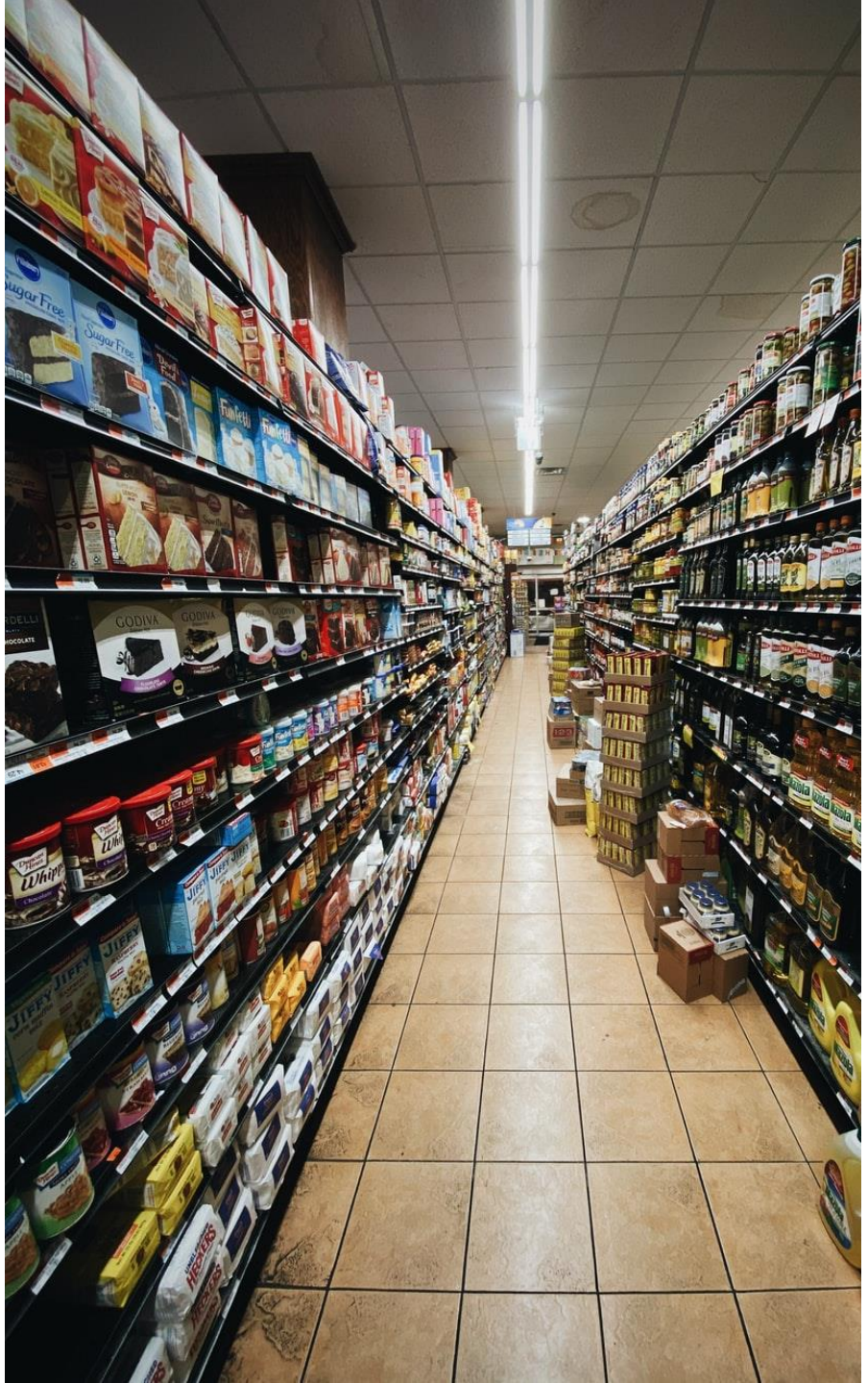

江南大学

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CONSUMER PERCEPTION

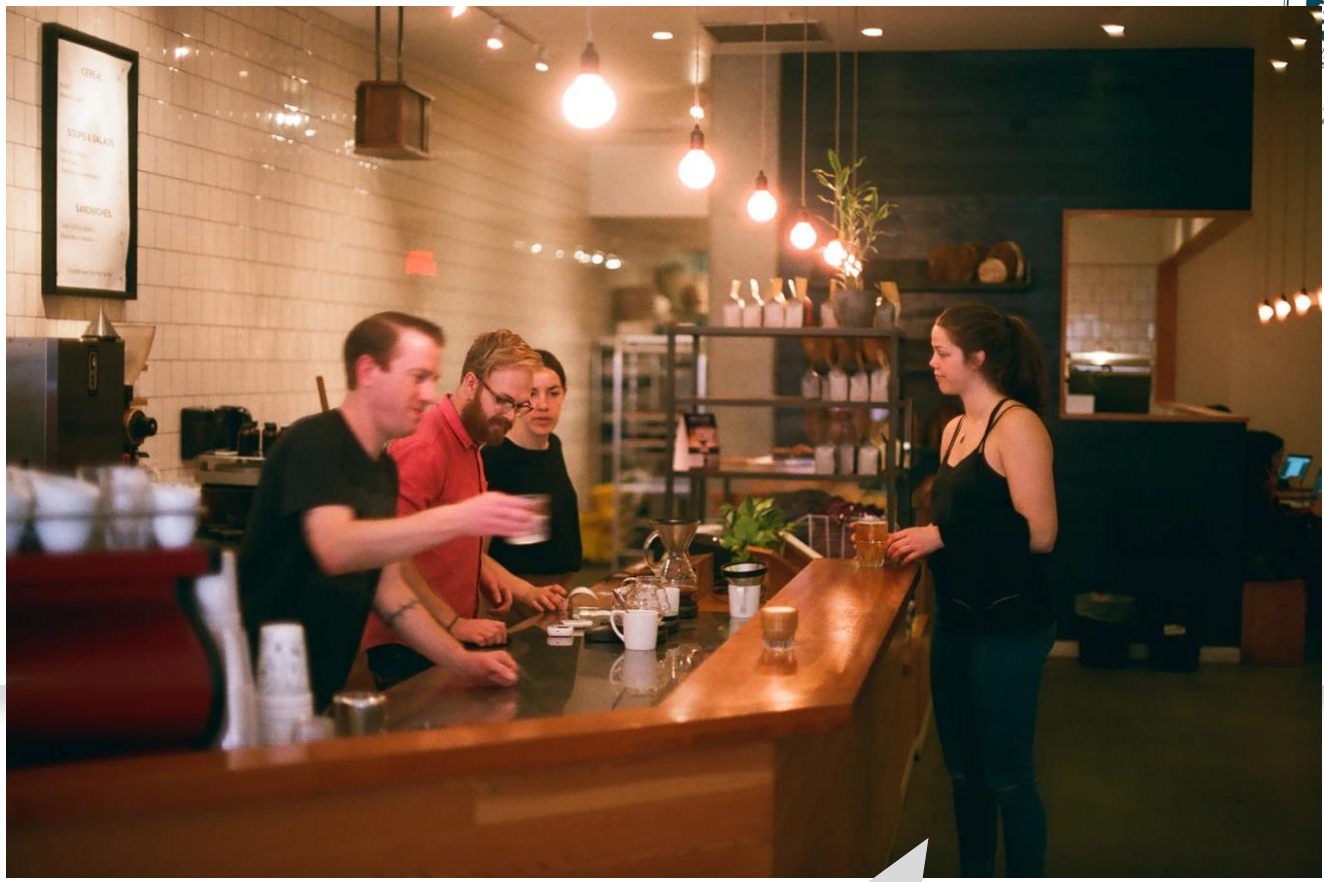
Fang Zhong

Jiangnan University

江南大学

Market ⟷ Consumers ⟷ Product experience ⟷ Product design ⟷ Technique

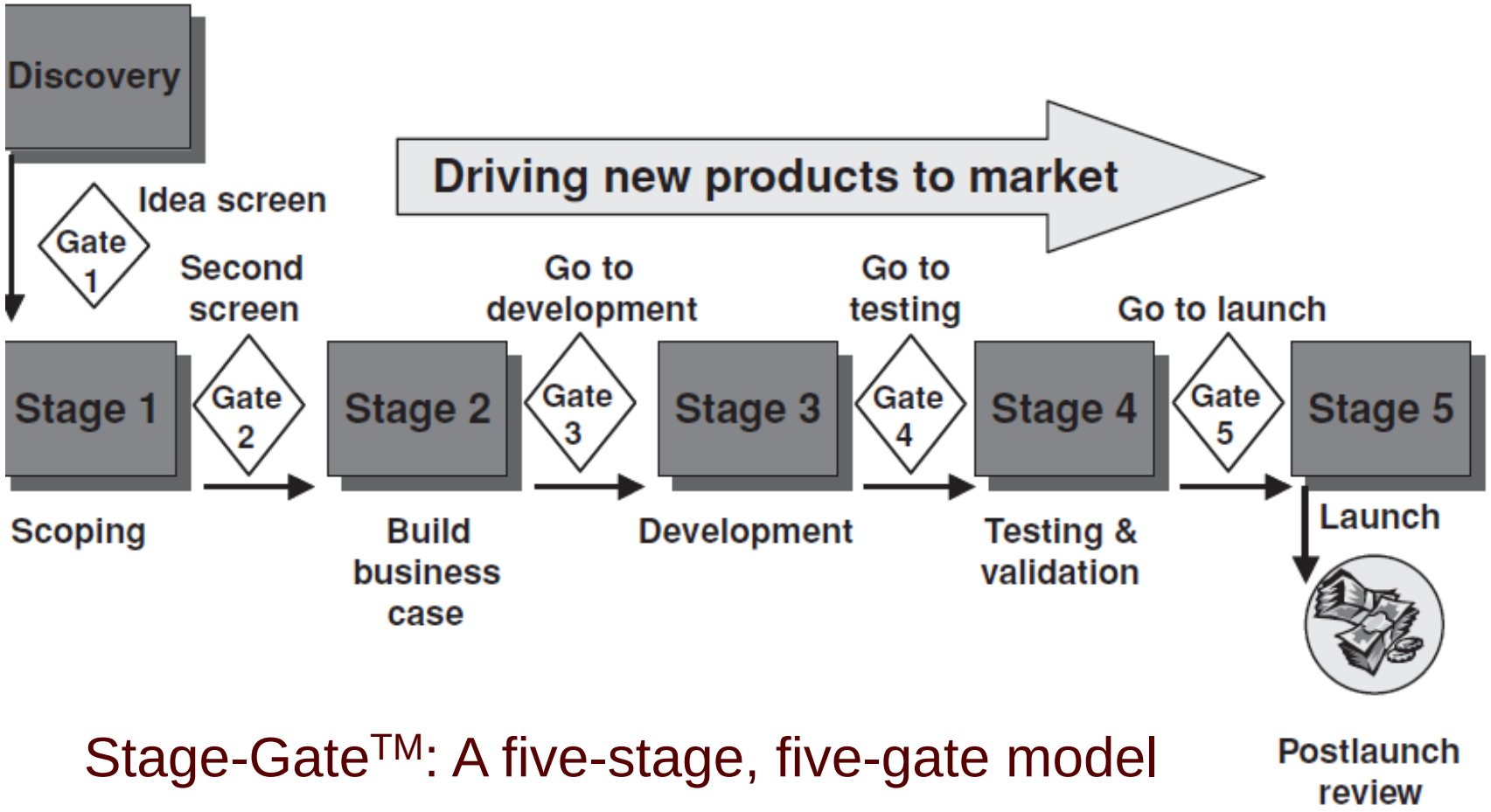
ALL ABOUT VOICE OF CUSTOMERS!



PRODUCT-CENTRIC CONCEPT

CONSUMER-CENTRIC CONCEPT

CONSUMER-CENTRIC CONCEPT



LESS RATIONALITY

& MORE EMOTION

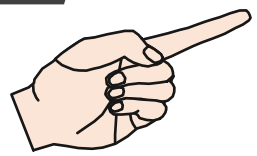
