

Welcome!

Consumer Behavior



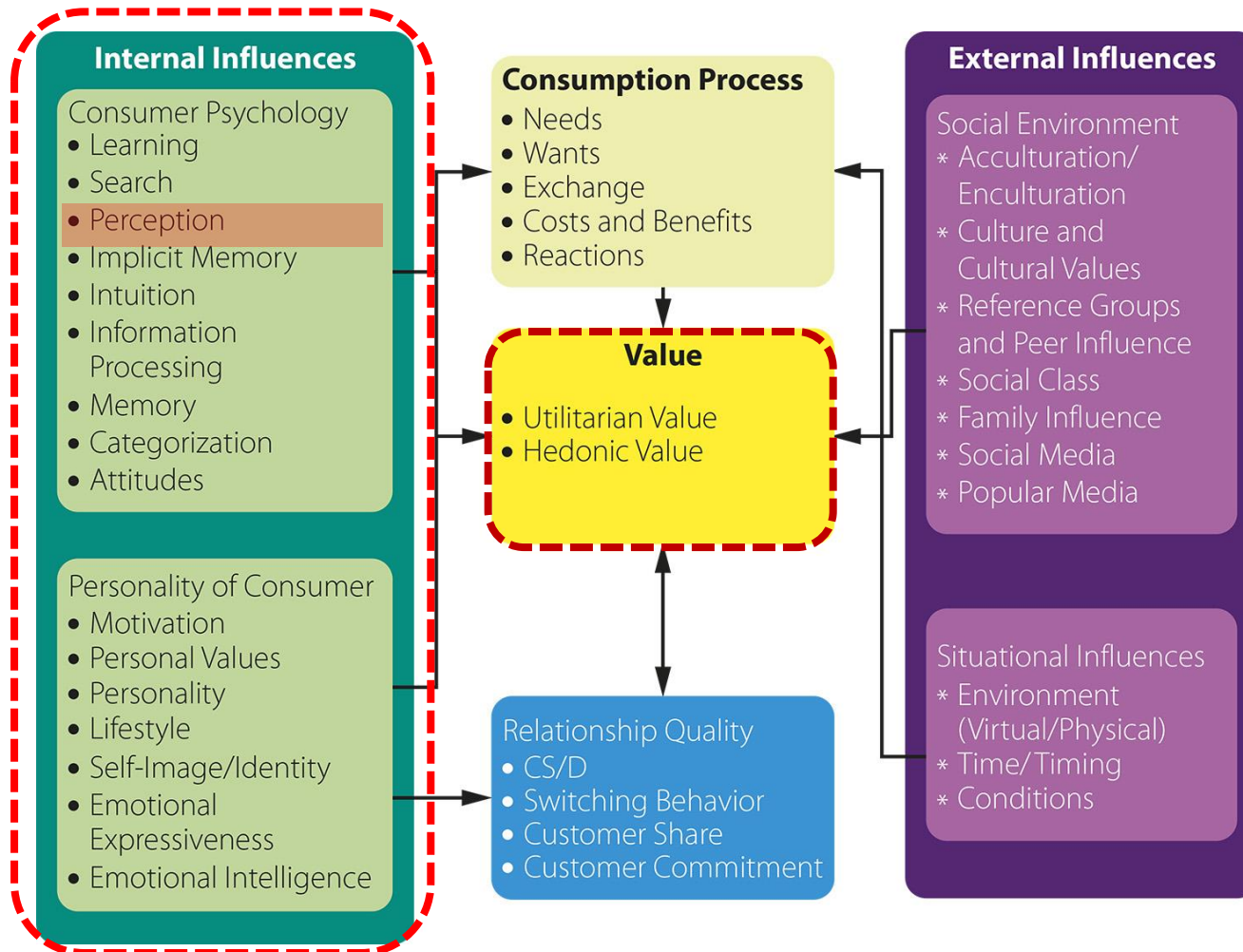
Mikyoung Lim

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Where are we?



Consumer Value Framework (CVF)



CVF illustrating factors that shape consumer behaviors



EXTRA CHAPTER

Sensory Marketing

Agenda

- **Sensation vs. Perception**
- **Sensory Marketing**
 - Visual
 - Auditory
 - Olfactory
 - Haptic
 - Taste
- **Multi-sensory**

A close-up photograph of a woman's hand holding a makeup brush with a silver ferrule and a wooden handle. The brush is positioned near a black, spherical microphone pop filter. The word "Sensation" is written in a bright cyan font across the pop filter. A vertical cyan bar is on the right side of the image, and a horizontal cyan bar is at the bottom.

Sensation

Introduction

Sensory overload.

We live in a world overflowing with sensations

Sensory overload happens when something around us overstimulates one or more of our senses.

Implication?

Too much of a good thing “Overload”



[The Ugly Truth about Modern Life!](#)

Introduction

Same Taste?



[Pepsi Vs. Coke Blind Taste Test - YouTube](#)

Introduction

Cheap wine tastes better?

Blind taste test suggests that cheap wine really does taste better



[Wine taste test Hot Topics](#)

Why?

Do You Taste with Your Eyes?

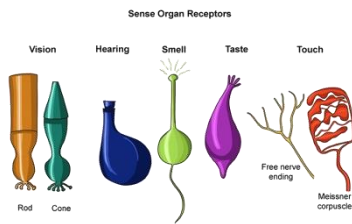
Appearance of food can dramatically affect how it tastes to us.



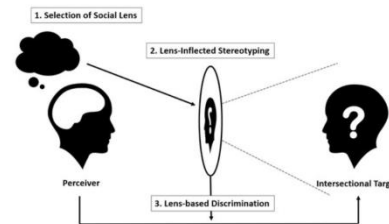
Discrepancies between the appearance of foods and tastes can make it more difficult to identify the flavoring.

