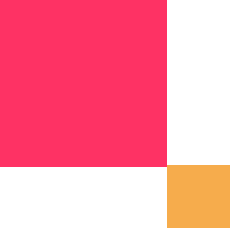




The Effect of Context on Purchase Behavior



The consumers “point of purchase decision” has dramatically evolved in the past few years...

Introductions of:

- Instore Product sampling
- Online purchasing/delivery
- Social Media Advertising



What plays a bigger role in purchase decision, the *environmental context* or the *sensory characteristics of the product within the category (product context)* ?



Laundry Detergent Shelf Mock up vs. CLT

Tested blind Fragrances in category context with Shelf Set (Environmental context) and without

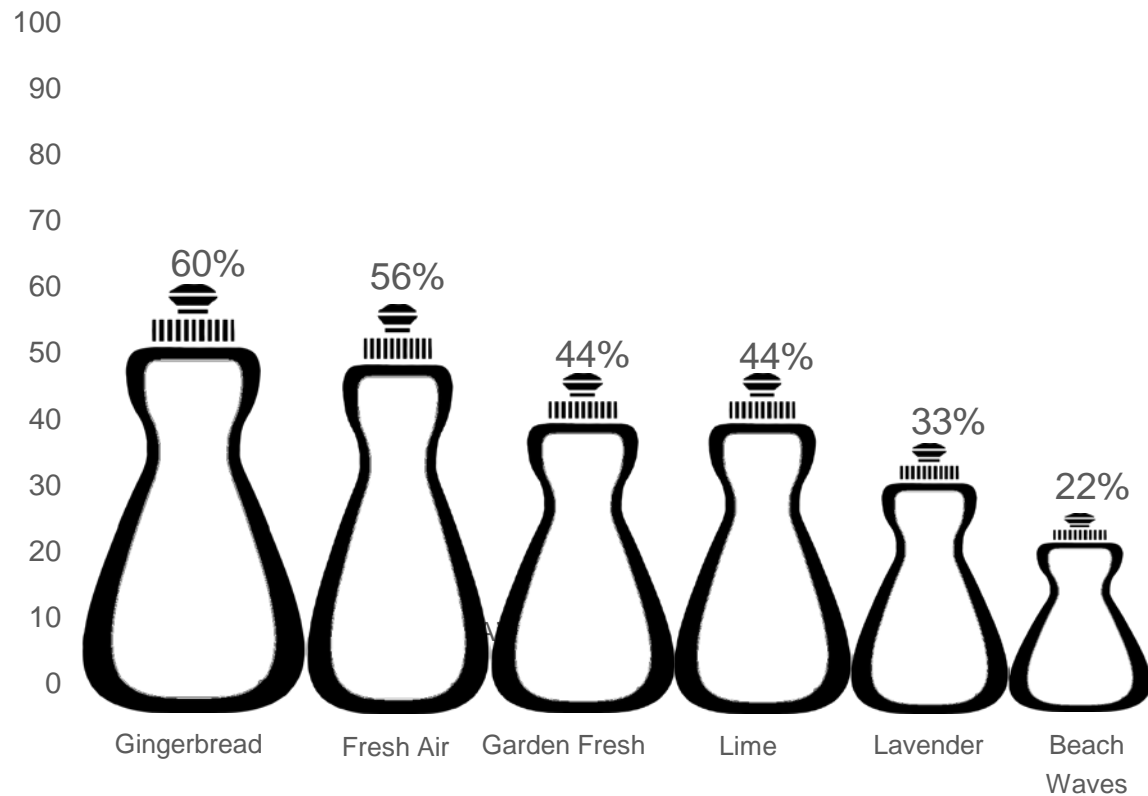


THE SHELF SET (Environmental) CONTEXT DID NOT AFFECT THE RESULTS

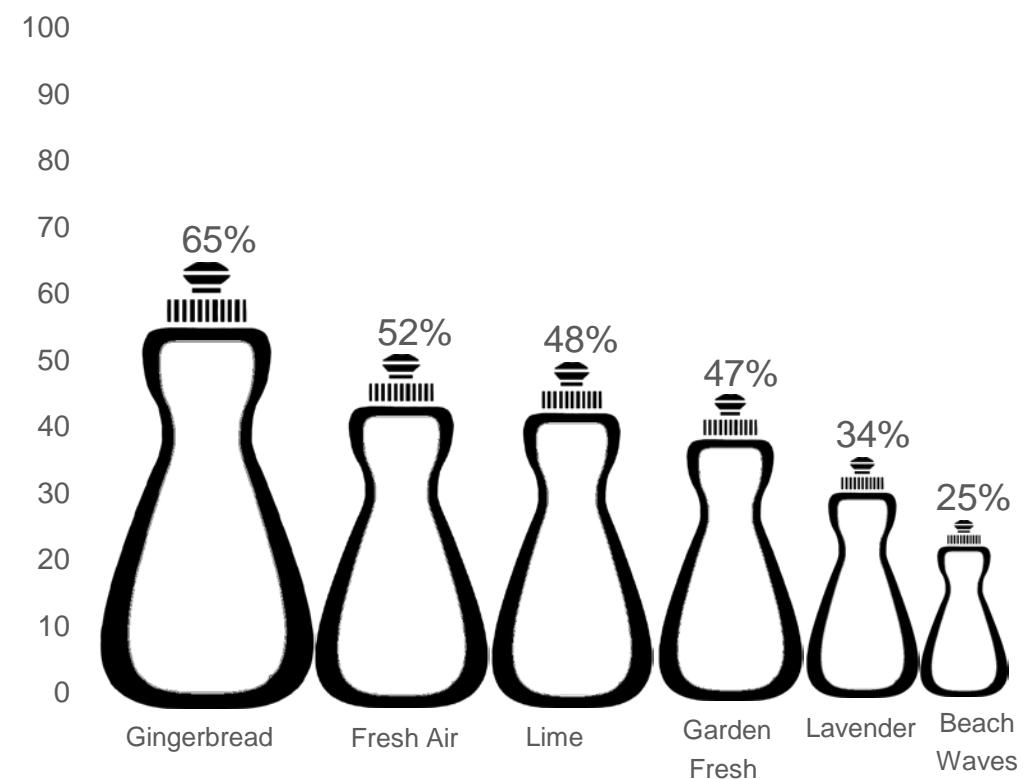
The Gingerbread fragrance performed the best in both instances.

Top 2 box purchase intent ranges from 65% to 22%

Top 2 Box Purchase Intent
WITHOUT SHELF SET



Top 2 Box Purchase Intent
WITH SHELF SET



Base: N=103 (With Shelf), N=102 (Without Shelf)