Stage-Gate™: A five-stage, five-gate model along with discovery and postlaunch review

Scopus Search (Food)	Sensory Description	Consumer Preference or Acceptance	Consumer Perception	Food Choice
1960–80	9 (9%)	65 (62%)	9 (9%)	22 (21%)
1981–now	735 (5%)	7284 (52%)	4013 (28%)	2058 (15%)

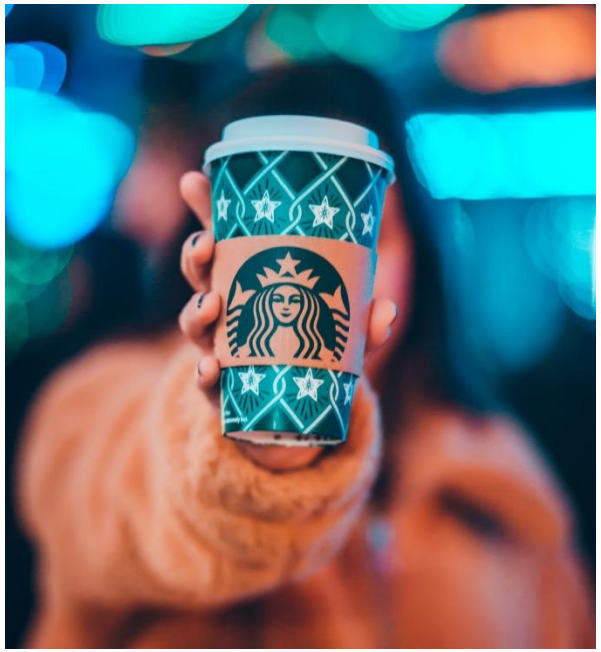
ALL WE NEED IS

Consumer Research

TRENDS



- Transiting to consumer-based sensory description;
- Going beyond hedonics (emotional research, extended eating experience, and perception of well-being.



