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%

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
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.
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.
Color + Name + Fragrance

FINAL EVALUATION
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.
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:

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