Sensation and Perception

- **Sensation** refers to the immediate response of our sensory receptors (eyes, ears, nose, mouth, fingers) toward such basic stimuli (e.g., light, color, sound, odors, and textures)
- **Perception** is the **process** by which these sensations are selected, organized, and interpreted
 Awareness and understanding of sensory information

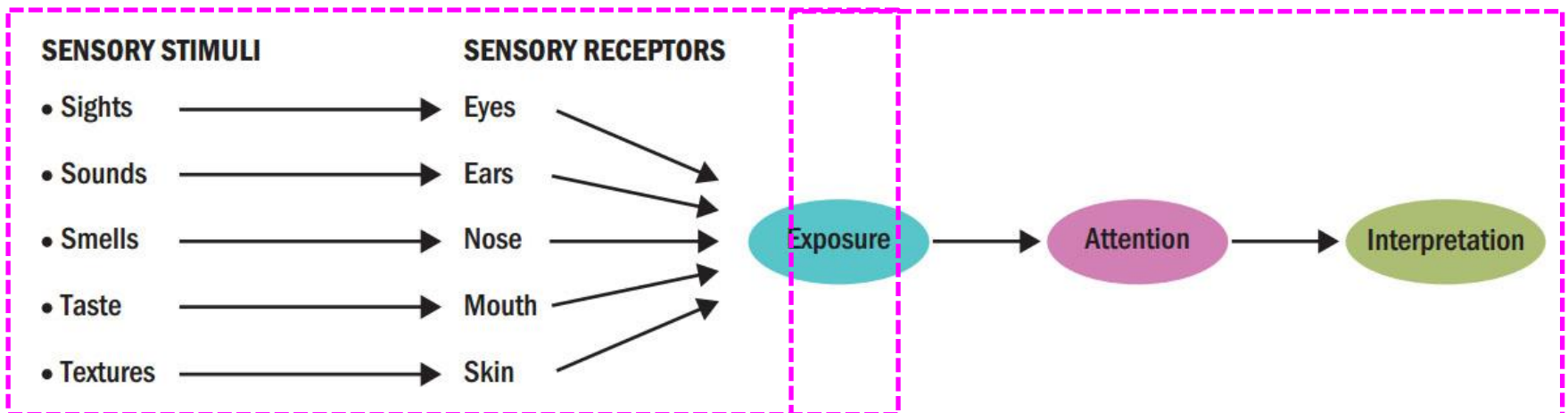


Sensation (Biochemical)



Perception (Psychological)

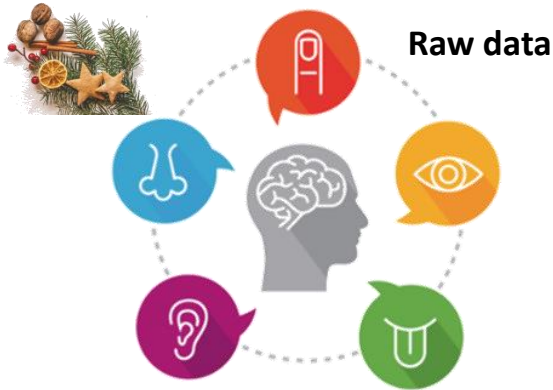
Process
 → Brain's interpretation



Sensory Marketing

- Our brain received sensory stimuli inputs (raw data) from various channels

Example? 



→ e.g., it can generate internal sensory experience



- Marketer's messages are more effective when they appeal to several **senses**



Ad copy emphasized the chip's **smell** and **texture**

→ More effective

Sensory Marketing!

Our brain received sensory stimuli inputs (raw data) from various channels



VISION



HEARING



SMELL



TASTE



TOUCH



Sensory Marketing



- Marketing strategies that focus on the impact of **sensation** on the product experiences
- Marketing that engages the consumers' **senses** and affects their perception, judgment and behavior

→ How can marketers use sensory system to increase product/service **appeals** ?