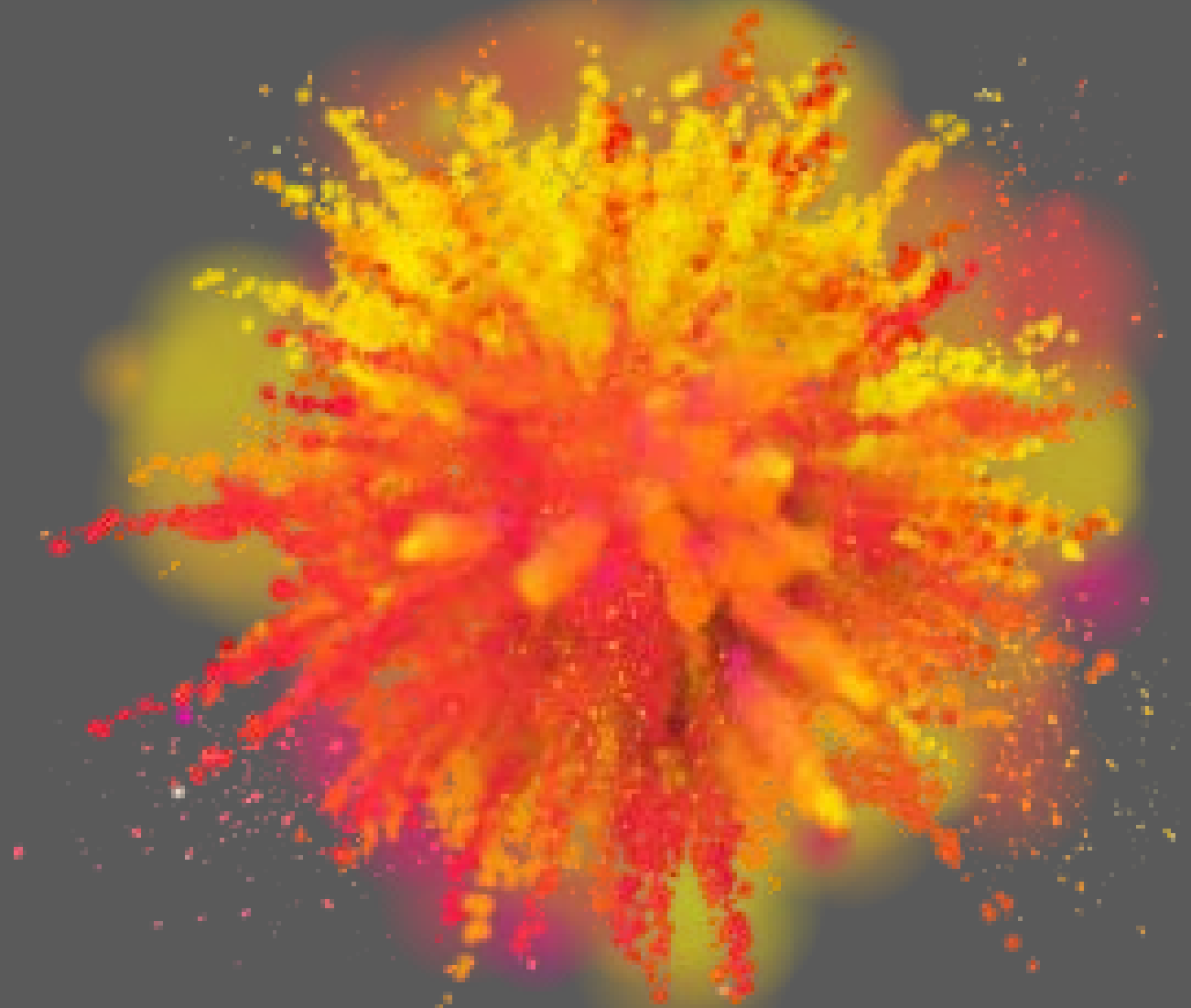
B1. What is your overall opinion of this fragrance for a liquid laundry detergent product? (7 pt. scale)

B5. Considering everything about the fragrance, how likely would you be to purchase this laundry detergent if it was sold in stores where you normally shop and at a price similar to other liquid laundry detergent products? (5 pt. scale)

Uppercase letters denote significance at 95% CL / Lowercase letters denote significance at the 90% CL.