How to define consumer needs?

We need to know

- Consumers' perception;
- Consumers' learning and memory;
- Consumers' motivation and affect;
- Social identity & culture, values

What can we do to uncover these?

Example Technique -1

Classic method:

Focus Group Discussion:

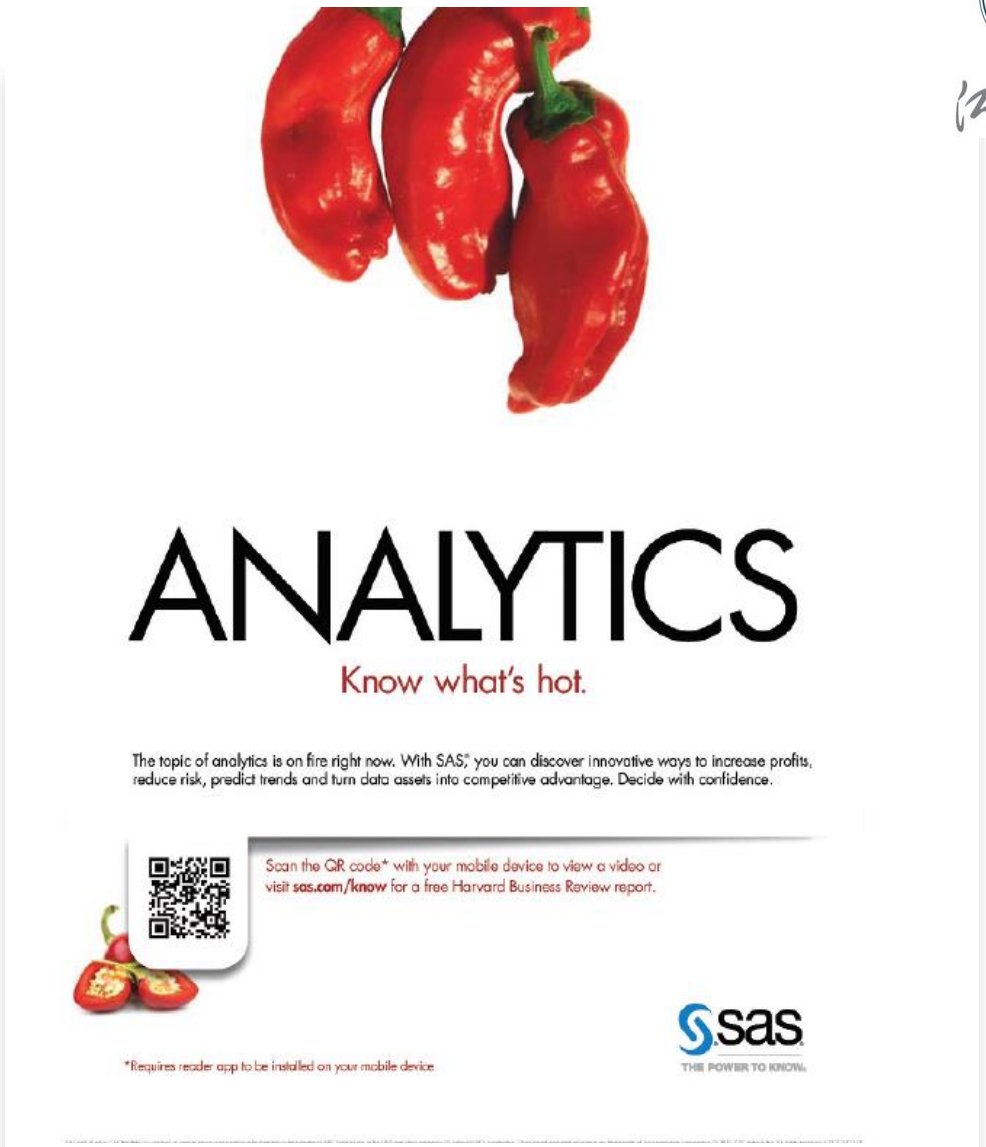
Understanding consumers' perceptions

Example Technique -2

Advanced method:

BIG DATA:

The collection and analysis of extremely large datasets (social media, or others…)



Forward-looking companies are beginning to mine the gold they find in “Big Data.”

- Generate new product ideas via crowdsourcing
- Gain insights into what health and safety issues consumers are worried about

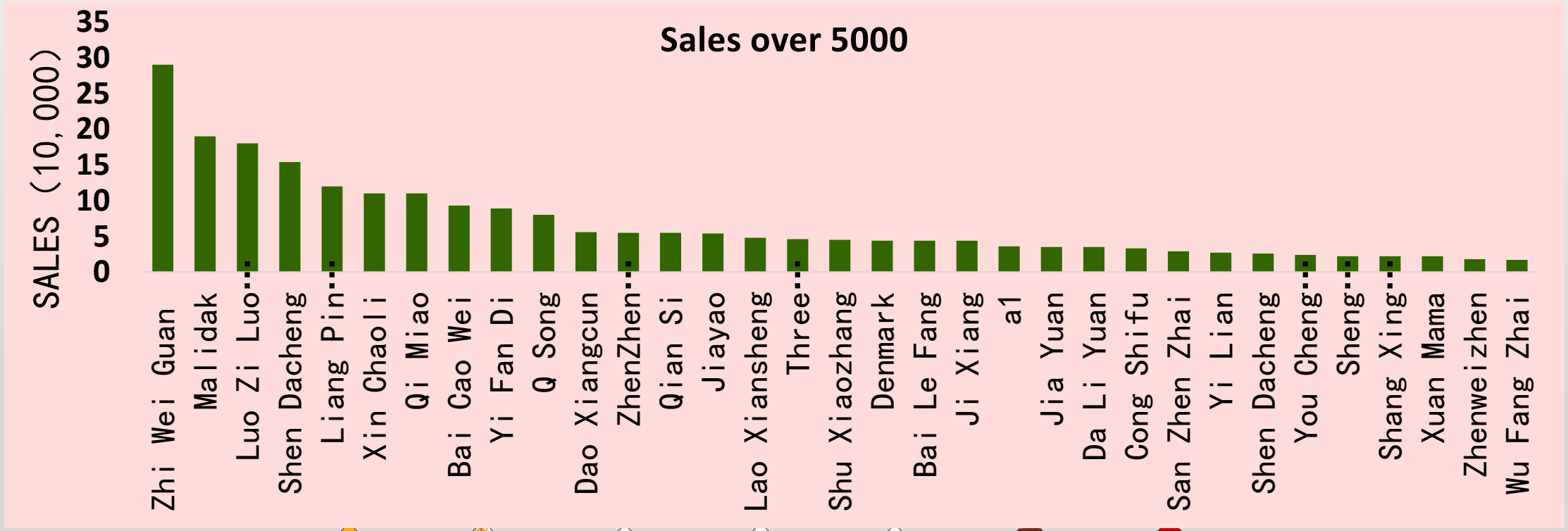
pepsi

monitor for example thousands of **conversations** with customers on social media and assessed customers preferences via **Facebook**

