

OVERCOMING THE COMPLEXITIES OF EXPLORING CONSUMER EMOTIONS & AVOIDING "JUNK SCIENCE": THE IMPORTANCE OF PLANNING, CRITICAL THINKING, AND CONTEXT



Michelle Niedziela*, Kathryn Ambroze, Allison Gutkowski

HCD Research, Inc, Flemington NJ USA

Michelle.Niedziela@hcdi.net



#0711

KEY TAKEAWAY:

- Understanding consumer emotions is a common business interest, but exploring emotions quickly becomes more complex than anticipated.
- Emotion research is plagued with difficulties ranging from misused tools to overreaching, unsupported claims.
- Conducting impactful emotion research requires planning, critical thinking, and consideration of context.

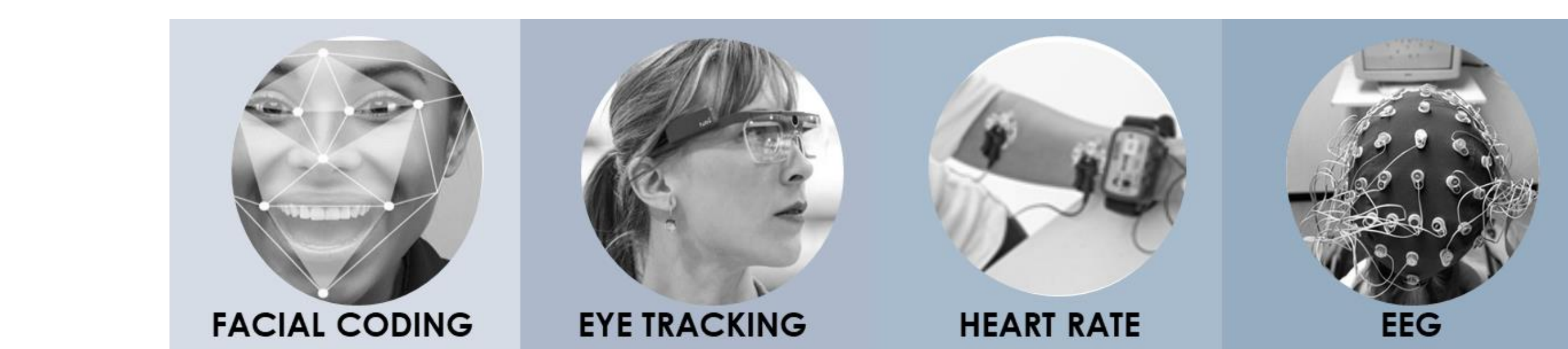
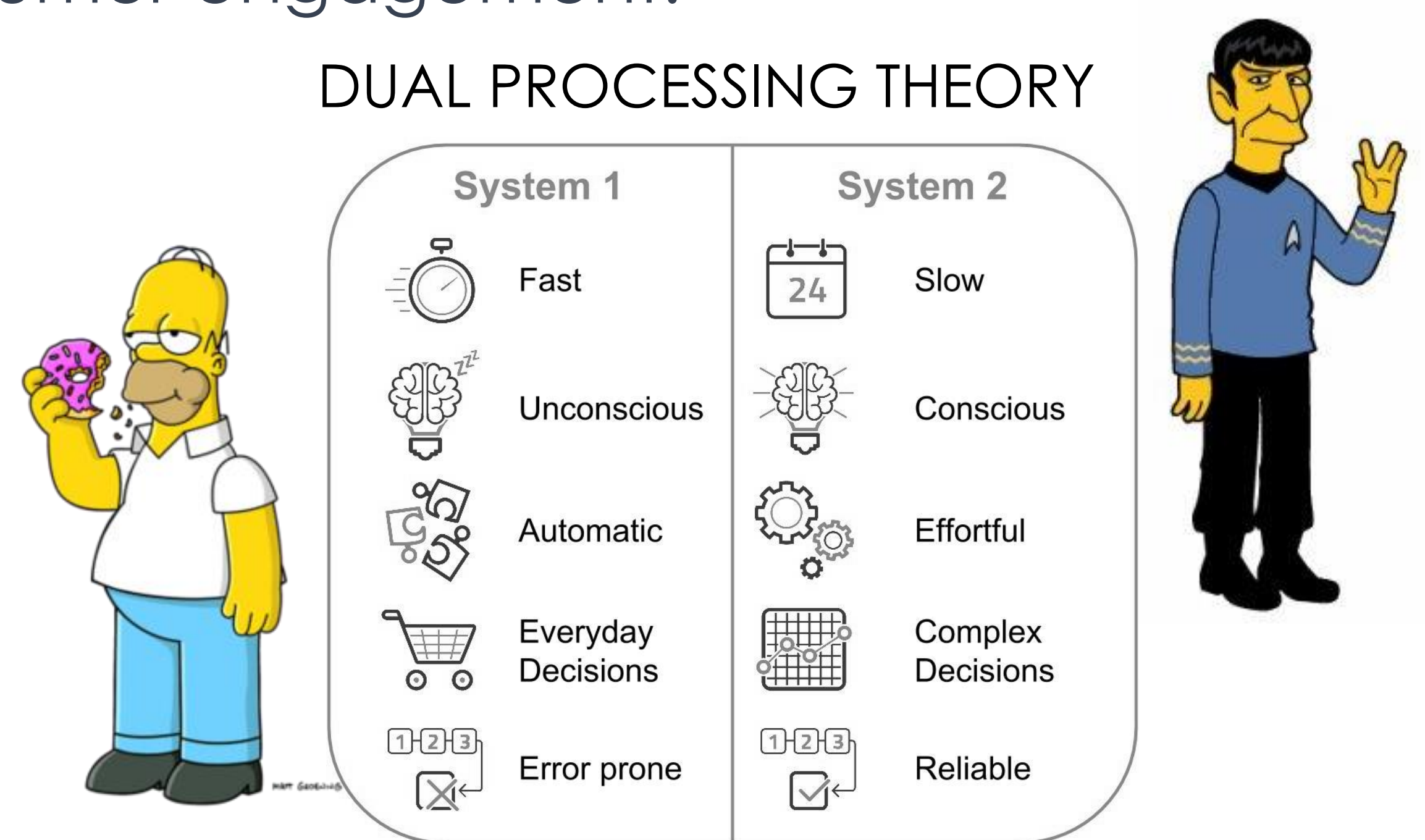


