The Impact of Priming on Open End Responses in Kids Testing

Alissa Galatz, Senior Sensory Mgr II
Tyson Foods

Advancing Sensory Science by Integrating Perceptual, Cognitive, and Behavioral Psychology

September 28, 2018
Kids Testing comes with Challenges!

✓ Low discrimination among samples
✓ Ability to only ask minimal number of questions
✓ Limited open end feedback
New approaches are necessary that enable deeper insight!
Priming

"...a technique whereby exposure to one stimulus influences a response to a subsequent stimulus, without conscious guidance or intention."

*Priming as defined by Wikipedia*
How do you feel about your typical cup of morning coffee?

- Smells great
- Has a bold flavor
- Wakes me up
- Is part of my routine
Pick an image that describes how you feel about your typical cup of morning coffee and describe why.
The bold flavor wakes me up, helping me to focus on my tasks for the day.

The aroma fills my house and brightens my morning.

A strong cup of coffee makes me feel like the sky is the limit, I can accomplish my goals.
✓ Activates brain to focus on something
✓ Reveals subconscious cues
✓ Expands what is perceived
Primming in Research

Experiences

Range of Sensory Stimuli

Storytelling

Imagery
Emotional priming has shown to be useful with adults.

- More product differentiation
- Detailed open end comments
- Emotional connections
- Deeper understanding of concept-product fit

Not as useful with kids, due to limited experiences.
Emojis widely used to enhance communication with kids.
Hypothesis

Emojis

Emotional Prime

✓ More detailed open ends
✓ Connected to emotion
Methodology

Central Location Test
N=100 kids
Ages 8-12 years
Sequential Monadic
Frozen breakfast products

STANDARD
N=50
Hedonic Ratings
Forced Preference
Open End

WITH EMOTIONAL PRIME
N=50
Hedonic Ratings
Forced Preference
Emoji Exercise
Open End
Emoji Set & Hidden Definitions

- Utilized in schools
- Faces only, not too literal
- Randomized

Feedback was vastly different from the two approaches!
With emotional prime, comments were focused more on the kid than the product.

**Emotional Prime**

“Product was super good and this is like a sign of happiness to me and it makes me feel great”

“I’m happy that I get to eat food with my hands and it’s good”

“Surprised I loved this so much”

“I feel cool after eating it”

**Standard**

“it had the right feel in my mouth, it had about the right everything and the flavors were good”

“Had the perfect amount of filling on the inside and nothing was too strong”

“I tasted more cheese, and it was nice and soft”

“I love the meat and the cheese taste. It’s a little sweet and that is also great”
Emotional prime resulted in **more emotional**, but **less detailed** feedback.

### Emotional Prime
- **Liked sample**: 50%
- **Disliked sample**: 6%
- **NET: Feel**: 28%
- **Made me happy**: 11%
- **Felt cool**: 11%
- **Made me confused**: 6%
- **NET: Taste/Flavor**: 17%
- **Liked flavor**: 11%
- **Liking filling**: 6%
- **Other**: 6%

### Standard
- **NET: Taste/Flavor**: 74%
  - **Better/More taste**: 42%
  - **Meat flavor**: 26%
  - **Cheese flavor**: 10%
  - **Egg flavor**: 3%
  - **Sweetness**: 3%
  - **NET: Texture**: 19%
  - **General likes**: 16%
  - **Right softness**: 10%
  - **Melted Cheese**: 6%
  - **More cheese**: 3%
  - **Overall good texture**: 3%
  - **Right moistness/Not dry**: 3%
  - **NET: Others**: 19%
  - **No choice/ No likes**: 0%
With emotional prime, **simple one thought** responses were provided, where standard approach provided **multiple thought**.

“**It was cool to me**”  “**Best thing ever**”  “**OMG**”

**Emojis seem to convey a lot of information in one character.**
Kids tended to select from a top set of emojis.

Top Positive Emojis

Top Negative Emojis
Overall there is value in both approaches!

**STANDARD**
More product feedback!

**EMOTIONAL PRIME**
More feelings/emotions!
✓ Use shorter list of emojis
✓ Focus question more on product
✓ Incorporate an example
THANK YOU!