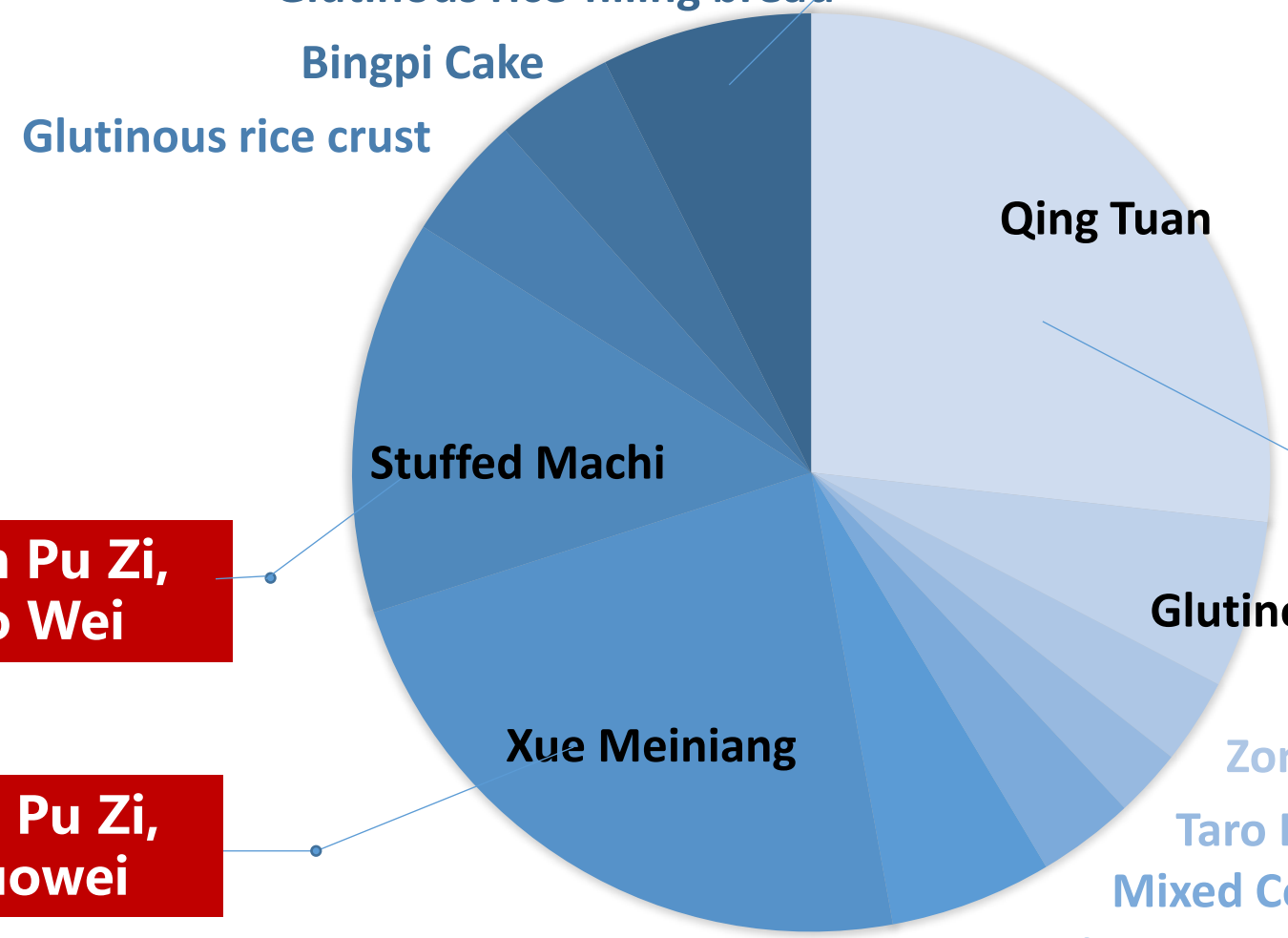
EXAMPLES WITH GLUTINOUS RICE SNACK

Online sales data

category, flavors, brands, price and etc.



