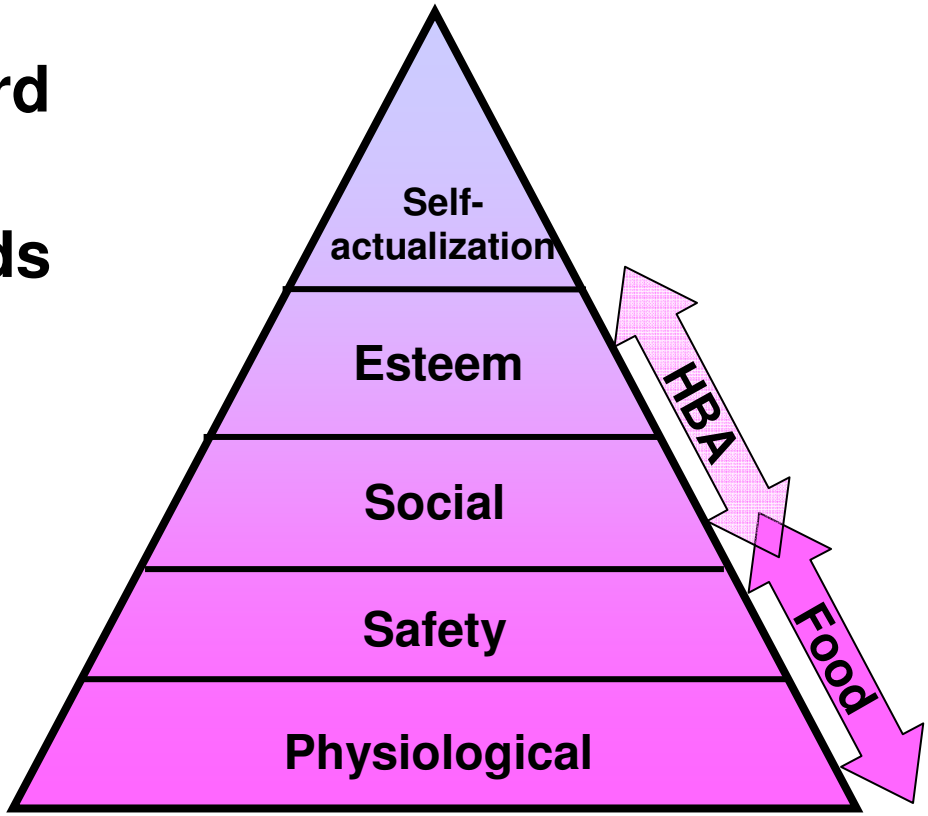


In real life, touching involves more than “fingers” and “skin”.



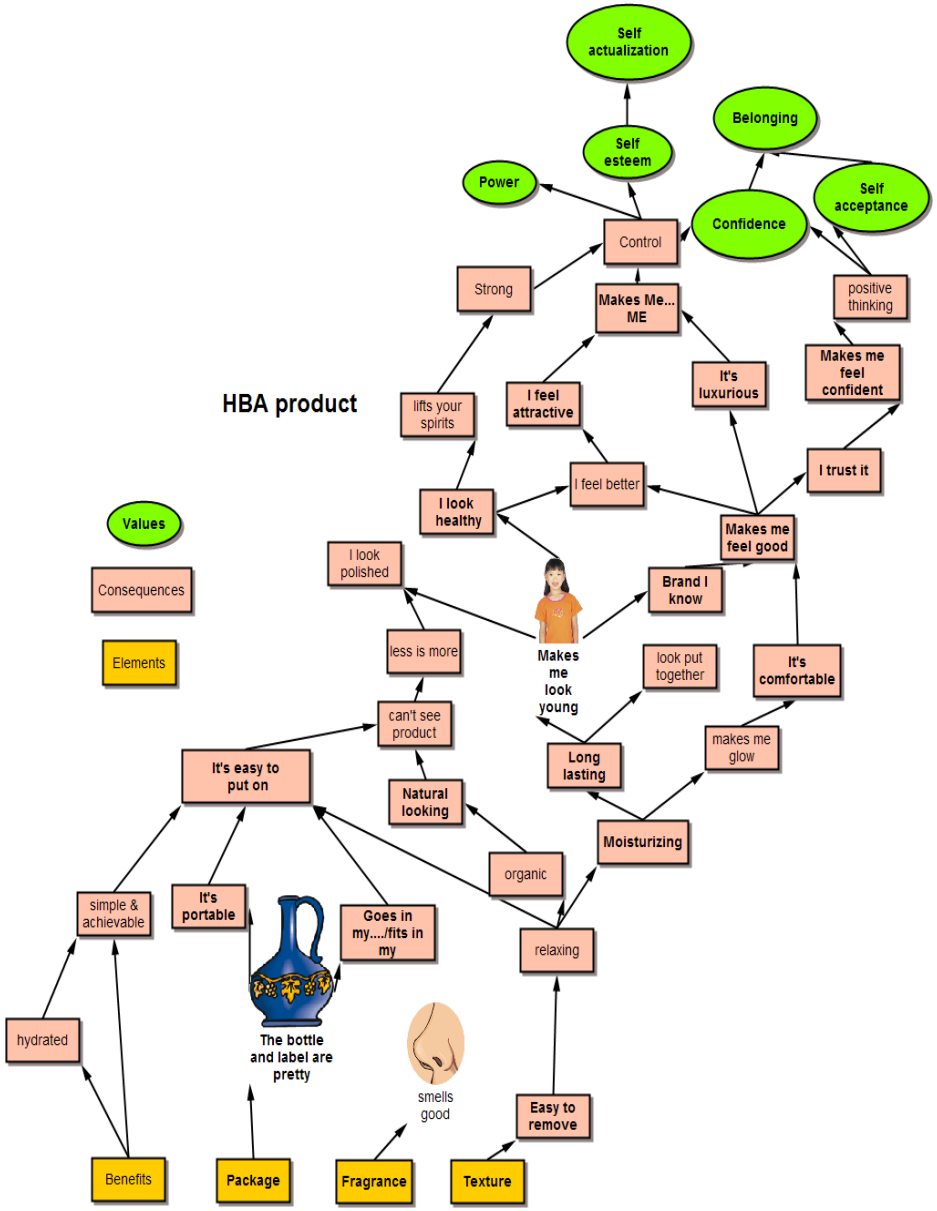
2. Metrics:
Hedonics versus Functionality

