

# Setting the mood: Using self-report and psychophysiological measures to explore emotions elicited by fragrances

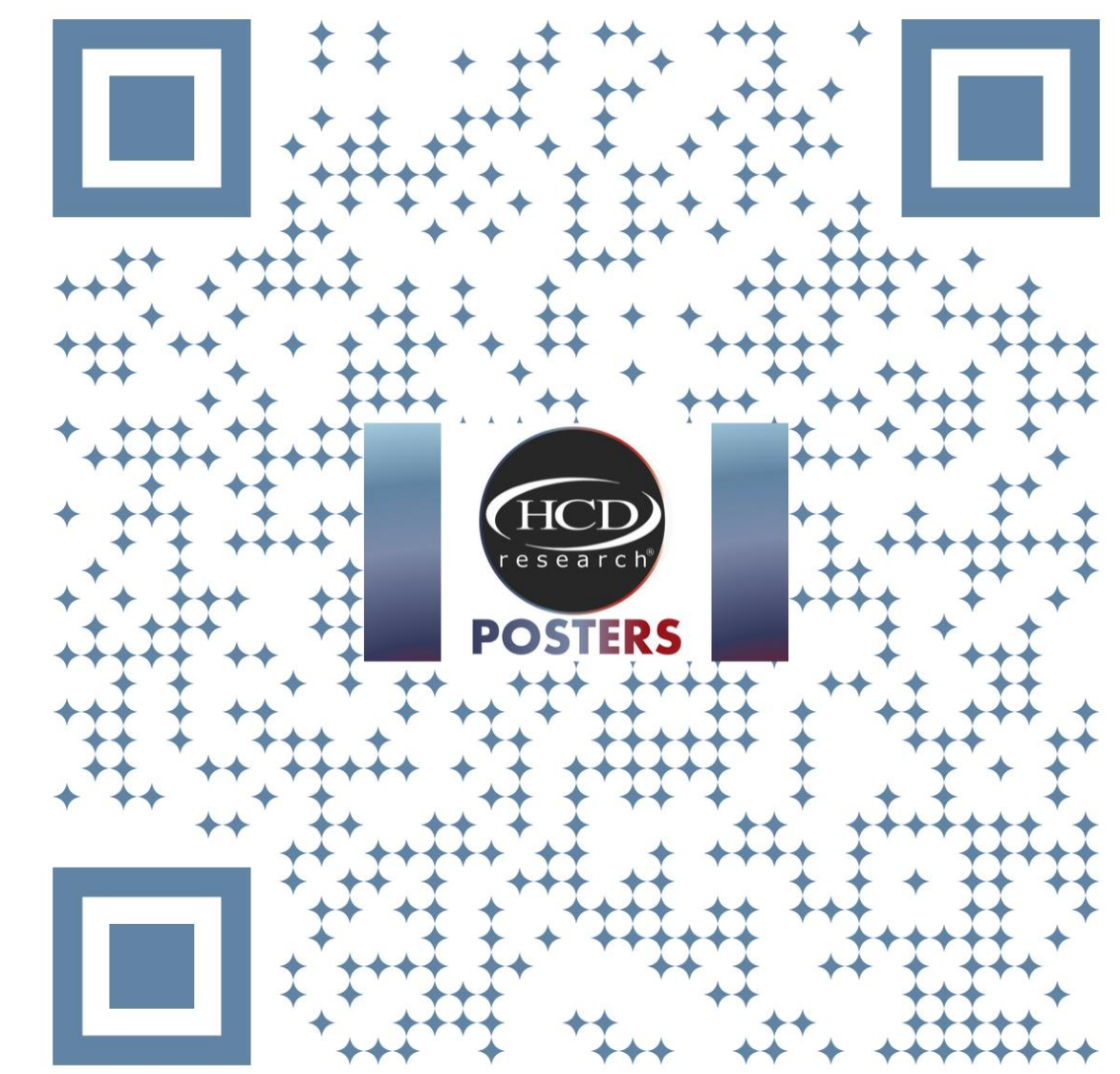


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**KEY TAKEAWAY:**  
**A multi-dimensional understanding of consumer perception and experience leads to deeper insights that inform how products are developed and positioned.**