Tradition vs. Innovation; Festival vs. Daily



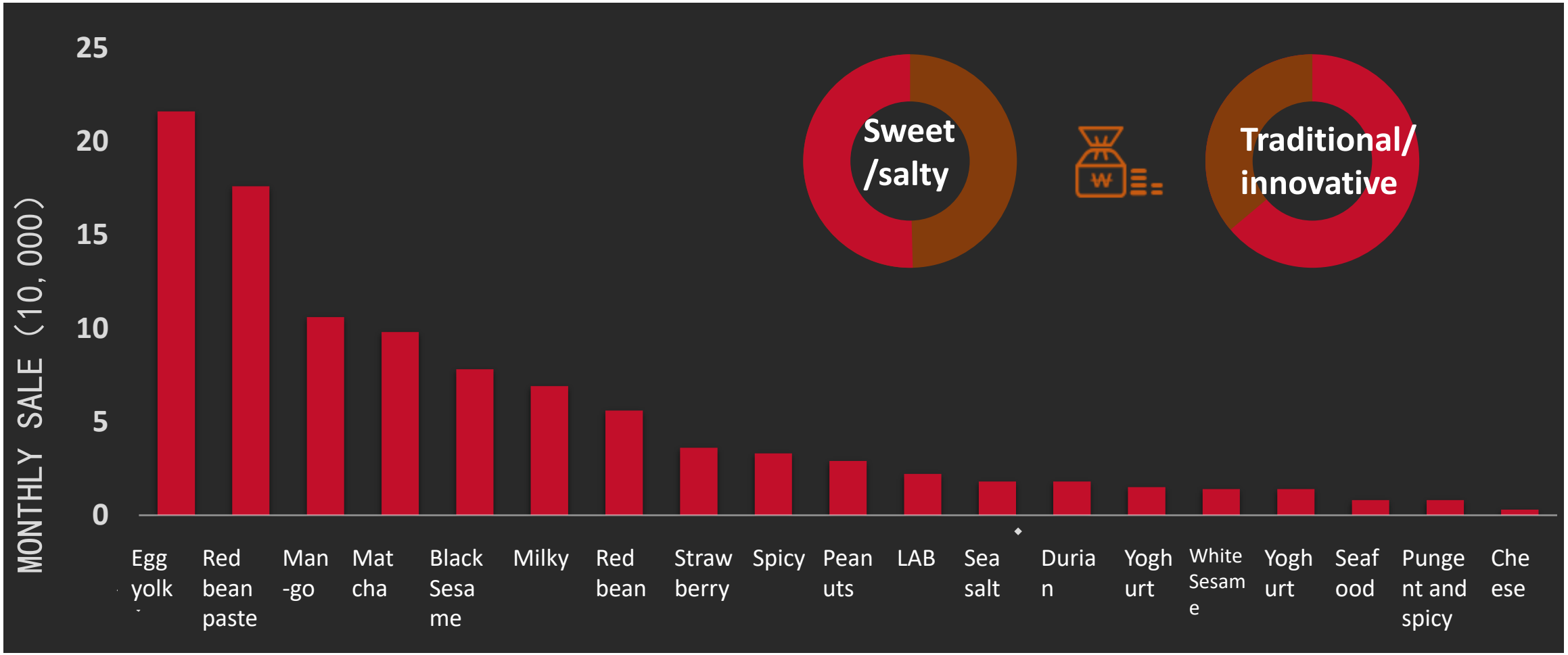
Ma Li De

Zhi Wei Guan, Shen Dacheng

Liang Pin Pu Zi, Bai Cao Wei

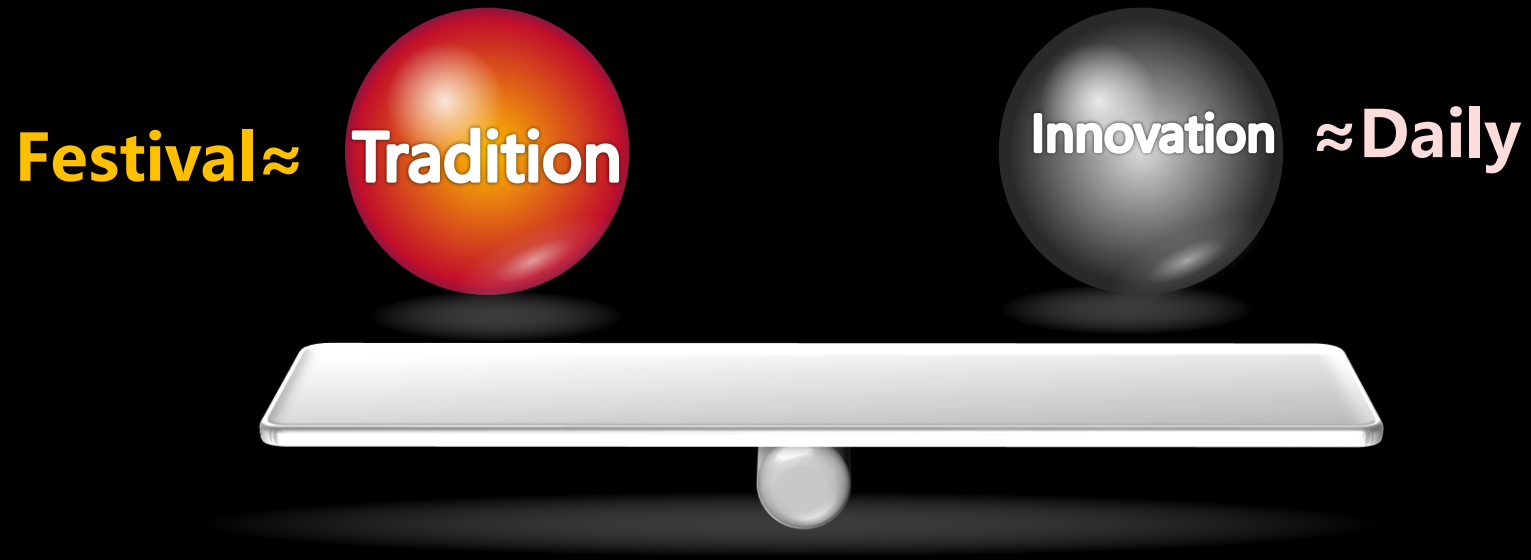
Liang Pin Pu Zi, Luozi Luowei

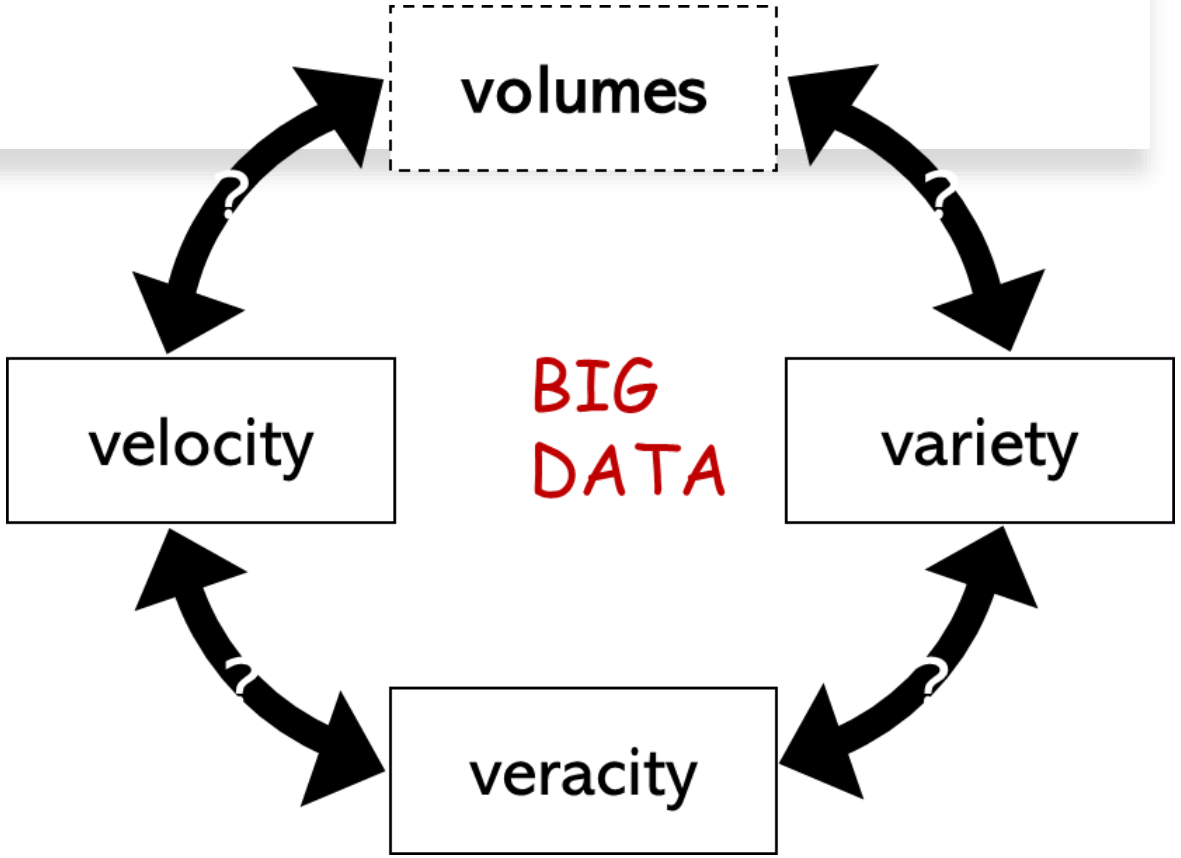
Flavors involved in Glutinous rice snacks



