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# CONSUMER PERCEPTION

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**ALL ABOUT VOICE OF CUSTOMERS!**

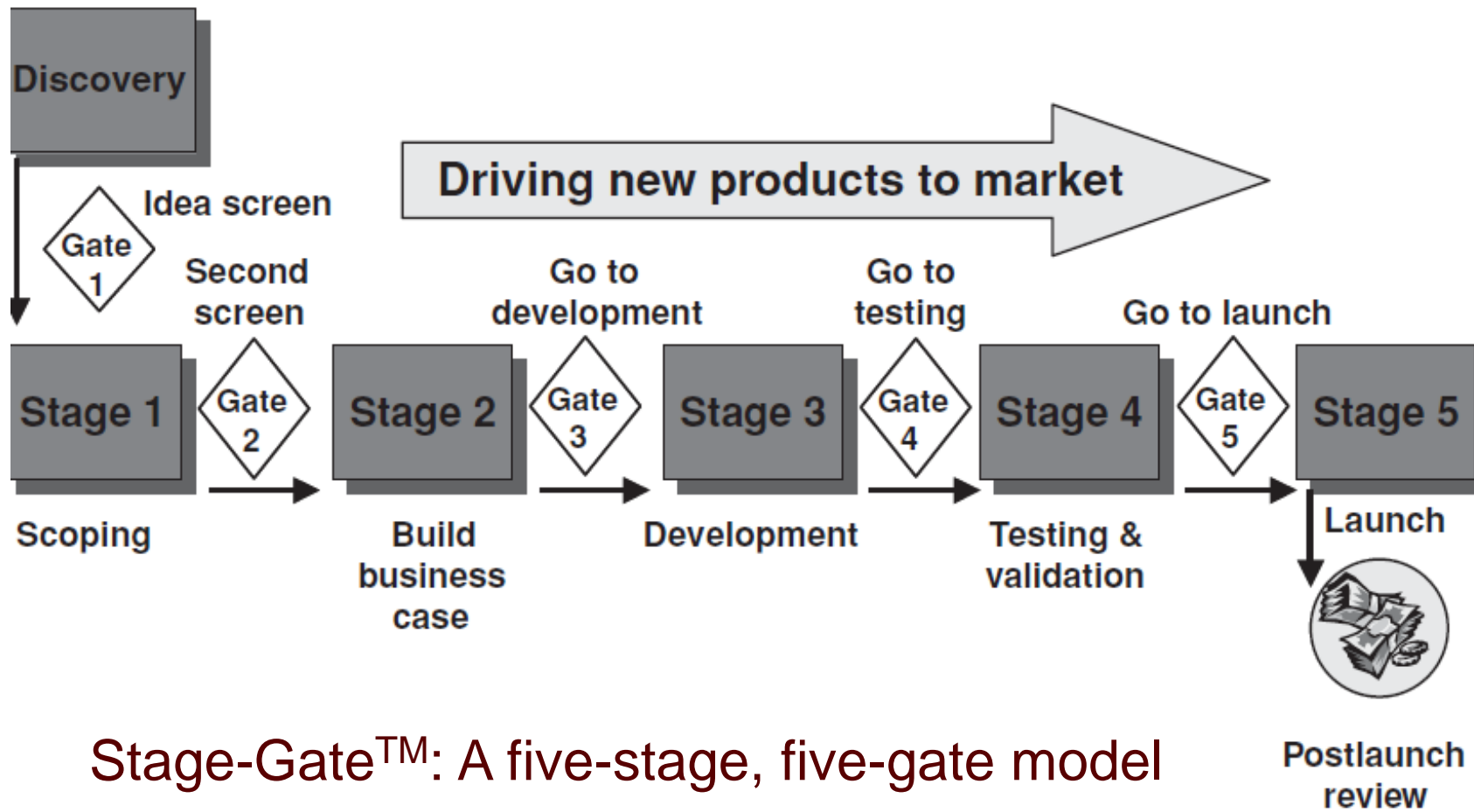


**PRODUCT-CENTRIC  
CONCEPT**



**CONSUMER-  
CENTRIC CONCEPT**

# CONSUMER-CENTRIC CONCEPT



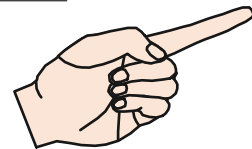
LESS RATIONALITY  
& MORE EMOTION

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

ALL WE NEED IS

# Consumer Research

**TRENDS**



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%)