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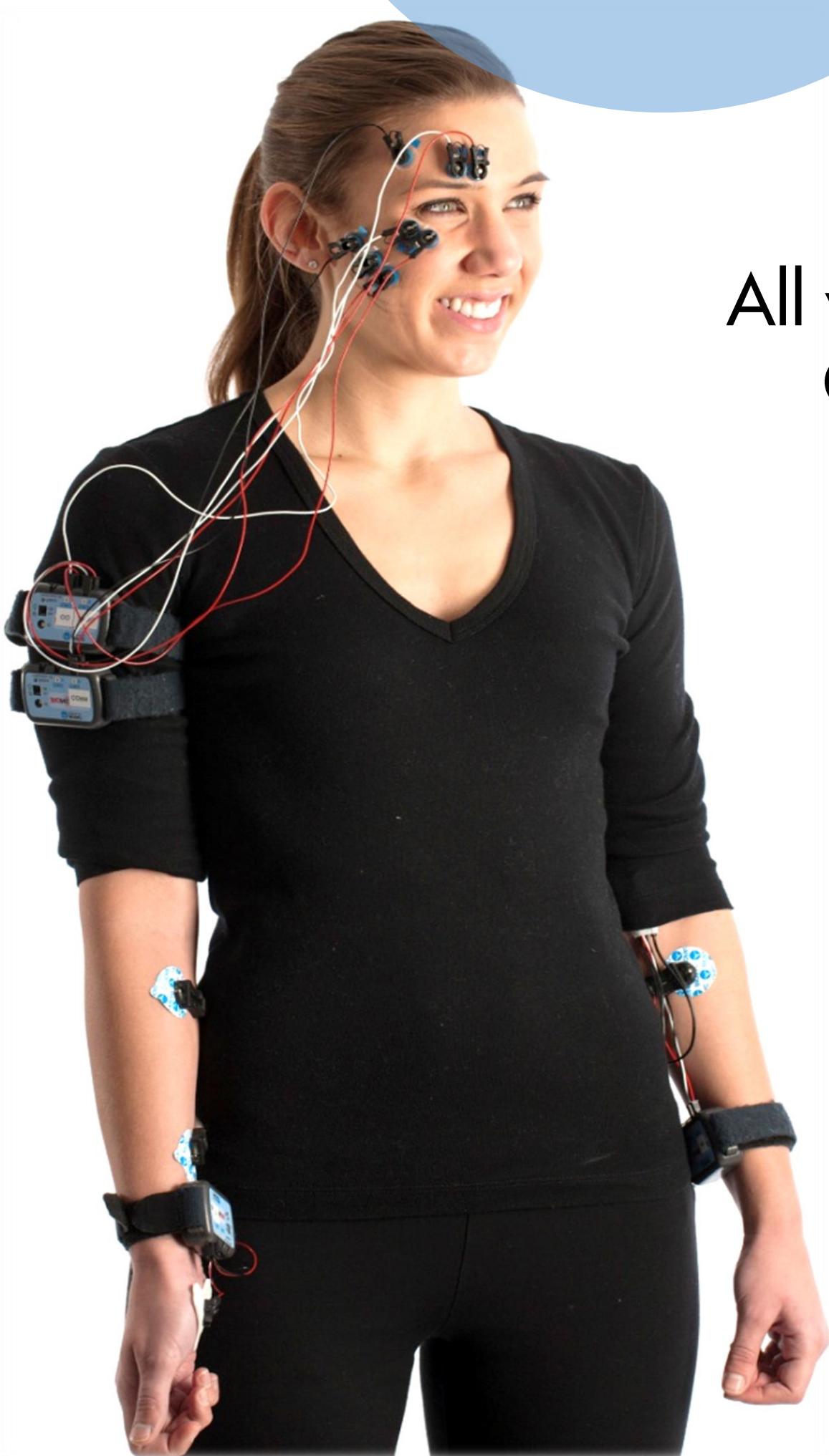


Reviewing the responses to both self-reported and psychophysiological measures gleaned a more comprehensive understanding of each fragrance experience; ultimately, helping to differentiate which fragrances better achieve the desired mood space.