Traditional glutinous rice snacks dominantly occupy the market

Innovative brands grow up very fast, seize half of the market share





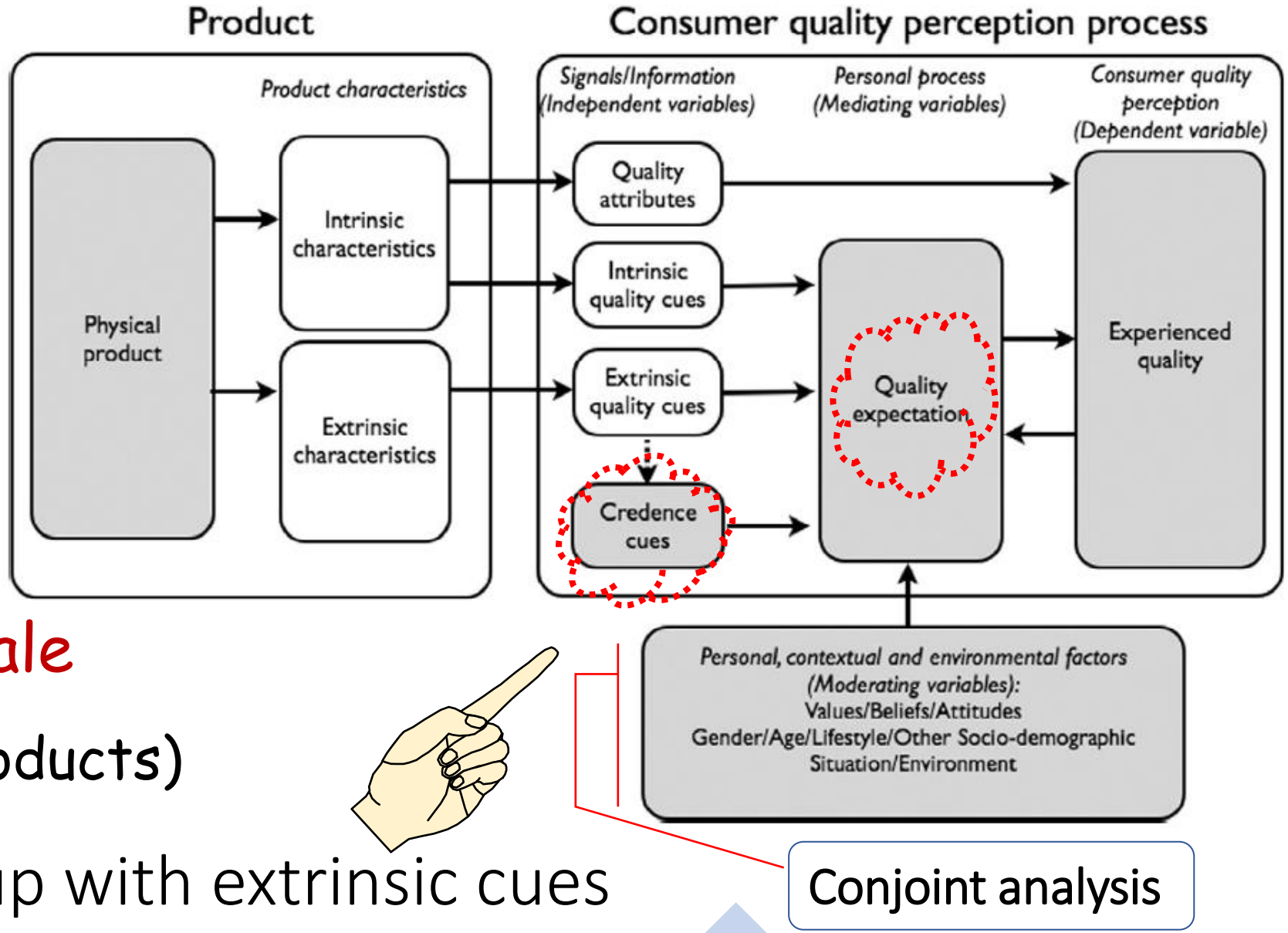
Challenges:

- ✓ The data are often unstructured;
- ✓ Variables or observations may not be linked to specific product;
- ✓ High requirements on programming…

How to quantify consumer's perception?

- One key question is whether such data can be used to predict future choice or purchase?
- Liking ratings is a good indicator of purchase particularly when both intrinsic and extrinsic cues is considered.

Example Technique -1



Classic method:

9-point hedonic scale

(pure liking to the products)

✓ Now, more set-up with extrinsic cues

Conjoint analysis

Example Technique -2

Contextual Research:

- ✓ Central location-based contextual experiments
- ✓ Real-life natural settings
- ✓ Evoked context studies
- ✓ Highly technological immersive techniques

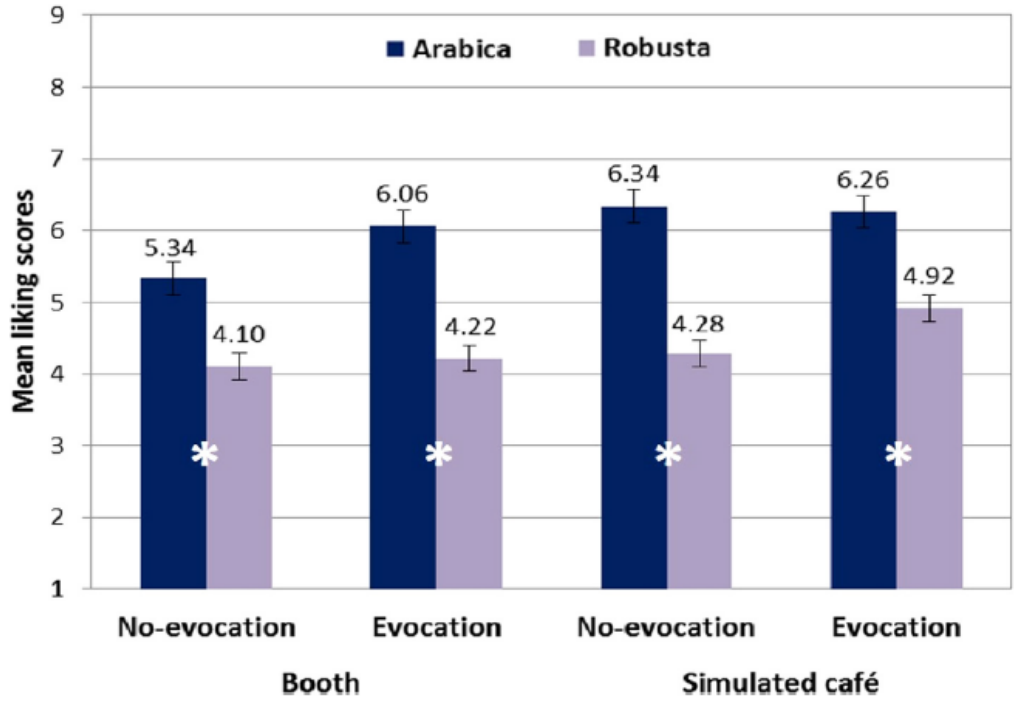
Design of the situational conditions

Environment	Evocation: No-evocation	Evocation: Evocation
Booth	Booth / No-evocation	Booth / Evocation
Simulated cafe	Simulated café / No-evocation	Simulated café / Evocation

