CONNECTING THE DOTS BETWEEN IMPLICIT & EXPLICIT DATA SOURCES TO UNLOCK DEEPER CONSUMER INSIGHT

Stephen Lillford*-1, Tessa Moxley-1, Rachel Horn - 2Michelle Niedziela-2, Allison Gutkowski-2

1-Reckitt, Hull, UK

2-HCD Research Inc., Flemington, NJ; michelle.niedziela@hcdi.net

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KEY TAKEAWAY:

- **Insights from multiple data collection sources (implicit & explicit) is an effective way of creating a cohesive story with clear actionable insights regarding which attributes impact decision making (which to target & which to avoid)**
- **Implicit reaction time testing can be used as a technique to uncover strong associations to liking-independent variables for better differentiation.**

When consumers smell a scent the result is a deep subconscious reaction to the stimulus paired with a conscious perception.

WHY USE IMPLICIT TECHNIQUES FOR FRAGRANCE?

It is impossible to separate the scent from this emotional response, hence we cannot objectively & unemotionally analyse a scent. Emotion always has to be considered.

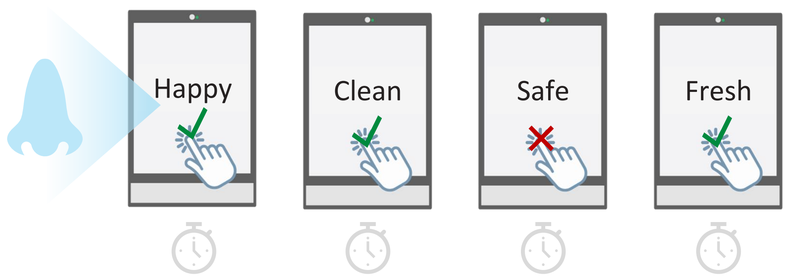
METHODS FOR MEASURING FRAGRANCE PERCEPTION

IMPLICIT ASSOCIATION TESTING (IAT)

Go/No-Go Association Test to determine the strength of associations experienced among a set of descriptive attributes.

- **Success Criteria: High or moderate association with a high degree of respondent agreement (top 20%)**

Does this word match your experience with the fragrance?



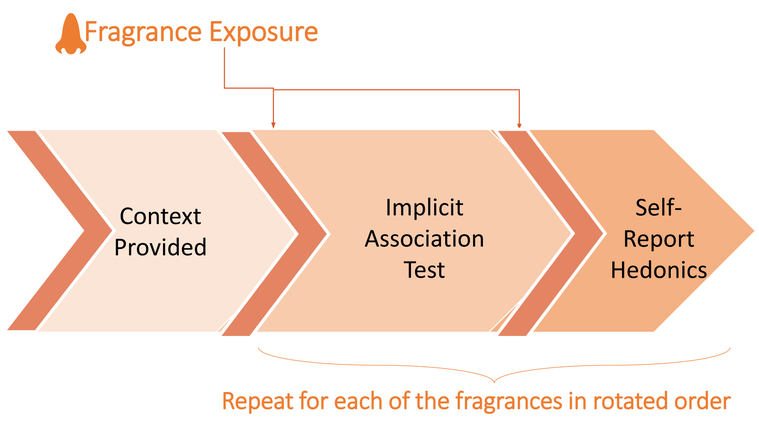
TRADITIONAL SELF REPORT

Typical scales used in consumer research, fragrance liking, attribute agreements, etc.

- **Success Criteria: Often T2B% or TB% agreement**

	1	2	3	4	5	6	7	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

OVERVIEW OF THE STUDY



How to combine these 2 data sources to have 1 clear outcome and aid decision making?