Vision





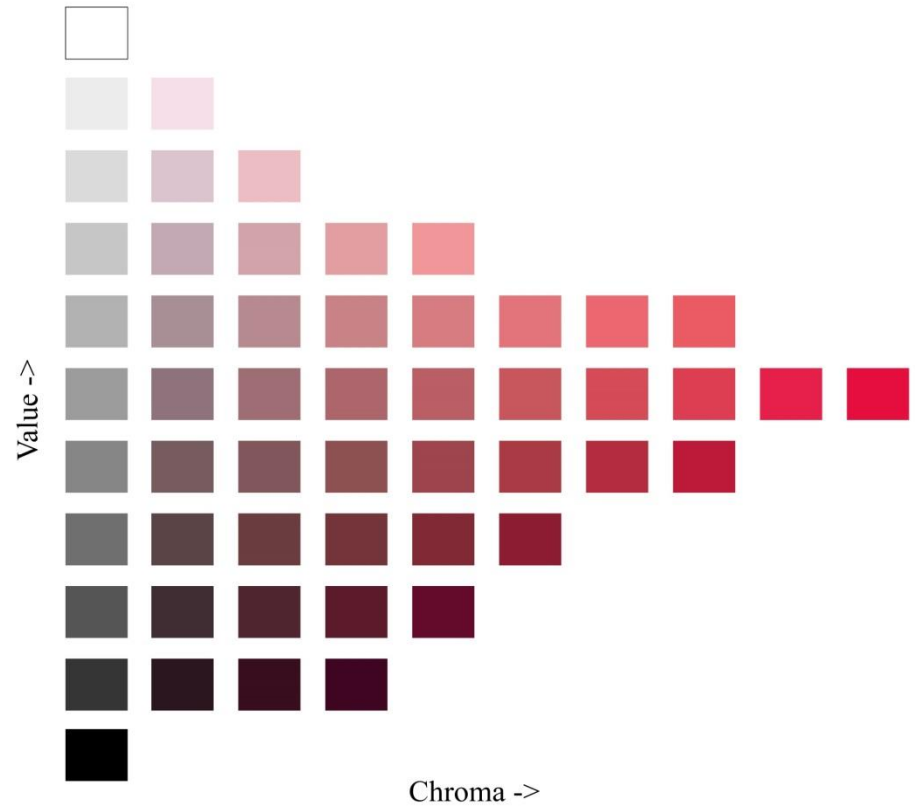
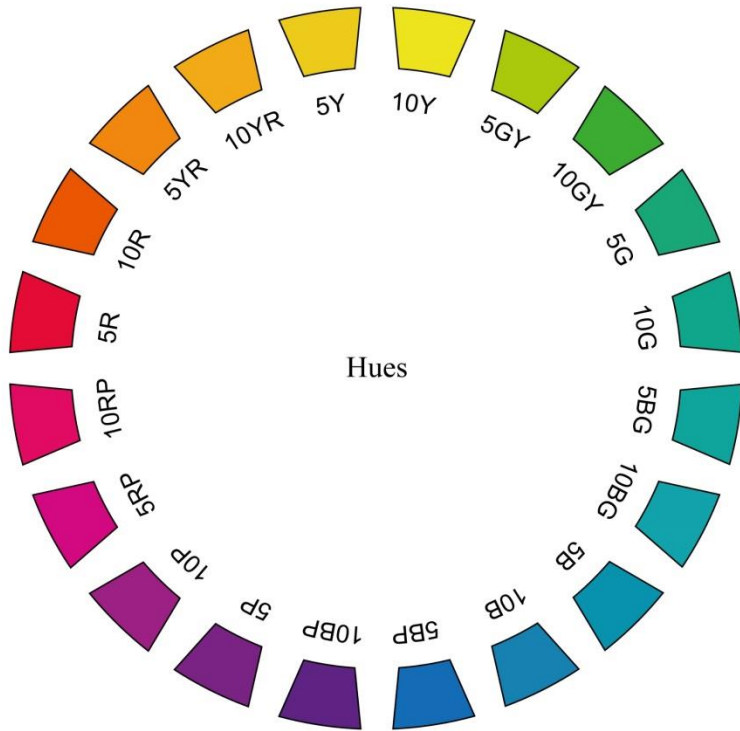
What is Vision?

Subjective sensation of brightness as a function
of a physical measure of light

Simply, what we see is vision stimuli

Color is a combination of 3 factors

Just for your reference!



Interpretation based on schema

- The location of a product can influence the way we interpret
- We tend to interpret the product located **down weight more than**
→ Stimuli of lower magnitude tend to be mentally mapped on the **left (left → right)**

- We all learned about the law of gravity *



- In general, we read from left to right

1 - 2 - 3 - 5 - 6 - 7 - 8 - 9 - 10



Schema!

Interpretation based on schema

- Displaying lower (vs. higher) saturation color on the top/left (vs. bottom/right) leads to a more favorable product evaluation

Which display is better?

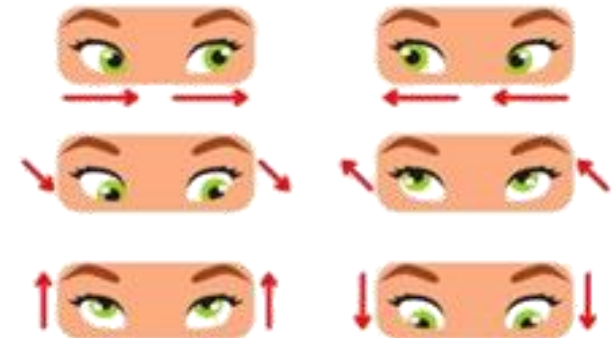


Vs.



Why?

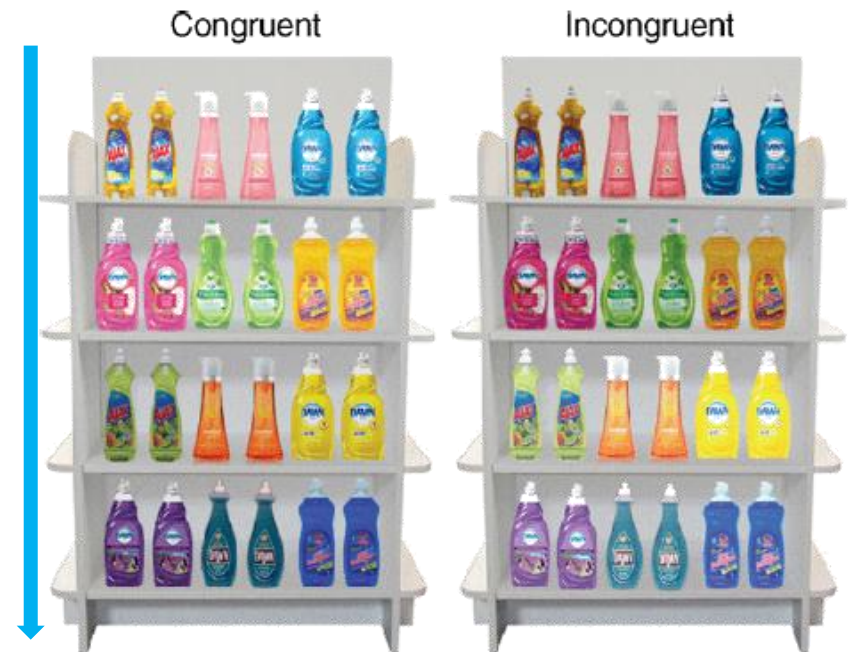
Fluency



Mental Fit = Processing Fluency

Interpretation based on schema

- Another example: Which one is more fluent to process?





Who could be the winner? Reason?





The player in Red win more. Why?

Olympic athletes who wear red uniforms are more likely to defeat competitors in blue uniforms



Research on results of 2004 Summer Olympics in Athens, Greece

Red sports teams are more likely to win.