Contents lists available at ScienceDirect
Food Quality and Preference
journal homepage: www.elsevier.com/locate/foodqual

Consumer acceptability of coffee as affected by situational conditions and involvement

Soo-Eon Kim [1], Soh Min Lee [1], Kwang-Ok Kim *
Department of Food Science and Engineering, Ewha Womans University, Seoul 03760, Republic of Korea



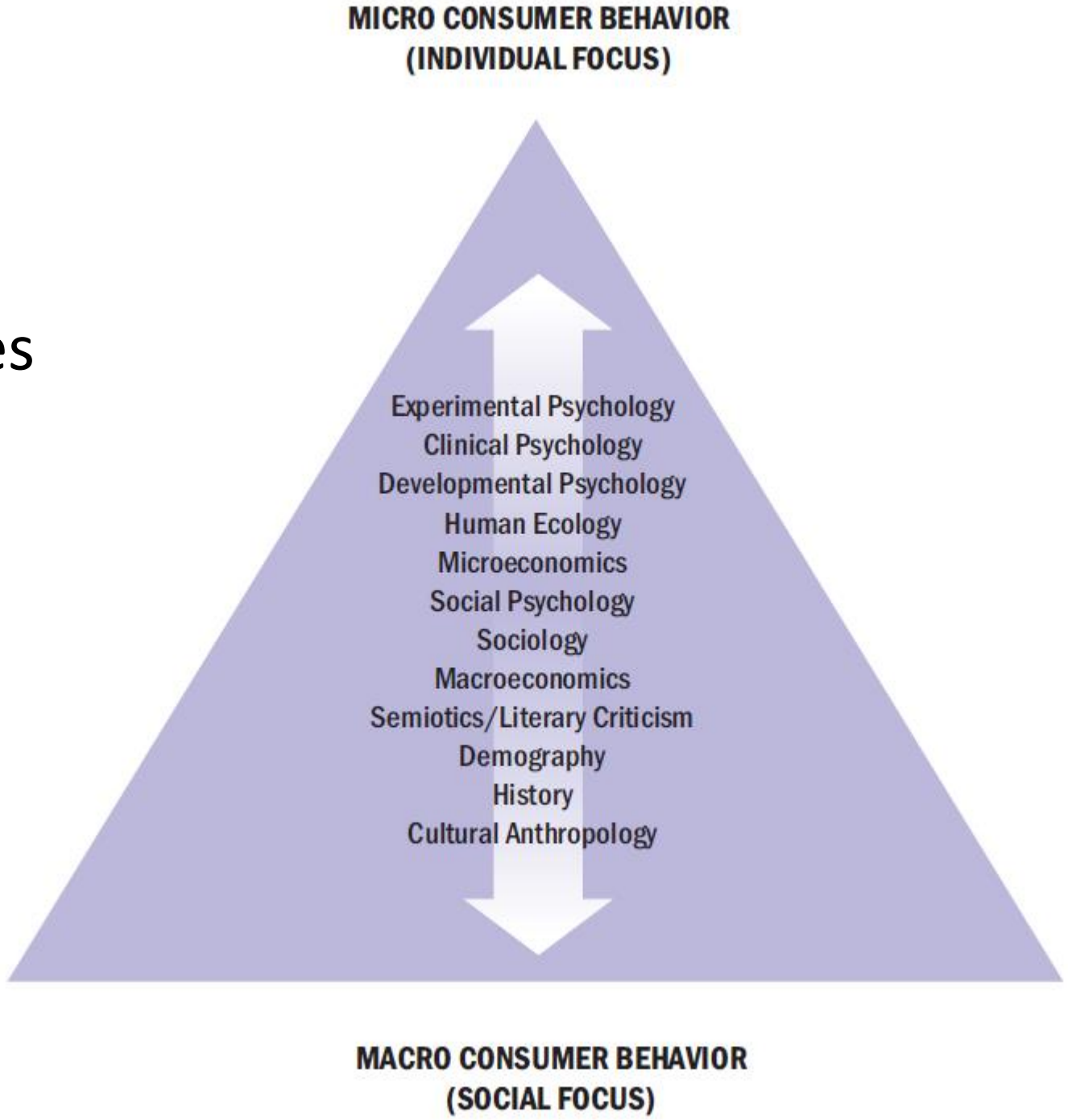
high involvement (little affected);

low involvement (highly affected by the "environment" factor).

MORE TO DO

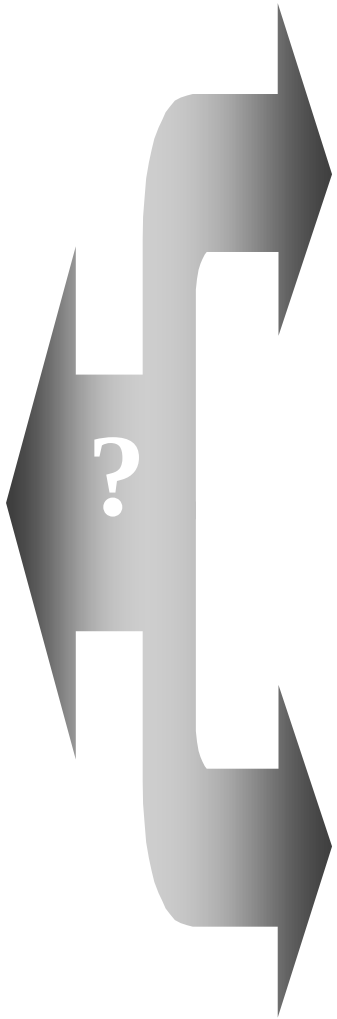
CONSUMER RESEARCH involves lots of other disciplines.

We can roughly characterize them in terms of their focus on MICRO- versus MACRO-CONSUMER BEHAVIOR topics.



And What's more....