Fragrance Central Location test
- 6 fragrances
- Assessed blind
- N=160

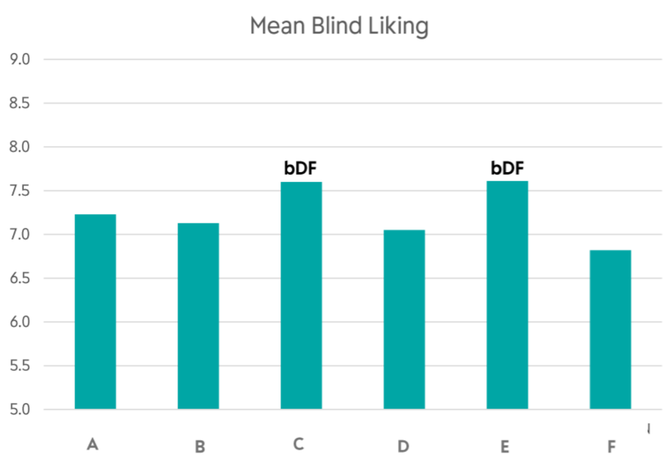
Implicit association:
- Set of emotional & descriptive words
- 'This fragrance is…'
- 'This fragrance makes me feel…'

ANALYSIS AND RESULTS

Regression analysis is used to model relationships between outcome (e.g., liking) & input variables (e.g., association with the attribute 'cheap')

The output coefficients are interpreted based on the sign (+/-), distance from 0 (strength of the relationship), and statistical significance

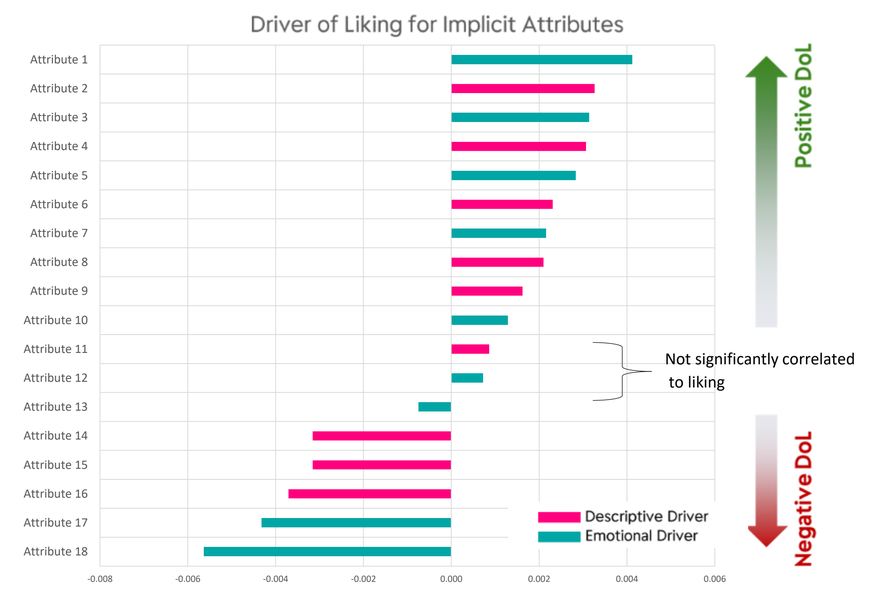
Traditional Liking



Implicit Association

C	Clean Fresh Good For Me	Effective Premium	Boring Chemical	Harsh Novel
D	Clean Fresh	Effective Good for me Premium	Boring Chemical	Harsh Novel
A	Clean Fresh	Effective Good for me	Boring Chemical Harsh	Novel Premium
E	Clean Fresh Good for me	Effective Premium	Boring Chemical	Harsh Novel
B	Fresh	**Clean** Effective Good for me	Boring Chemical Harsh	Novel Premium
F		Clean Effective	Fresh Good for me	Boring Chemical Harsh	Novel Premium

- Regression analysis shows which are top implicit drivers of liking
- Can be broken down into emotional vs. descriptive drivers
- The 2 largest negative drivers were emotional
- Non-valenced attributes were a mix of emotional and descriptive. They do not significantly relate to traditional liking



- Can use this analysis to understand which implicit attributes to focus on attaining
- Attributes which are independent of liking are still important, they offer an opportunity to differentiate