Seriously, Science? | By Seriously Science | Sep 18, 2013 5:00 PM



RELATED COI



AD

Competitors who choose to be red have higher testosterone levels

Daniel Farrelly ¹, Rebecca Slater, Hannah R Elliott, Hannah R Walden, Mark A Wetherell



Red enhances human performance in contests?

Evolution theory



Due to differences in testosterone levels between competitors wearing red and those wearing other colors...?



More attractive than those who wear **Red**?

Men rate women who wear **red** as more attractive than those who wear **blue**

The Red Hypothesis?



- Some say it has to do with a flushing of the face
- Healthy → attractive..? (evolution theory)

Psychological study reveals that red enhances men's attraction to women







Cultural Difference

- Preference for colors can heavily depends on **Culture**
: Some reactions to color come from learned association
- Understanding the meaning is important for **international marketers**

COLORS by Culture

ORANGE	BROWN	YELLOW	GREEN	BLUE	PURPLE	RED	BLACK
WESTERN Culture							
Harvest Warmth Affordable	Practicality Comfort Stability	Happiness Joy Caution	Luck Jealousy Greed	Depression Trust Calm	Royalty Spirituality Wealth	Love Danger Action	Intimidation Death Mourning
FAR EASTERN Culture							
Happiness Spirituality Adaptability	Earth Industrious Mourning	Masculinity Sacred Royalty	Fertility Hope Life	Feminine Healing Relaxation	Wealth Privilege Spirituality	Prosperity Good Fortune Vitality	Health Prosperity Stability





- **Saturation** influences size perception
→ Influence on Willingness To Pay (WTP)



Just for your reference!



Application (Color Associations)

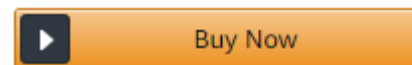
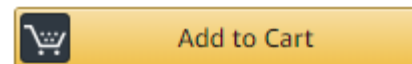


- The table shows how experts link specific colors to marketing contexts

Color	Associations	Marketing Applications
Yellow	Optimistic and youthful	Used to grab window shoppers' attention
Red	Energy	Often seen in clearance sales
Blue	Trust and security	Banks
Green	Wealth	Used to create relaxation in stores
Orange	Aggressive	Call to action: subscribe, buy or sell
Black	Powerful and sleek	Luxury products
Purple	Soothing	Beauty or anti-aging products

Source: Adapted from Leo Widrich, "Why Is Facebook Blue? The Science Behind Colors in Marketing," *Fast Company* (May 6, 2013), <http://www.fastcompany.com/3009317/why-is-facebook-blue-the-science-behind-colors-in-marketing?partner=newsletter>, accessed February 23, 2015.

Example





Shape and Taste Expectation

- Shape can play an important role in our perception of food

Round



Angular



- Only shape varied (identical dark chocolate)
- Rate the **expectation** of sweetness, bitterness, creaminess and liking vs. **Actual taste**

- The **round chocolates** were judged to be less sweet, more bitter, less creamy and liked less than expected, whereas the **angular chocolates** were judged to be slightly creamier than expected (**difference between Expectation vs. Actual tasting**)