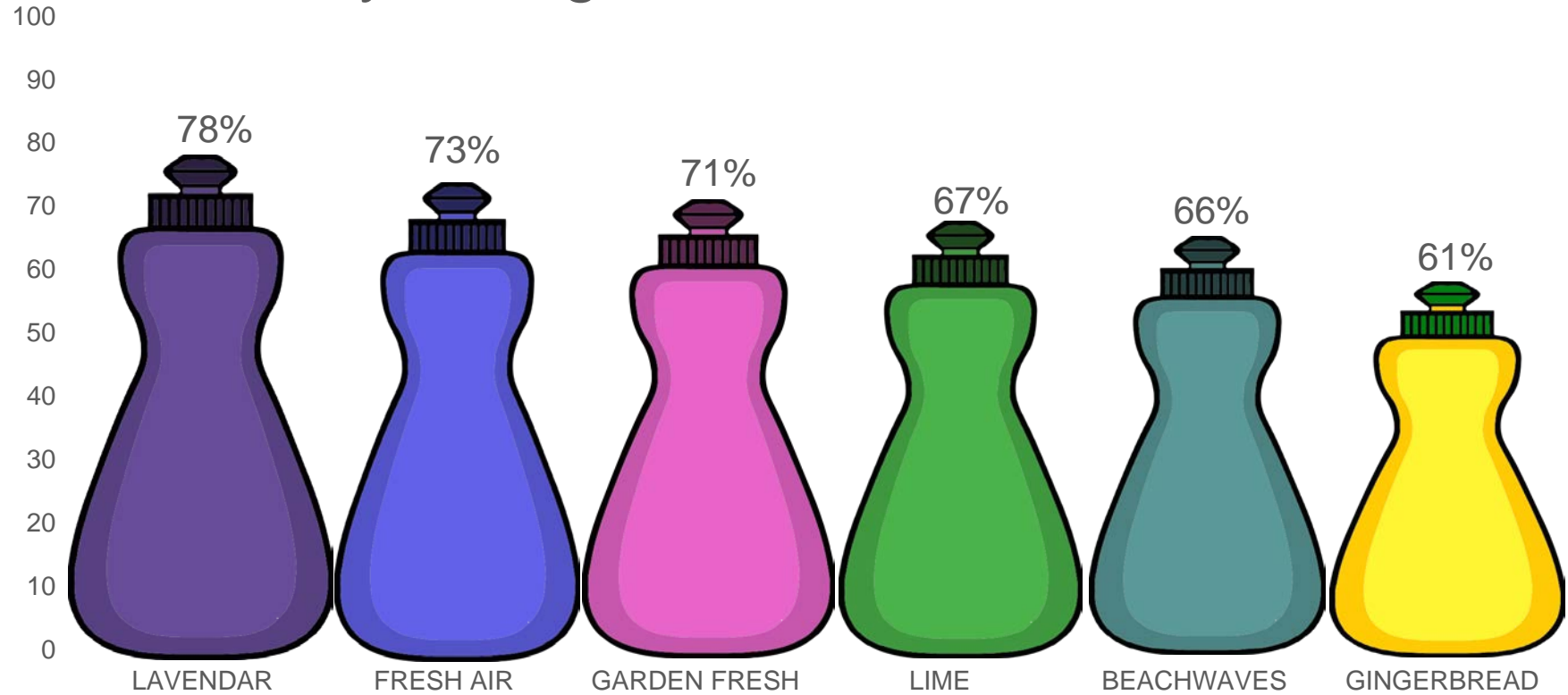
COLOR



PRODUCT COLORS

When evaluated for appearance, Lavender(Purple) and Fresh Air (Blue) perform the best - Gingerbread(Gold) performs lowest when evaluated for color - Indicating Blue or Purple are better for a laundry detergent than Gold

Top 2 Box Purchase Intent ranges from 78% - 61% in laundry detergent bottles.