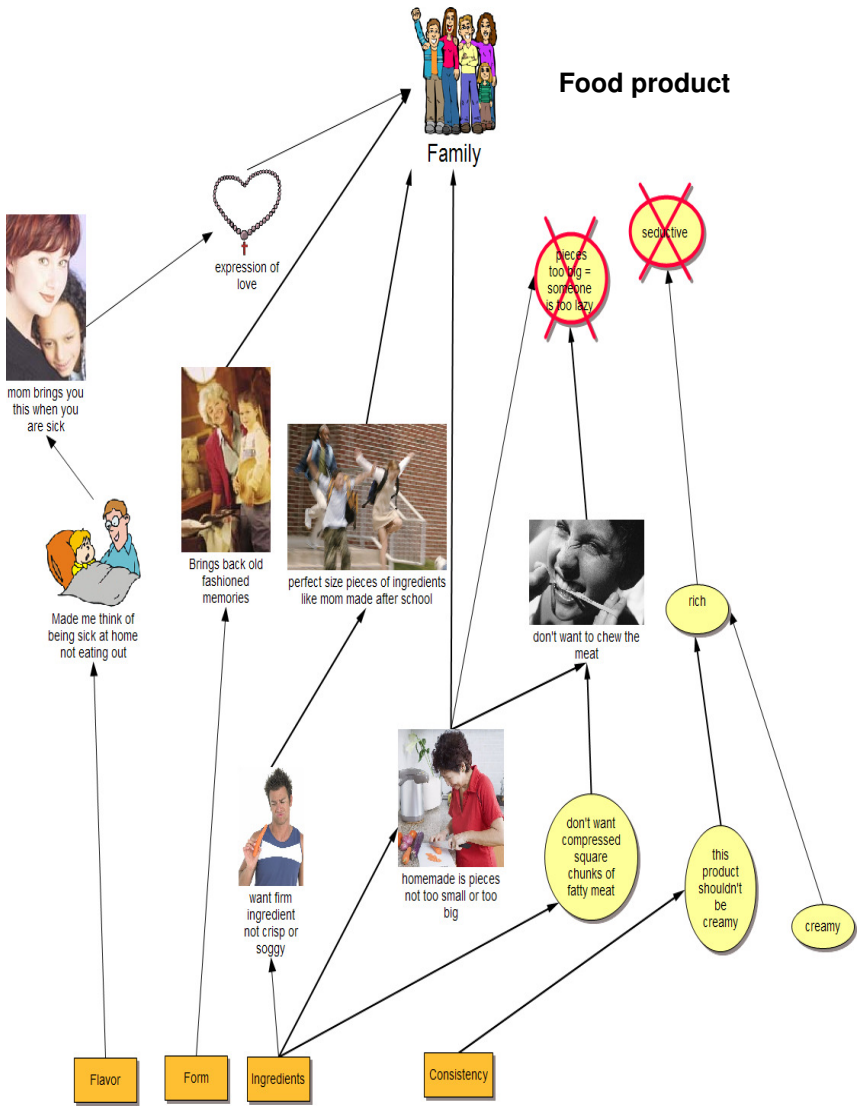
- Drivers of liking in food appear more straightforward than in HBA
  - "Pleasant" value in foods vs. "Functional fulfillment" in HBA
- Need states are different
  - Physiologically people are drawn to food
  - Psychologically people are drawn to non-food