**Does sensation always lead to
the right Perception?**

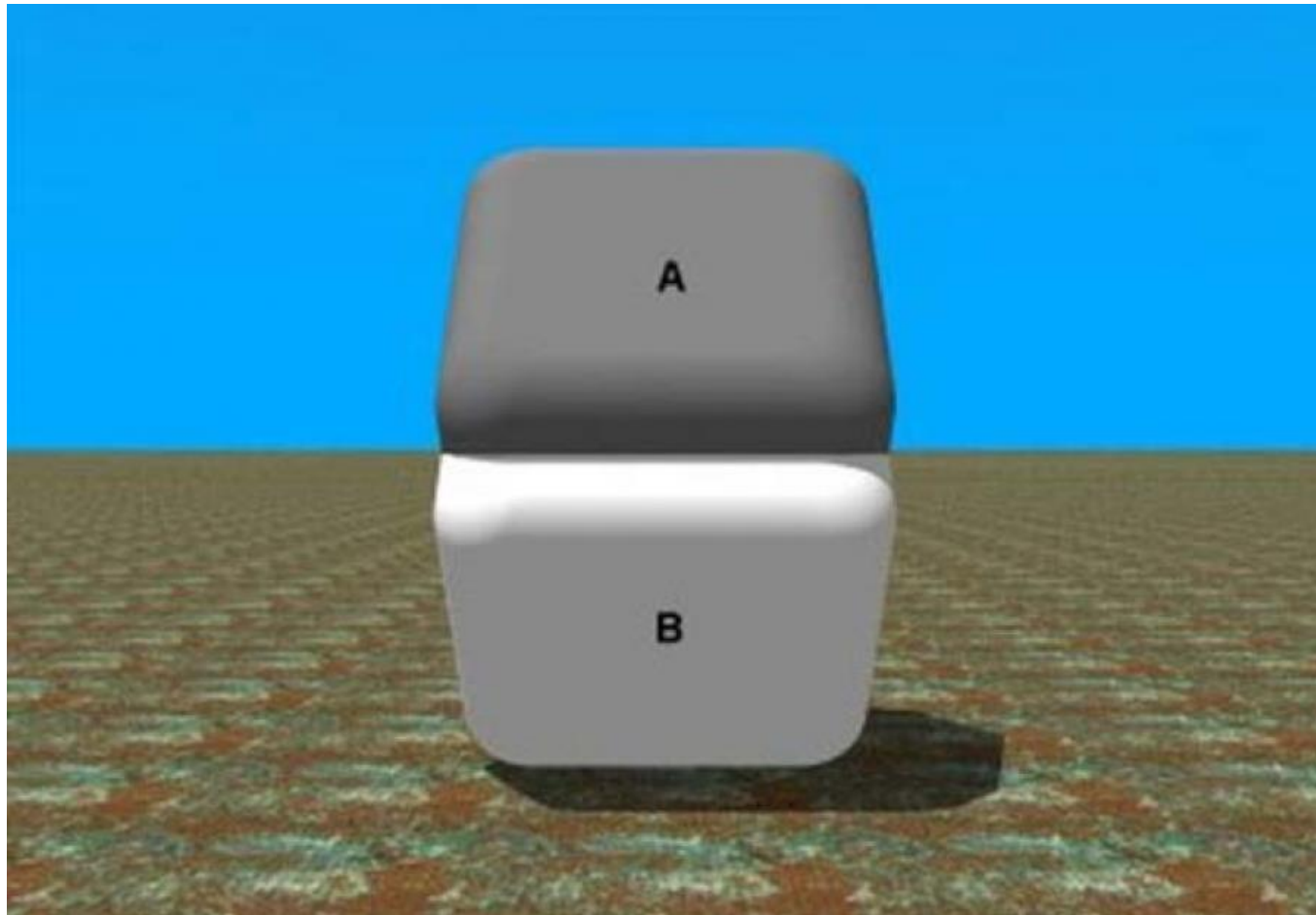
VISION



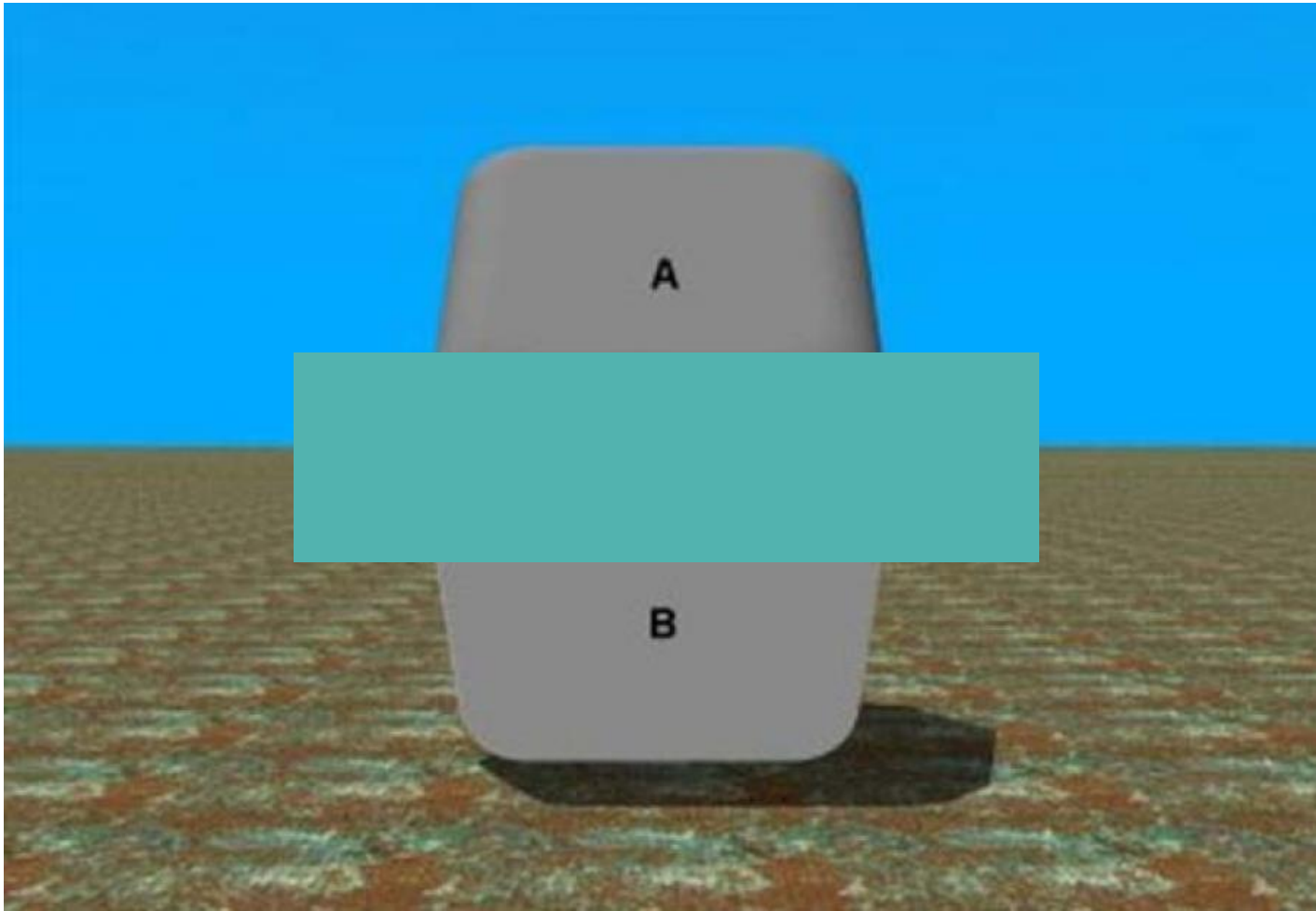
Visual illusion



Which one is lighter?



Why?