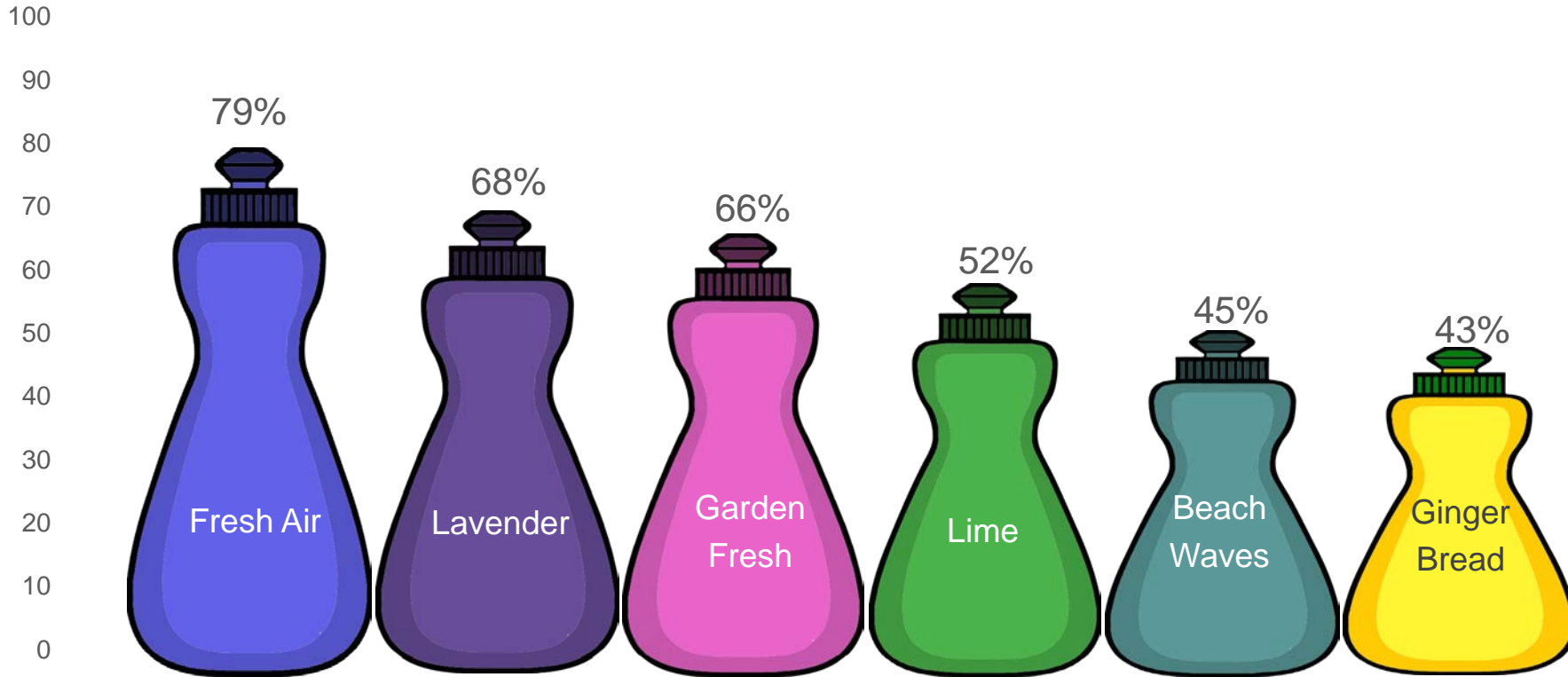
Base: N=205
Q1. Thinking only about the appearance of the product, how much do you like or dislike this appearance for a liquid laundry detergent product? (7 pt. scale)
Uppercase letters denote significance at 95% CL / Lowercase letters denote significance at the 90% CL.



COLOR + NAME

COLORS AND NAME

With the introduction of variant names, **Fresh Air** performs best and **Gingerbread** performs lowest. Indicating, that not only visual attributes, but names characterize the context of the product. This is important with the rise of online shopping networks.



Top 2 Box Purchase Intent ranges from 79% - 43% in laundry detergent bottles.

Base: N=205 (Q3. Thinking only about the fragrance description product, how much do you like or dislike this description for a liquid laundry detergent product? (7 pt. scale) Uppercase letters denote significance at 95% CL / Lowercase letters denote significance at the 90% CL.