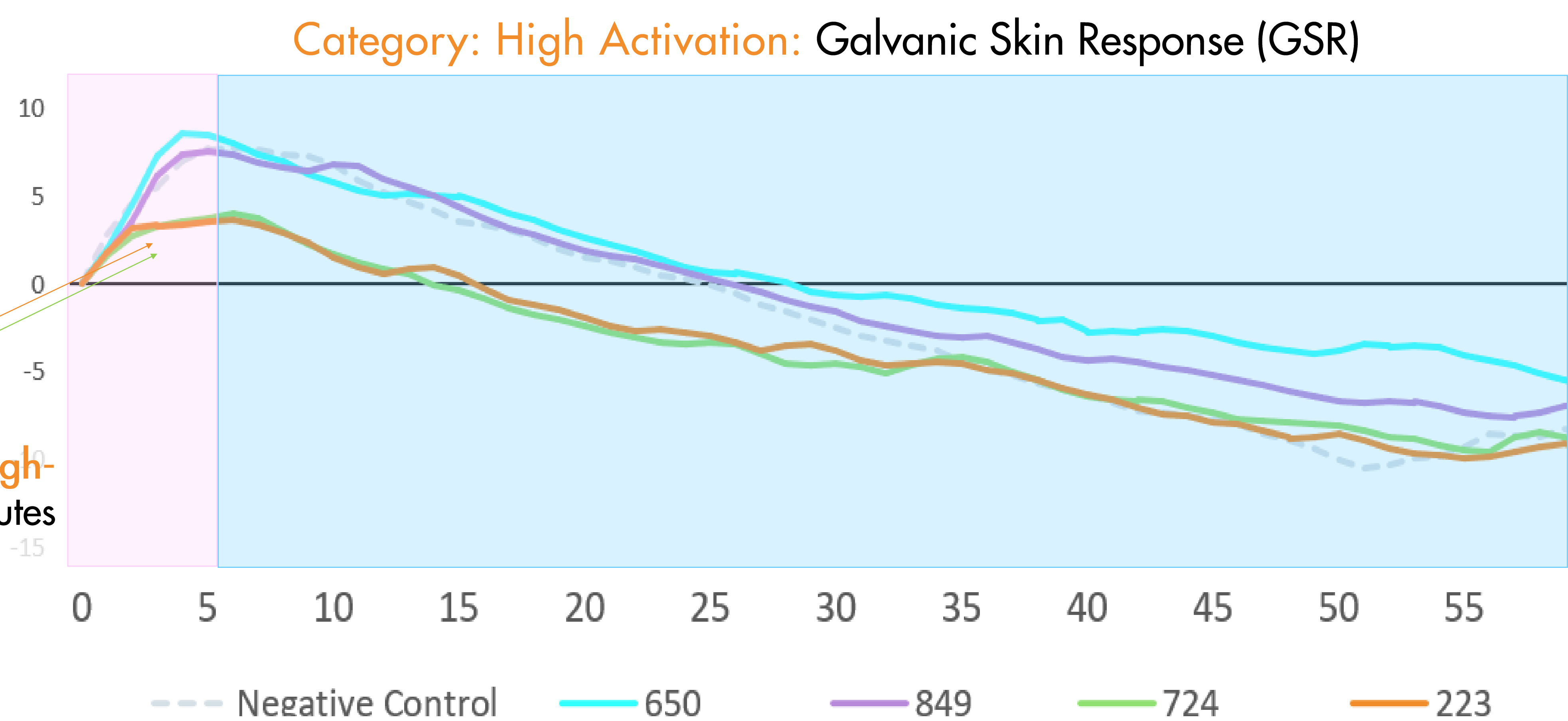
- Participants smelled 4 fragrances (selected to explore the high activation mood space) + negative control
- Quantitative self-report (CATA, VAS, POMS) + Biometrics (fEMG, HRV, GSR) measures

Hypothesizing that fragrances categorized as (designed to be) high activation (exciting/arousing) will also be perceived (self-reported) and felt (physiologically) as high activation.



All well-liked from traditional CLT and having high fit to desired emotional space.

Self report aligned with high-activation attributes



- While all fragrances were categorized as well-liked, high activation fragrances, we can see there is **differentiation in physiological activation (GSR/arousal)**.
- Furthermore, consumers self-report did not always align to physiological response, **highlighting the need for a multi-method approach to capture the full complex emotional response.**