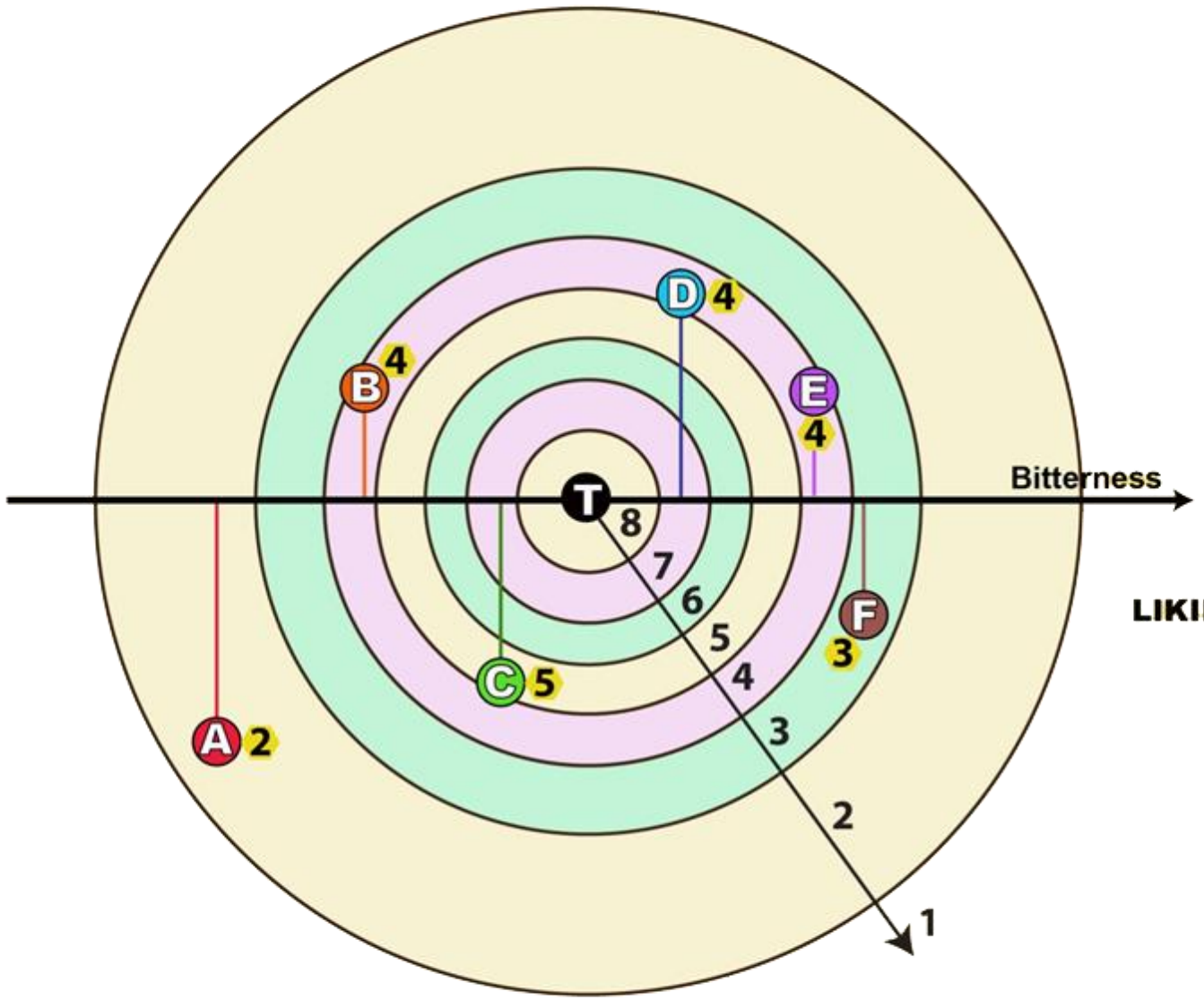
How to apply **"voices of consumer"** to New Product Development or Product Upgrade or….?



DESCRIPTIVE ANALYSIS: why consumers like this product?

TECHNOLOGY: how to realize "the idea product" ?

CHOCOLATE CHIP COOKIES


Bitterness
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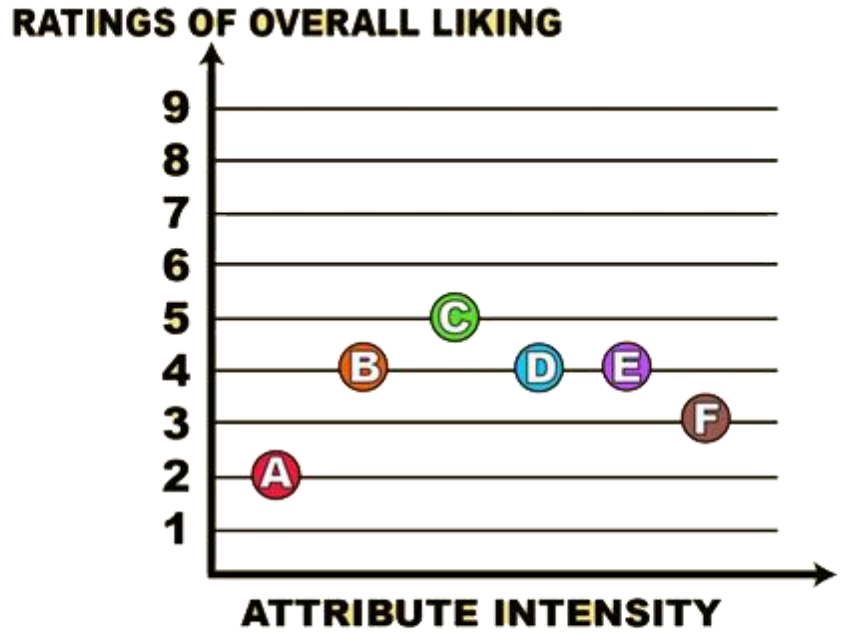
B 4
C 5
D 4
E 4
F 3


RATINGS OF OVERALL LIKING
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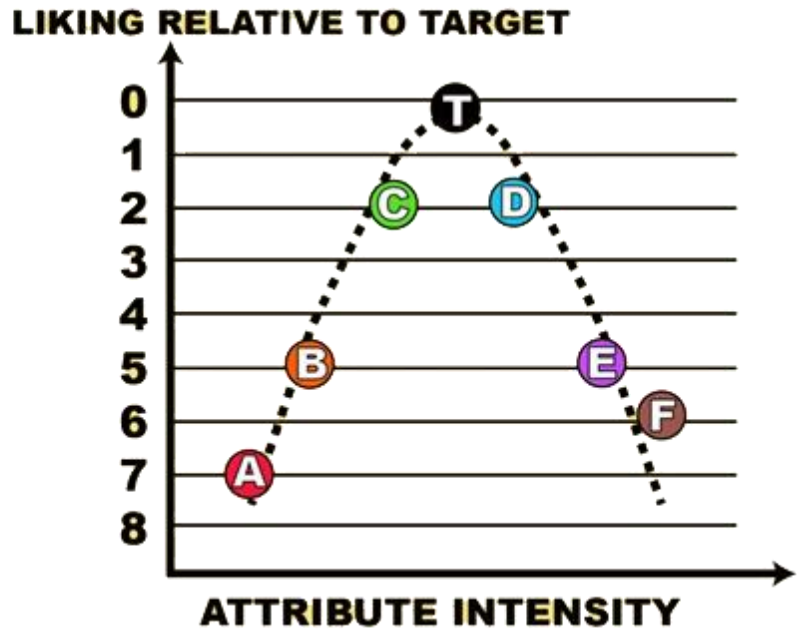
ATTRIBUTE INTENSITY


LIKING RELATIVE TO TARGET
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ATTRIBUTE INTENSITY