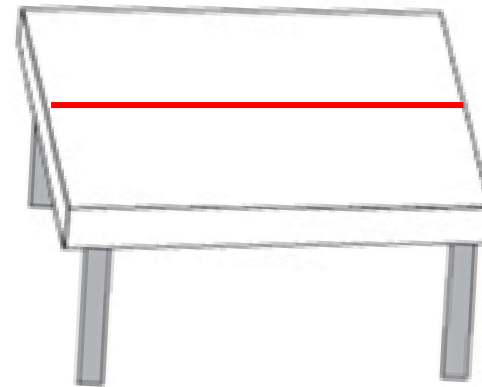
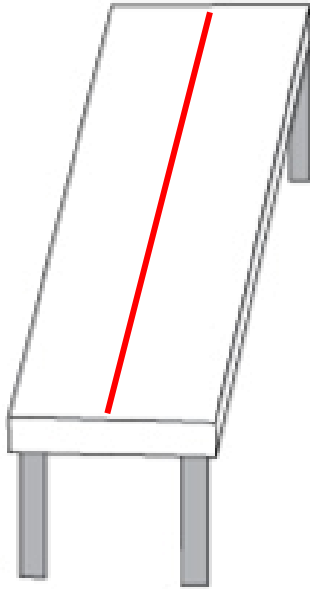


[Brain Games- Perception of Shadows and Gray Box Illusion](#)

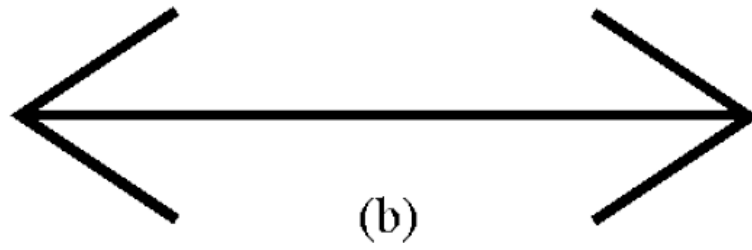
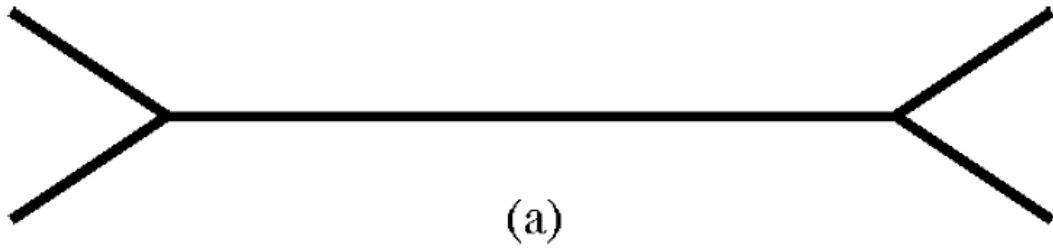


Visual illusion

Which table is longer?



[Table](#)





Visual illusion

- Visual illusions are great demonstrations of the difference between **sensation** and **perception**
- We cannot change sensing but our perception, we can change (experience, learning, etc.)





Dollars and Scents



Q. Effects of product scent on memories

Product Scent and Memory

ARADHNA KRISHNA
MAY O. LWIN
MAUREEN MORRIN

Scent research has focused primarily on the effects of ambient scent on consumer evaluations. We focus instead on the effects of product scent on consumer memories. For instance, if a pencil or a facial tissue is imbued with scent (vs. not), recall for the brand's other attributes increases significantly—with the effects lasting as much as 2 weeks after exposure. We also find that product scent is more effective than ambient scent at enhancing memory for product information. We suggest that this may be because, with product (ambient) scent, scent-related associations are focused on a single object (are diffused across multiple objects) in the environment. In support, we find that the memory effects are driven by the number of product/scent-related associations stored in long-term memory. The results suggest that, although ambient scent has received the bulk of attention from researchers and managers in recent years, greater focus on product scent is warranted.

→ Participants showed higher recall of a test brand's attributes when it was embedded with a scent



Q. Effects of ambient scent on spending

Adriana V. Madzharov, Lauren G. Block, & Maureen Morrin

The Cool Scent of Power: Effects of Ambient Scent on Consumer Preferences and Choice Behavior

The present research examines how ambient scents affect consumers' spatial perceptions in retail environments, which in turn influence customers' feelings of power and, thus, product preference and purchasing behavior. Specifically, the authors demonstrate that in a warm- (vs. cool-) scented and thus perceptually more (vs. less) socially dense environment, people experience a greater (vs. lesser) need for power, which manifests in increased preference for and purchase of premium products and brands. This research extends knowledge on store atmospherics and customer experience management through the effects of ambient scent on spatial perceptions and builds on recent research on power in choice contexts.

Keywords: scent, store atmospherics, luxury consumption, consumer choice

Warm or Cool Scent?



Vs.





Example (AD)

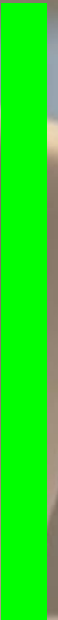
- Good example of utilizing consumer research → Sensory Marketing
- Smell of coffee brings up childhood memories of mother cooking, and “home”



[Folgers Coffee Home For Christmas 2009 Christmas TV Commercial](#)



Sound



Auditory stimuli



- Research Overview

[Jazz](#)

[CHM](#)

Music influences how much you enjoy your beer

New research shows that multisensory information like sound, shape and colour can influence how much someone enjoys their drink. As brands look for new ways to appeal to today's experience-hunting consumer, they may want to consider how their next beverage sounds.



Drink beer & listen to music that's consistent with that brand's identity → Enjoy more

How Music Changes Your Behavior At Home

What happens when a music-deprived home is suddenly flooded with tunes? More sex, for starters.

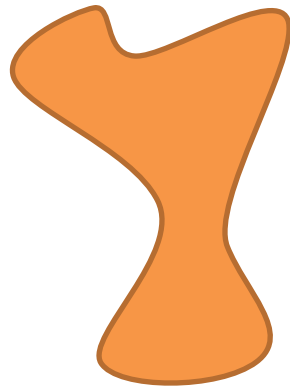


Reported a 16% increase in positive feelings overall, music makes activities more enjoyable.

Sound symbolism



Which is Bouba and which is Kiki?

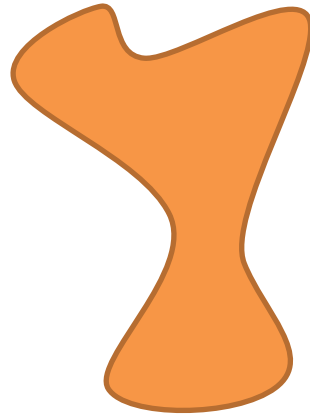


How about color?