In a world overflowing with information, our interpretations of the environment shape our decision-making processes. As consumer researchers, we strive to understand what drives customers and uncover what can enable us to engage with them effectively using improved methods for consumer engagement.

When making decisions some might say we can be of two minds, our inner Homer and our inner Spock.

Dual processing theory provides the most compelling explanation how both intuitive and rational cognitive processes integrate information on benefits and harms and provide not only descriptive assessments of decision-making, but possibly may lead to insights that improve the way decisions are made.

DUAL PROCESSING THEORY



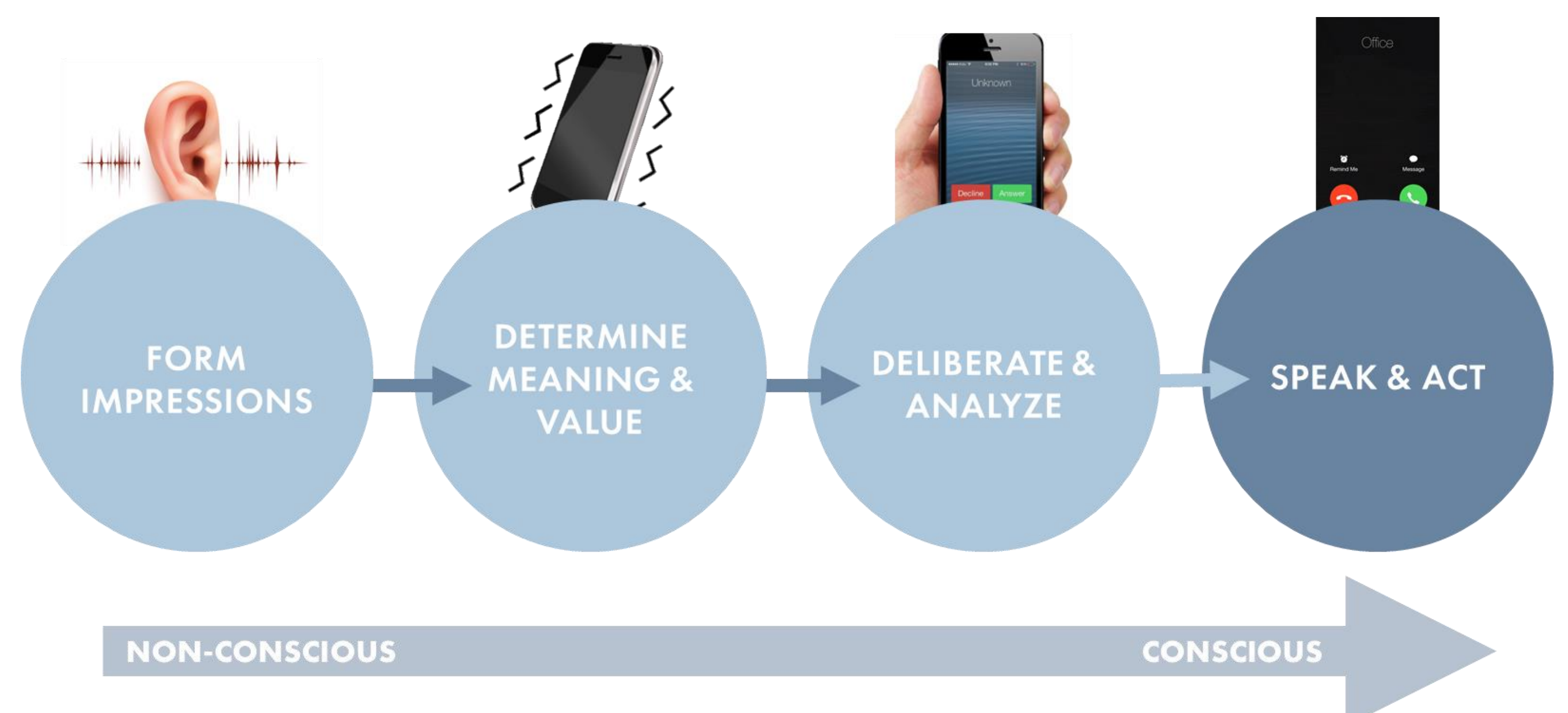
Modern Methods of Measurements

Choose the right tool for your research question

Each tool has its role in providing information, but there's no universal solution. It's important to acknowledge the limitations of these tools. In some cases, traditional measures like surveys may be more effective. By strategically designing research and focusing on the research question, we can leverage these tools to maximize differentiation in our results.

WHY IS INDUSTRY interested in the non-conscious?

Sensory and consumer scientists should prioritize studying the non-conscious perception of consumers. Our brains initially process information from the environment without conscious awareness, and these neural impressions can significantly impact our behaviors and perceptions. Sensory cues play a crucial role in influencing behavior and perception, making accurate measurement of reactions, both perceptual and emotional, essential in consumer sensory research.



Mixed-Method Behavioral Approach



- NEUROSCIENTIFIC**
The use of modern brain science & neuro tools such as psychophysiological measures
- PSYCHOLOGICAL**
Using established & validated psychological & behavioral assessments
- TRADITIONAL**
Using classical qualitative & quantitative methods of marketing research

Behavioral Sciences or Applied Consumer Neuroscience is

Using a combination of methods, it is possible to examine and study how the consumer is perceiving, evaluating and responding to stimuli. However, no one approach should be used in alone and there is no one size fits all.

Neuro-hype has plagued the world of applied consumer neuroscience since its inception. Enthusiasts can easily get carried away by the suggestion of a quick and easy way to get the answers they want. But the truth is that if businesses rely on the flashiness of neuroscience to bring in customers, over-promising and underdelivering is inevitable.

Make sure to always:

- Use the Right Tool for the Right Research Question
- Be Aware of Each Tool's Strengths & Weaknesses
- Collaborate with Experts