Maslow's Hierarchy of Needs

HBA vs. Food





Food vs. HBA

3. CLT vs. HUT:
(one time use vs. usage over time)









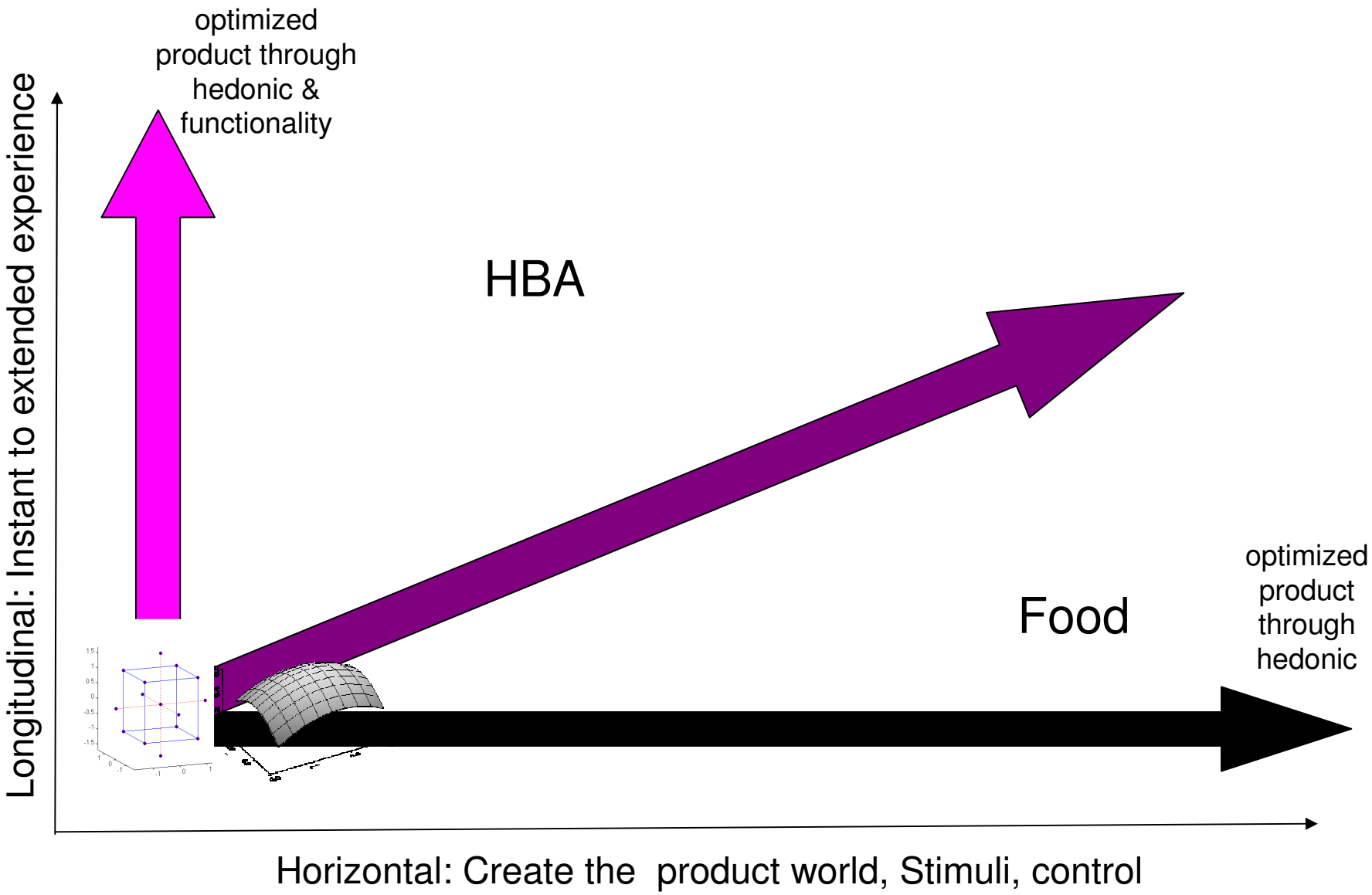




Instant **Hours** **Day** **Weeks**

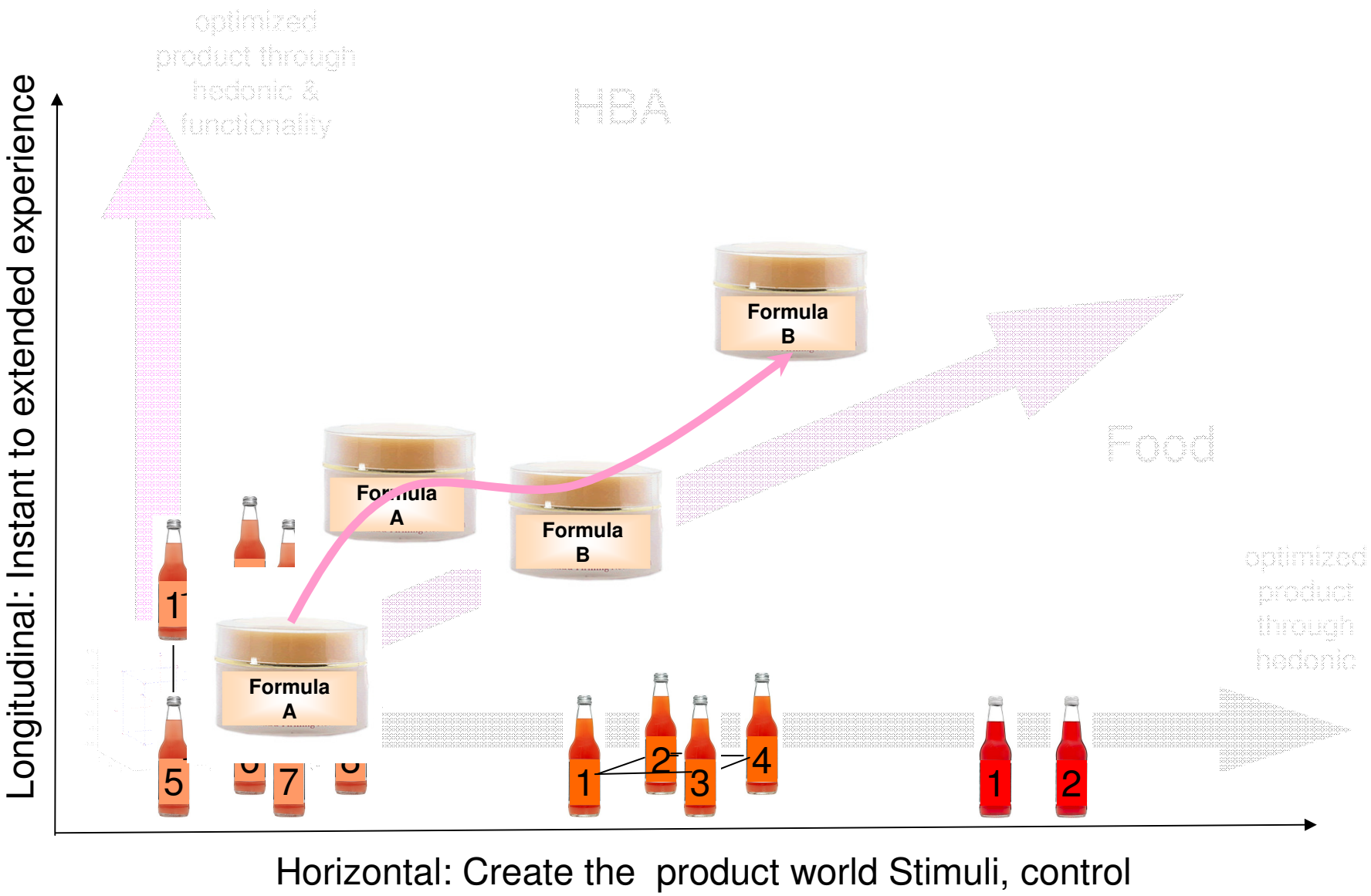
Time to evaluate product performance

4. Optimization and Performance



Food vs. HBA

4. Optimization and Performance



5. Context and Behavior

Food usually is situational

Breakfast



Lunch



Dinner



HBA is more ritualistic and habitual

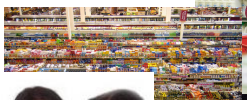


Food vs. HBA

Real competition does not end at channels, products compete at the situation level as well

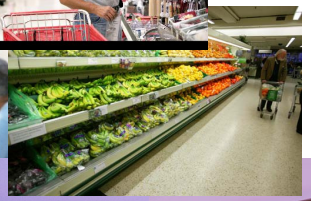
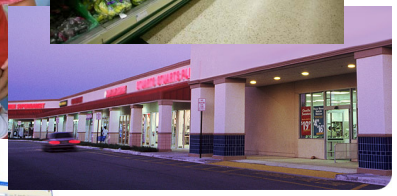






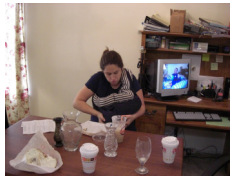








How can we grow?