Color + Name + Fragrance

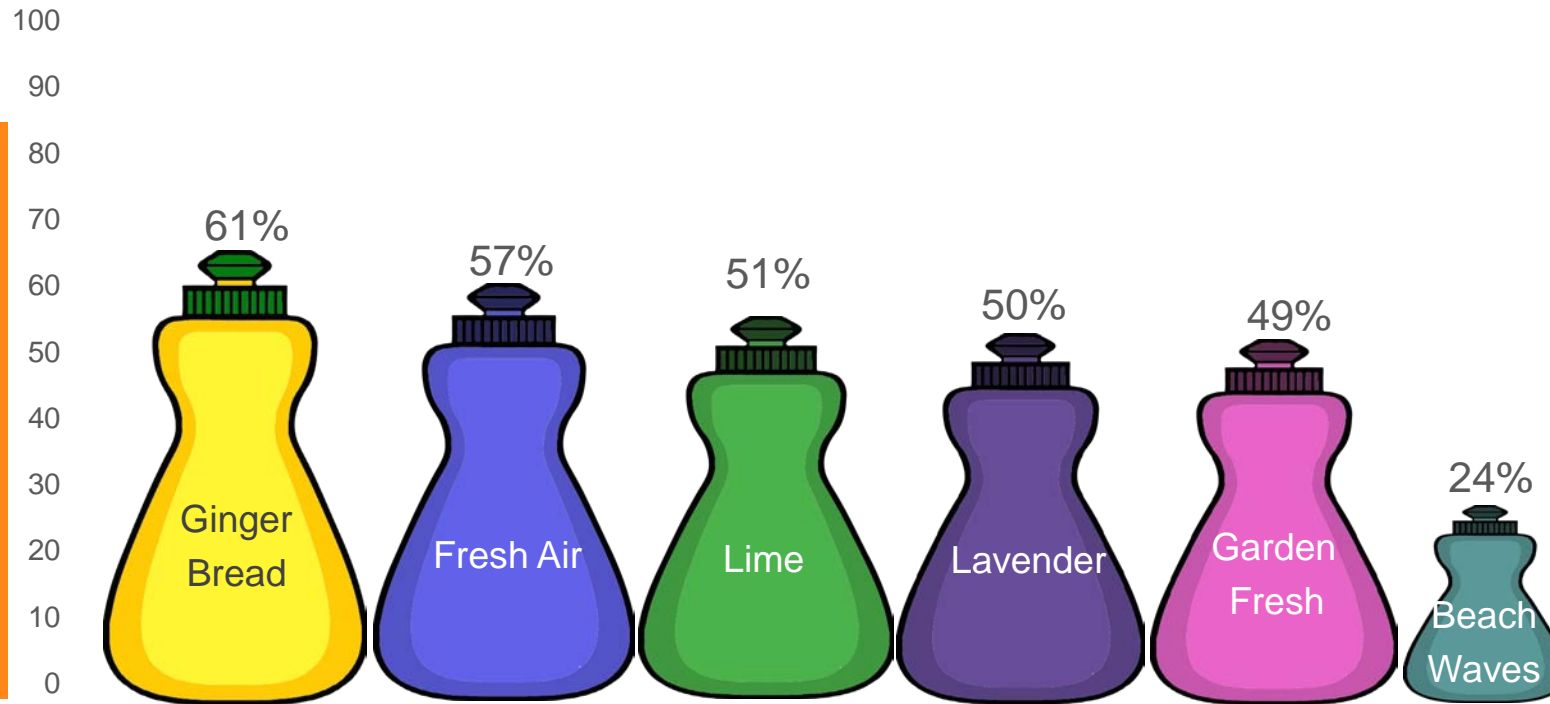
FINAL EVALUATION

COLORS AND NAME + FRAGRANCE

Gingerbread is once again performs the best, signifying that sensory characteristics can override visual cues for purchase behavior.

Allowing retail environments with sampling to affect purchase decision.

Top 2 Box purchase intent range has flattened out and is around the middle for all - This could be due to the miss in category on the names/colors



Base: N=205
Q5. What is your overall opinion of this fragrance for a liquid laundry detergent product? (7 pt. scale)
Uppercase letters denote significance at 95% CL / Lowercase letters denote significance at the 90% CL.



When consumers can't interact with the product - Visual Cues control purchase decision.

When consumer can interact with the product (or sample) fragrance/taste can change purchase decision.



Optimal products have sensory cues that match the category context independent of the environmental context- point of purchase





THANKS TO MY COLLEAGUES:

Jay Katz
Julie Serbest
Tara Biuso
Katerina Maslanka
Chris Marketo