Which color do you think goes better with each shape?



Sound symbolism



Bouba



Kiki

The process by which **the way a word sounds** influences our **assumptions** about what it describes, such as size

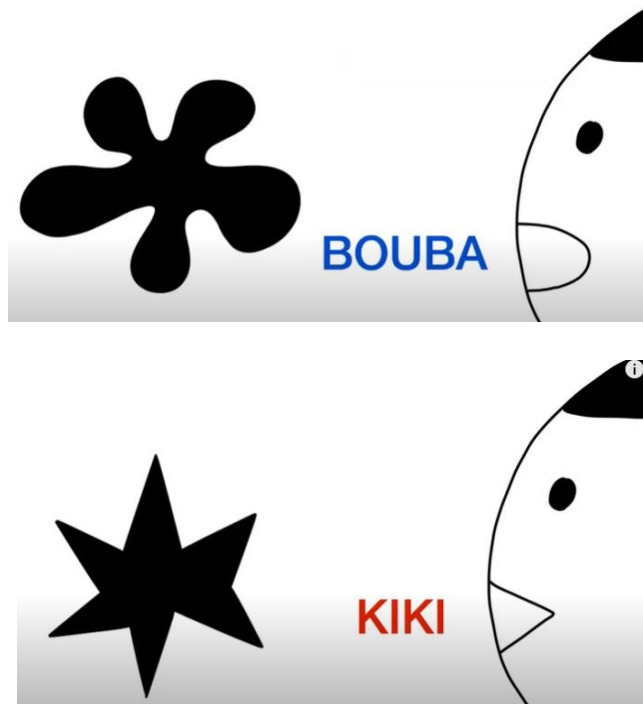
People **associate** certain sound (pronunciation) with certain shape

Sound symbolism



- **Why?**

Shape of the mouth (rounded vs. angular) is paired with shape of the object



Important brand strategy: Brand Naming

The logo for Nutella, featuring the word "nutella" in a red, lowercase, sans-serif font.	The logo for Ikea, featuring the word "IKEA" in a blue, uppercase, sans-serif font inside a yellow oval with a blue border.
<p>Common Pronunciation X nuh-tell-uh</p>	<p>Common Pronunciation X eye-key-ah</p>
<p>Actual Pronunciation ✓ new-tell-uh</p>	<p>Actual Pronunciation ✓ ih-key-yah</p>
The logo for Hyundai, featuring a stylized "H" inside an oval.	The logo for Porsche, featuring a crest with a horse and the word "PORSCHE" below it.
<p>Common Pronunciation X hi-un-dye</p>	<p>Common Pronunciation X porsh</p>
<p>Actual Pronunciation ✓ hun-day</p>	<p>Actual Pronunciation ✓ por-sha</p>



[Bouba/Kiki Effect | Why Some Words Sound Round and Sharp](#)

[How to Pronounce Ikea? | Swedish Vs. English](#)



ETC

For your reference!

Sound symbolism

High and low vowels convey...

- + **High** sounds - /i/ and /e/
small, light, lively, sharp
- + **Low** sounds - /a/, /o/, and /u/
big, slow, heavy, dull

Hard and soft consonants convey...

- + **Hard** - /t/ and /k/
little, hard, quick, sharp, pointy
- + **Soft** - /m/ and /l/
big, round, soft, slow

Sound symbolism



What is the right name?



New line of cars: **Brimley or Bromley**

- **Bromley** rated higher than Brimley on perceived legroom, trunk space, and engine power
- **Brimley** more fuel efficient

Sound symbolism



What is the right name?



New brand of ice cream:
Frish or Frosh

+ **Frosh** rated as creamier,
smoother, and richer

Depending on your brand strategy

: If you want to highlight the smoother texture?

Sensations that reach the skin



Touch



Marketing Examples



- Juice bottle design: shaped and textured to simulate an orange
→ “Real, **fresh** orange juice” association



Marketing Examples



- Apple's Customer Experience Strategy
- **Encouraging shoppers to touch a product** can increase purchase intention

Why?

The Effect of Mere Touch on Perceived Ownership

JOANN PECK
SUZANNE B. SHU*



Why most shoppers still choose brick-and-mortar stores over e-commerce

Online shopping has never been easier. But the majority of American consumers want the tactile experiences offered by physical stores.

Consumers want to see, touch, feel and try out items!



Touch and consumer behavior



- **Mental Ownership Effect (Power of Touch)**
- Encouraging shoppers to touch a product encourages them to imagine they own it, and **people value things more highly if they own them.**

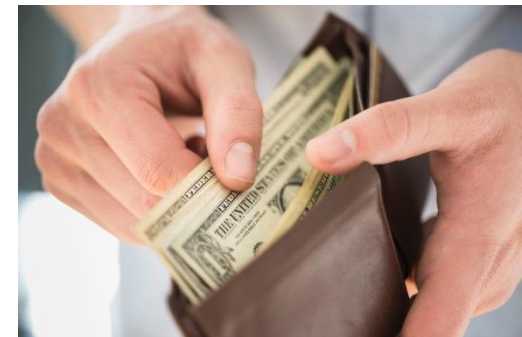
e.g., just touching the mug for 30 seconds increased mental ownership
→ and willingness to pay?