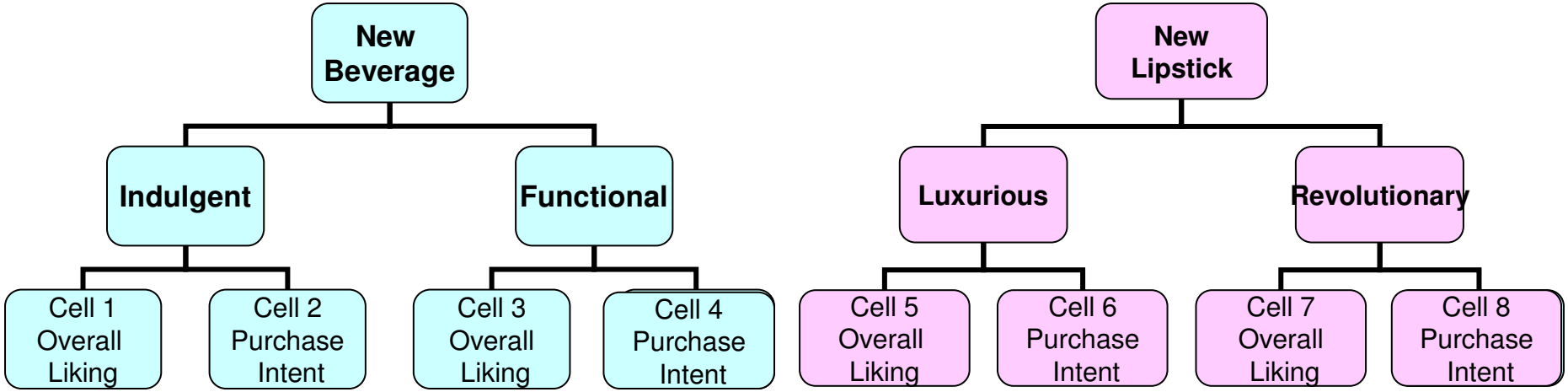
What measures are relevant?







Conjoint Studies of Functional and Indulgent Beverages and Lipsticks



- Each cell has 4 categories (physical product attributes, ingredients, functional benefits) with each category having 4 (for indulgent) to 6 (for functional) elements
- Each cell is run with 50 people being asked either 5 pt OL or PI:

  Q1. How much do you **like** this product? 1-not at all 5= very much or

  How interested are you in **buying** this product? 1=Not at all interested....5=Very interested

  Q2. Choose the **EMOTION** that you feel when you THINK about this New Product?

  1 = Sad, 2 = Irritated, 3 = Calm, 4 = Neutral, 5 = Joyful, 6 = Relaxed, 7 = Energized

Conjoint Analysis - Algebra of the Consumer's Mind

New INDULGENT Beverage

Category1: Feel	Category3: Ingredients
Ultra creamy	Made with nature's best ingredients
Decadent taste	Exclusive coffee and cocoa beans
Full bodied, smooth taste	No artifical preservatives
Rich, velvety fudge that melts on your tongue	Contains only the freshest ingredients
Category2: Physical Product attributes	**Category4: Emotional Benefit**
Cool and refreshing	What a girl wants…what a girl needs
Best tasting way to stay refreshed	Life is not perfect but at least your beverage can be
	ɔered
	r iced coffee, doesn't it?

Database of Ideas/Elements

Fieldwork

Analysis

Results



C + I = T

Constant
Baseline interest

Individual Elements
additive interest

Total Impact

What's the appropriate evaluation measure?

Beverages

- F ratio liking > F ratio buy
- Indulgent > Functional

Lipsticks

- F ratio buy > F ratio liking
- Revolutionary > Luxury

			F Ratio	P Value
1	Indulgent Beverage	Like	3.77	0.00
2	Indulgent Beverage	Buy	1.92	0.02
3	Functional Beverage	Like	3.07	0.00
4	Functional Beverage	Buy	1.73	0.02
5	Luxury Lipstick	Like	2.61	0.00
6	Luxury Lipstick	Buy	4.11	0.00
7	Revolutionary Lipstick	Like	7.92	1.00
8	Revolutionary Lipstick	Buy	8.48	0.00

Liking is a good/discerning metric for foods....
Purchase intent more relevant/discerning metric for HBA

- *Buy & Like ..Beware how you ask the question*

	INDULGENT BEVERAGE	LIKE	BUY
	sample size	49	49
	CONSTANT	49	39
Sensory	Ultra creamy	-2	1
Sensory	Decadent taste	10	7
Sensory	Full bodied, smooth taste	5	7
Sensory	Rich, velvety fudge that melts on your tongue	9	5
Attribute	Cool and refreshing	4	11
Attribute	Best tasting way to stay refreshed	-6	13
Attribute	All the flavors you crave	4	10
Attribute	Light on calories, loaded with flavor	1	12
Ingredient	Made with nature's best ingredients	9	3
Ingredient	Exclusive coffee and cocoa beans	5	-6
Ingredient	No artifical preservatives	2	2
Ingredient	Contains only the freshest ingredients	10	5
Emotional	What a girl wants…what a girl needs	-16	5
Emotional	Life is not perfect but at least your beverage can be	-2	9
Emotional	You deserve to be pampered	1	9
Emotional	Kinda beats your regular iced coffee, doesn't it?	-3	5

