# Impact of Value Perceptions and a Product Reward Option on Product Evaluations

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**Poster #70**

## 1 Introduction:

Several methodologies have been proposed to go "beyond liking" and garner more discerning product evaluations. In this research we investigated a modification of a method described by Sieffermann & Blumenthal (2012) to assess the impact of offering the consumer the option of choosing one of the test products as a "reward."

## 2 Methodology:

Using P&K's Discovery Lab, two groups of respondents (N=120 each) participated in a central location fragrance study. Eight in-market body wash fragrances were evaluated one at a time by sniffing from an unbranded, opaque container. In both the traditional (no-reward) and reward conditions, respondents rated overall liking and answered product diagnostic questions. Respondents in the reward condition could select one of the products as a reward for participation. This selection had to be made immediately after having evaluated the product and once selected, respondents continued with the evaluation of the remaining products, but could not change their chosen reward. Half of the respondents in both conditions were told the body washes were sold at grocery/drug stores for $3-$5 (low value); the other half were told they were sold at specialty stores for $10-$20 (high value).







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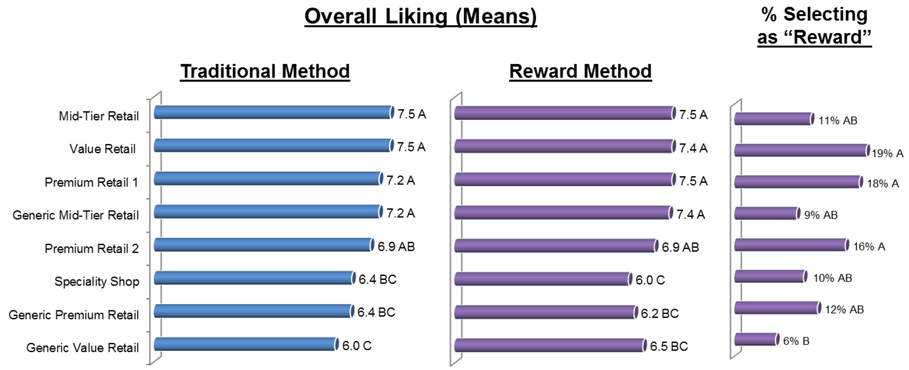
## 3 Question #1:

**Does the "reward" method provide more discrimination than the traditional method or offer different insights (e.g. rank order of performance)?**

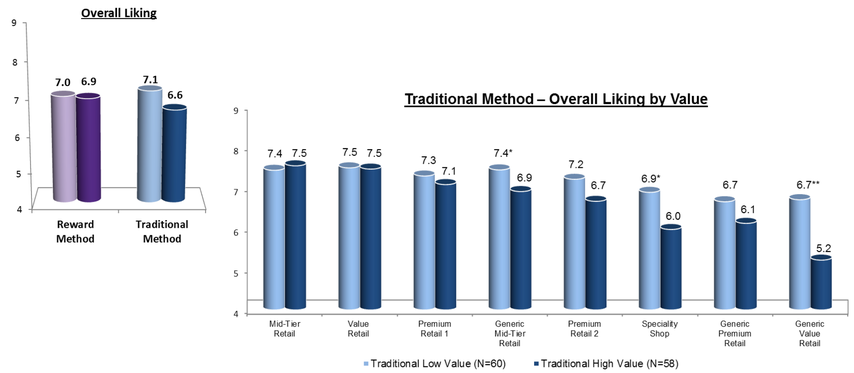



### Answers to Question #1

- ✓ Overall liking ratings differed by product, but were similar in both conditions (product x method interaction NSD, p = 0.18).
- ✓ Discrimination in overall liking was similar in both conditions (Tukey post-hoc comparisons conducted at 95% confidence level).
- ✓ Reward selection discriminated less than overall liking, and correlations of selection with overall liking were only moderate (0.65 and 0.46) for the traditional and reward conditions, respectively.

## 4 Question #2:

**Do price/value perceptions have an effect on overall liking ratings and/or reward selection?**




**Significantly Different at 95% C.L. *Directionally Different at 90% C.L.

### Answers to Question #2

- ✓ The value manipulation had no effect on overall liking in the reward method, but did in the traditional method (method x value interaction $p<0.01$). With the traditional method, high value expectations led to lower overall liking ratings, especially for the generic products.
- ✓ In the reward condition, product selection was unaffected by value manipulation ($\chi^2$ test yields p=0.55, data not shown).

## 5 Conclusions:

The reward condition did not lead to greater discrimination in overall liking than the no-reward (traditional) method. Surprisingly, respondents in the reward condition were insensitive to the value manipulation, indicating that the reward condition may be ill-suited to situations where measuring "fit to expectations" is important. Product selection in the reward condition discriminated poorly and did not correlate highly with overall liking, an indication that respondents viewed each product as similarly rewarding.