Simply touching



Create a greater level of attachment



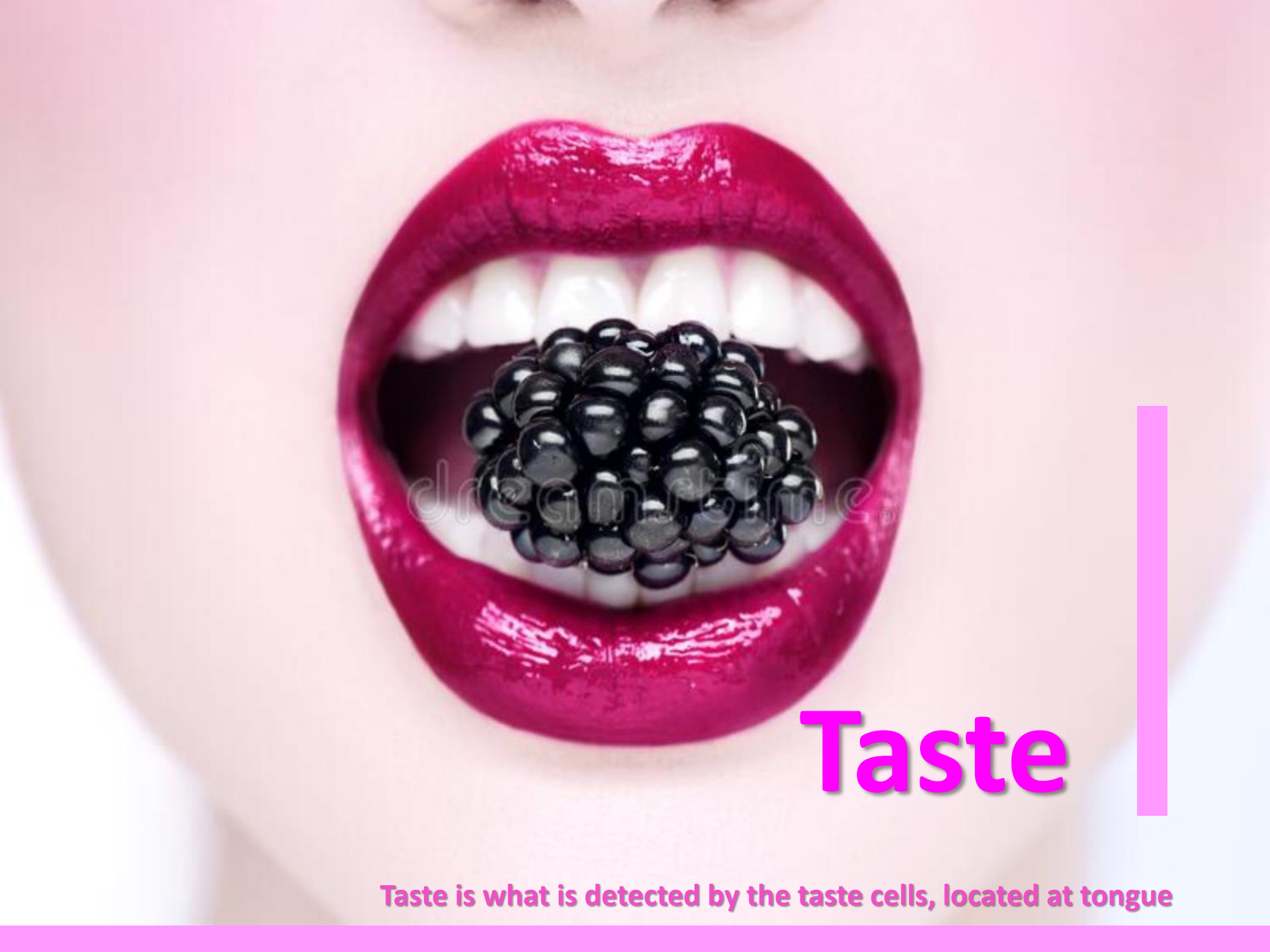
Increase WTP

The Power of Touch (online shopping)



- Touchscreens create a stronger feeling of psychological ownership compared to products consumers explore using a touchpad or a mouse





Taste

Taste is what is detected by the taste cells, located at tongue

Multi-sensory

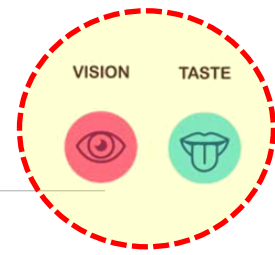


Eating and tasting is a more complicated multisensory experience



→ All of our sense **interact** with one another to influence **taste**

Color shapes taste



- Coca-Cola had changed its secret formula?
→ White cans are less sweet vs. regular red one is sweeter!

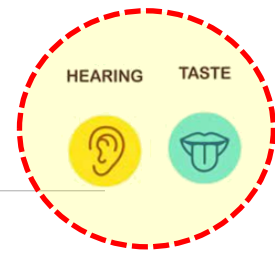


Special-edition white-colored can of Coke (2011)

- Popcorn as tasting sweet when it was served in a red bowl



Sound shapes taste

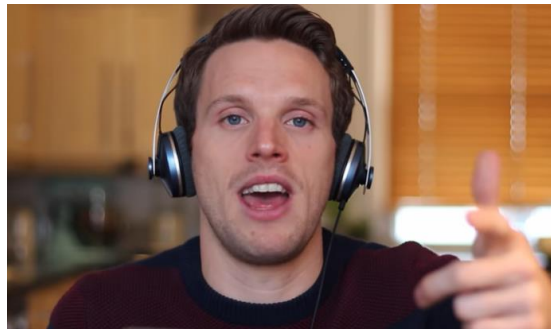


Sounds can influence the perceived hardness/softness, moistness/dryness, and pleasantness of the food



Crunchy sound increase the evaluation of crackers

Does sound affect taste?



[Does Sound Affect Taste? Try it yourself](#)

Same Taste?



[Man With COVID-19 Does Taste Test](#)

Key Takeaways for Today

1. Sensation

Perception vs. Sensation

Psychophysics

Sensation → right perception?

2. Sensory Marketing

Visual: color and shape

visual illusion

Auditory: sound symbolism

Olfactory: smell

Haptic: perceived ownership

Taste

3. Multi-sensory

Holistic experience engages

more than one sense