	FUNCTIONAL BEVERAGE	LIKE	BUY
	Base	49	49
	CONSTANT	46	49
Attributes	Delivers energy	7	3
Attributes	Comes in multiple delicious flavors	9	2
Attributes	Smooth and refreshing taste	4	2
Attributes	Comes in a package that's easy to open/use	-4	-2
Attributes	Thirstquenching	7	2
Attributes	Will not stain lips, teeth, tongue	-7	-8
Efficacy	Keeps you hydrated..helps keep skin smooth and soft	3	8
Efficacy	Rejuvenates skin...helps soften fine lines	-1	0
Efficacy	Revitalizes and increases skin's elasticity	3	5
Efficacy	Renews your natural glow	4	4
Efficacy	Keeps you hydrated longer	10	8
Efficacy	Keeps you young and energetic	3	6
Health benefit	Appetite supressant..keeps you craving free for hours	4	10
Health benefit	Boosts your energy throughout the day	9	8
Health benefit	Provides restorative, skin fortifying nutrition	0	0
Health benefit	Replenishes and restores moisture in your skin	1	6
Health benefit	Speeds recovery and boosts performance	3	1
Health benefit	Helps skin regenerate natural support system	6	3
Ingredients	Perfectly balanced natural ingredients	4	1
Ingredients	Zero calories..Rich in flavor but not calories	7	6
Ingredients	Preservative free	4	2
Ingredients	With natural vitamins and minerals	7	6
Ingredients	With a bio-vitamin complex	1	1
Ingredients	Contains active health components	0	3

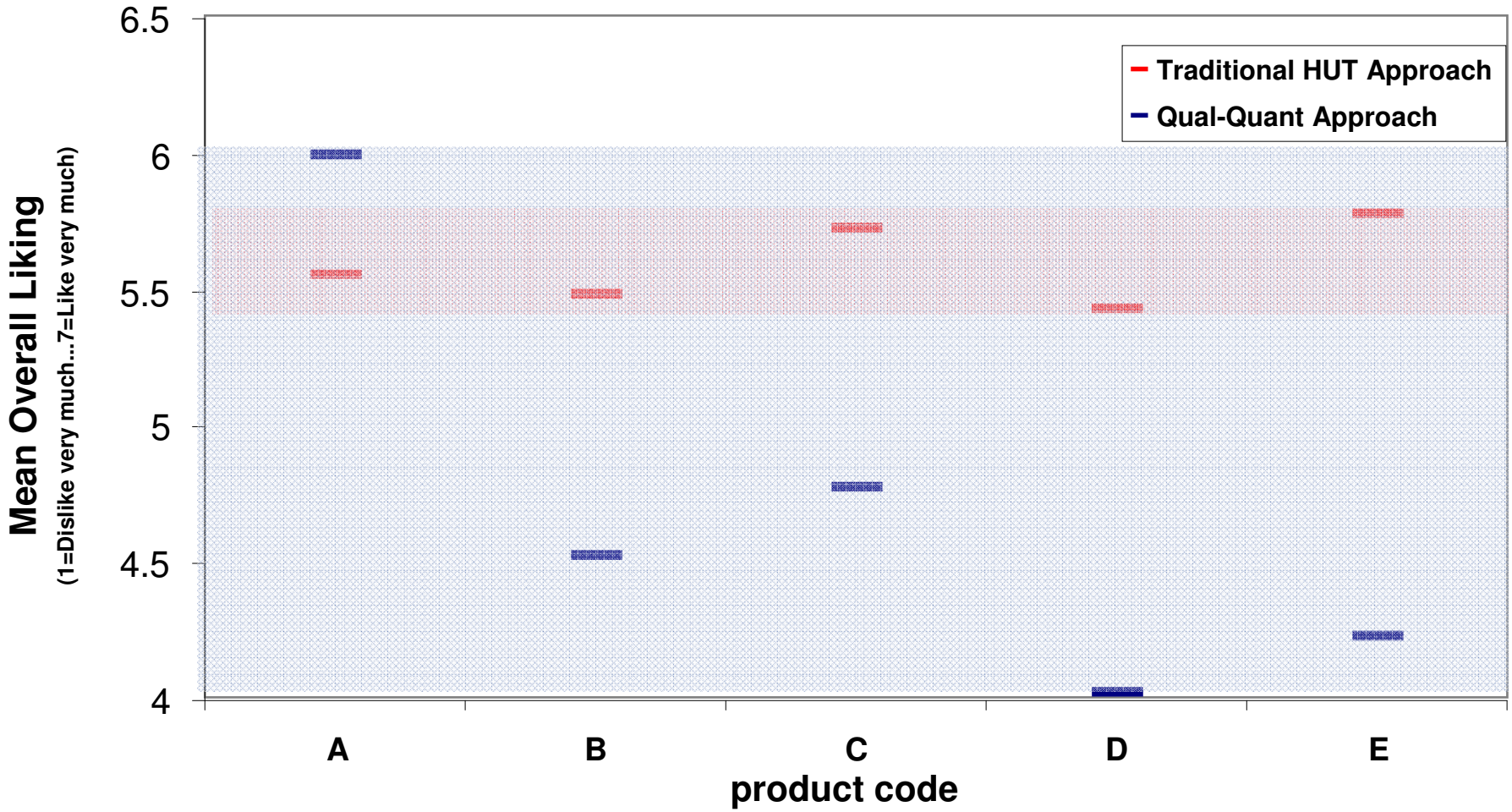
- *You can measure emotion as well .. And show 'what drives feelings'*

INDULGENT BEVERAGE	T2B	SAD	IRRITATED	CALM	NEUTRAL	JOYFUL	RELAXED	ENEGIZE
CONSTANT	49	3	5	10	38	19	15	11
Category1: Feel								
Ultra creamy	-2	-1	1	4	1	1	-4	-2
Decadent taste	***10***	-2	1	-1	0	2	-1	0
Full bodied, smooth taste	5	-3	0	-2	2	5	-2	1
Rich, velvety fudge that melts on your tongue	***9***	-2	4	1	-10	***12***	-7	1
Category2: Physical Product attributes								
Cool and refreshing	4	0	-1	1	-3	***7***	-1	-3
Best tasting way to stay refreshed	-6	1	-1	0	5	-1	-2	-2
All the flavors you crave	4	-1	-2	3	-1	4	-1	-3
Light on calories, loaded with flavor	1	0	-2	-1	5	-3	2	0
Category3: Ingredients								
Made with nature's best ingredients	***9***	-1	-1	0	-3	0	3	2
Exclusive coffee and cocoa beans	5	1	4	-4	-9	-4	5	***7***
No artifical preservatives	2	-2	3	1	0	-5	4	-1
Contains only the freshest ingredients	***10***	-1	0	0	-5	-2	***7***	2
Category4: Emotional Benefit								
What a girl wants…what a girl needs	-16	1	***18***	0	-6	-12	1	-3
Life is not perfect but at least your beverage car	-2	1	3	2	-1	-11	4	2
You deserve to be pampered	1	0	1	***6***	-1	-7	2	0
Kinda beats your regular iced coffee, doesn't it?	-3	2	4	-1	-1	-7	0	4

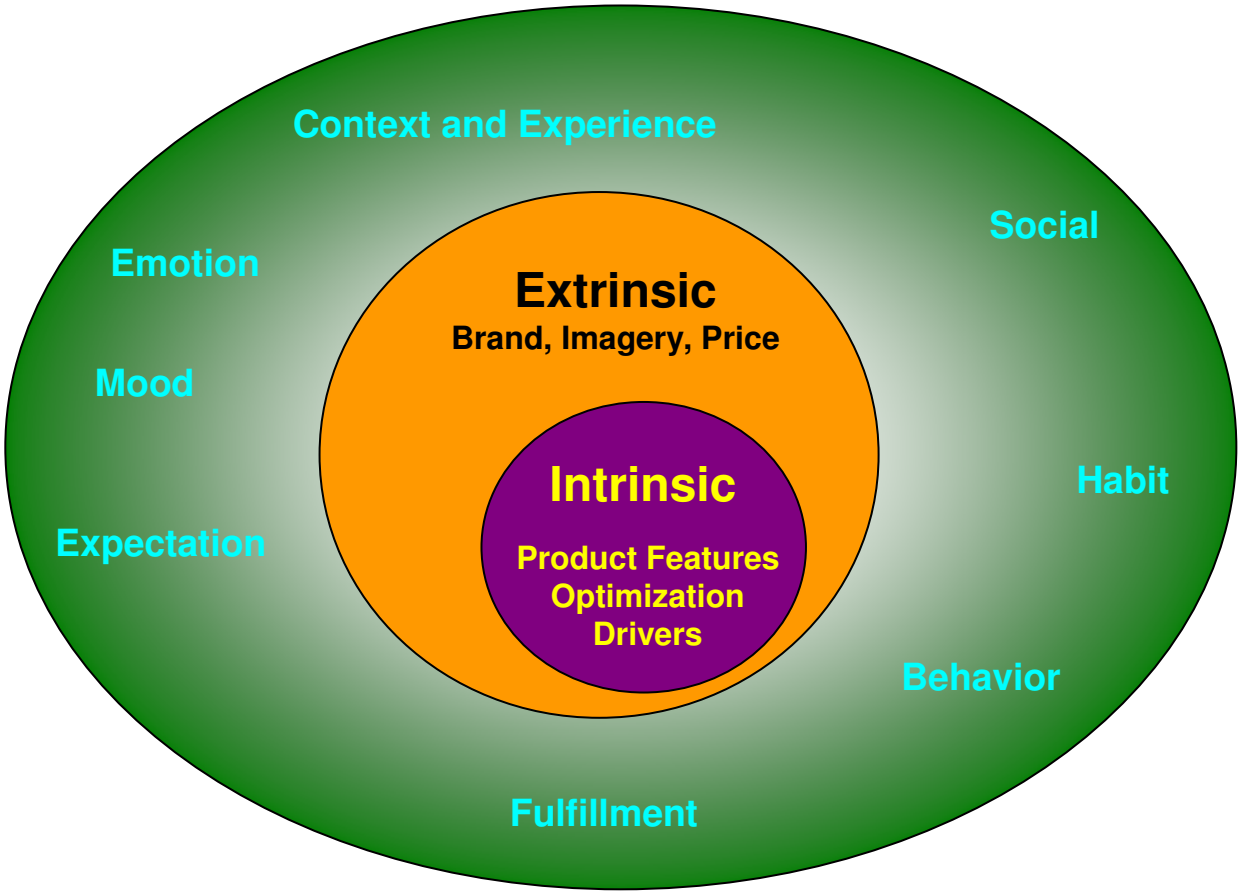
A story…continuing engagement & understanding is beneficial

- A six sample HUT was run. The sixth sample – always in last place, scored really well.
  - This was a product that many executives in the company did not understand ….. had put on a slower path
  - When it scored very well, there was a lot of discussion about why – maybe "halo", maybe random good score….lots of time hypothesizing – but no one really knew. So…
- Went back to 2 of the 4 locations of the HUT and recruited participants who had scored product in a certain range.
  - And the findings? Luck? NO!
  - The product had a unique shape that fit with how it was to be used. Even WITHOUT DIRECTIONS directions all of the consumers knew intuitively how to use the product.
  - And – why did it score so well? It had numerous benefits that the consumers could articulate 2 ½ months after the HUT. The product, the benefits, and the results were highly memorable.
  - But the "data" could tell you that.
- Guess what product went from the slow track to the fast one?

Knowing potential consumer pathways upfront to understand meaning behind hedonics



Integrating Product and Consumer Experience



How?

Context interviews

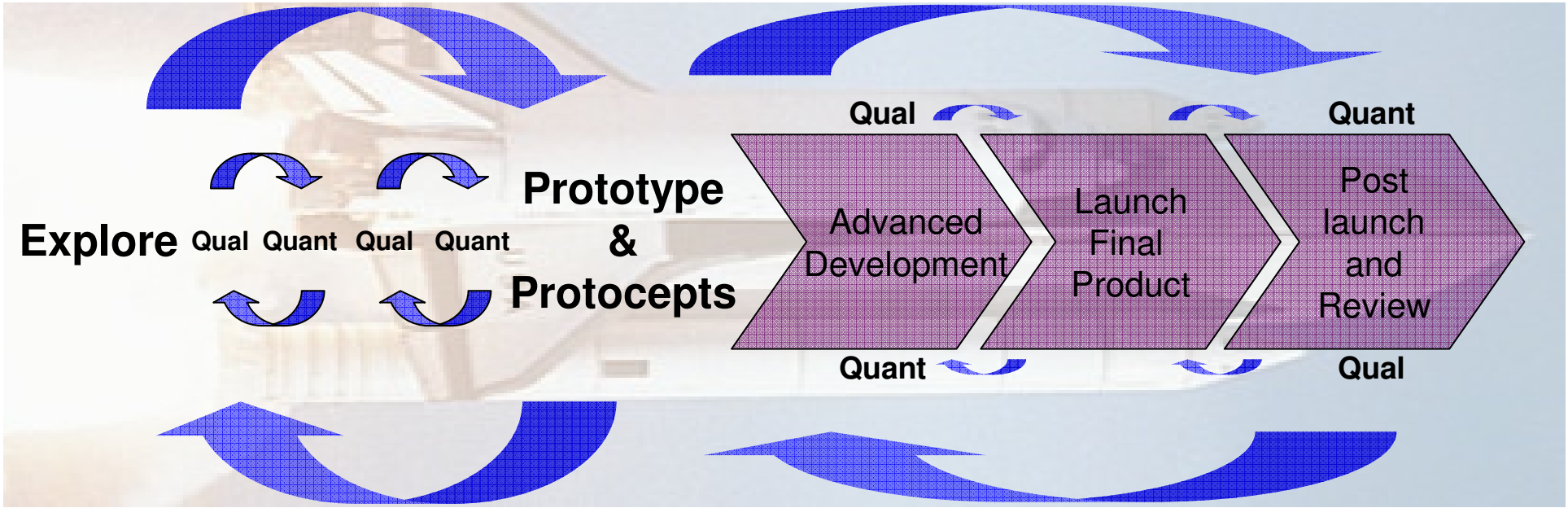
Emotional connection

Behavioral economics

Meaningful Metrics Beyond Hedonics

- Product Usage
  - How is the product used? Which product should I use now? Is this product compatible with my other products?
- Repeat Purchase
  - How does product experience influence repeat purchase?
- Functional Connection
  - What does it do for me? Does it really work? Is this product compatible with my other products?
- Emotional Connection
  - What does it remind me of? How does it make me feel?
- Social Approval
  - Will I get compliments from it? Will I offend anyone? Will I do any harm or do any good by using this product?

Sequenced, i.e., Re-iterative Qualitative-Quantitative Research for deeper insights and meaningful metrics



Innovation Engine **New Product Pipeline**

- First order questions
- **Constantly learning**
- Reasons behind numbers
- Critical and creative thinking

Critical Part of the Equation

- Individual bias
- Personal mindset
- Level of expert, experience
- Company culture
- Leadership objective
- Taking the needed path rather than the popular path



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Tomorrow starts today

AVON

Questions?