- 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

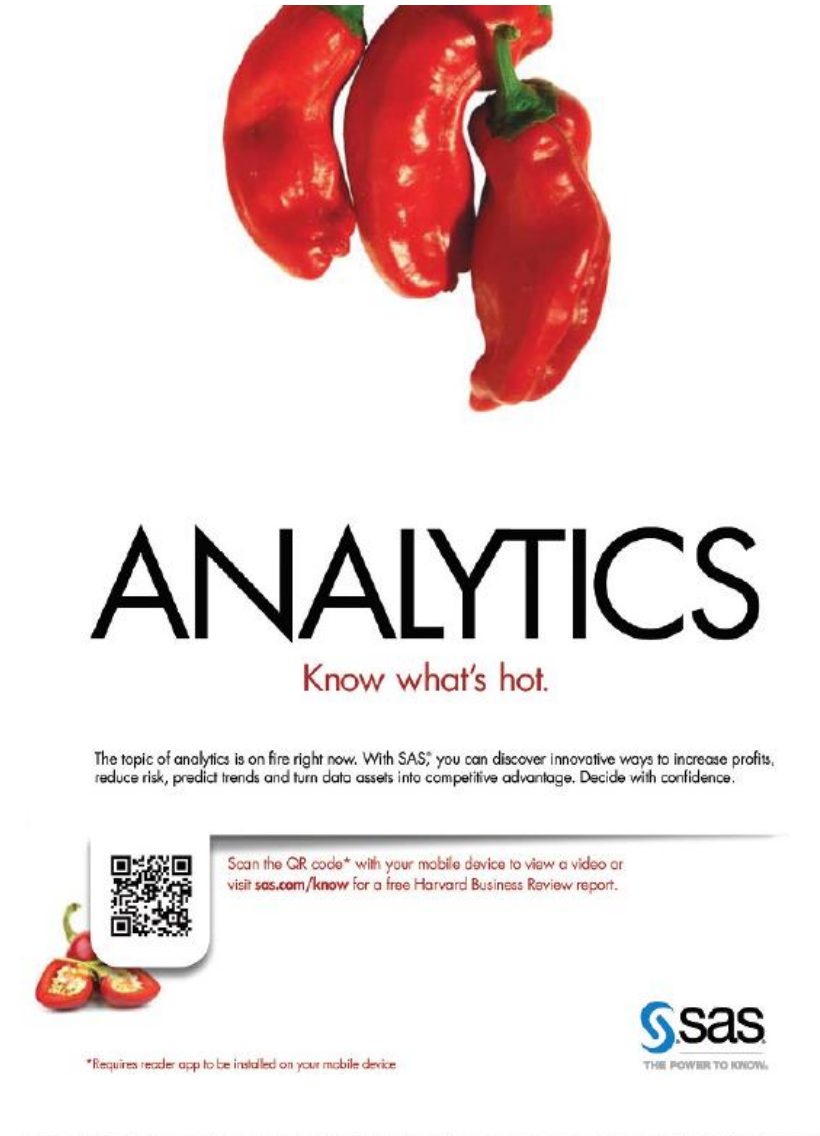


# Example Technique -2

Advanced method:

**BIG DATA:**

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



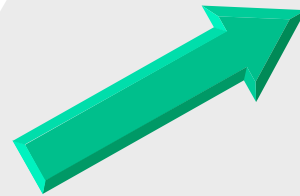
The advertisement features three red chili peppers at the top. Below them, the word "ANALYTICS" is written in large, bold, black capital letters. Underneath "ANALYTICS" is the tagline "Know what's hot." in a smaller, red font. A paragraph of text follows: "The topic of analytics is on fire right now. With SAS, you can discover innovative ways to increase profits, reduce risk, predict trends and turn data assets into competitive advantage. Decide with confidence." Below this text is a QR code with a small image of a chili pepper next to it. To the right of the QR code is a call to action: "Scan the QR code\* with your mobile device to view a video or visit [sas.com/know](http://sas.com/know) for a free Harvard Business Review report." At the bottom right is the SAS logo, which consists of the letters "sas" in a blue, stylized font, with the tagline "THE POWER TO KNOW." underneath it. A small footnote at the bottom left states: "\*Requires reader app to be installed on your mobile device."

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



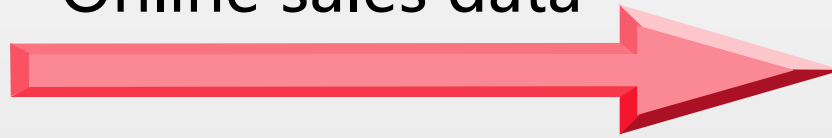
**monitor** for example thousands of **conversations** with customers on social media and assessed customers preferences via **Facebook**



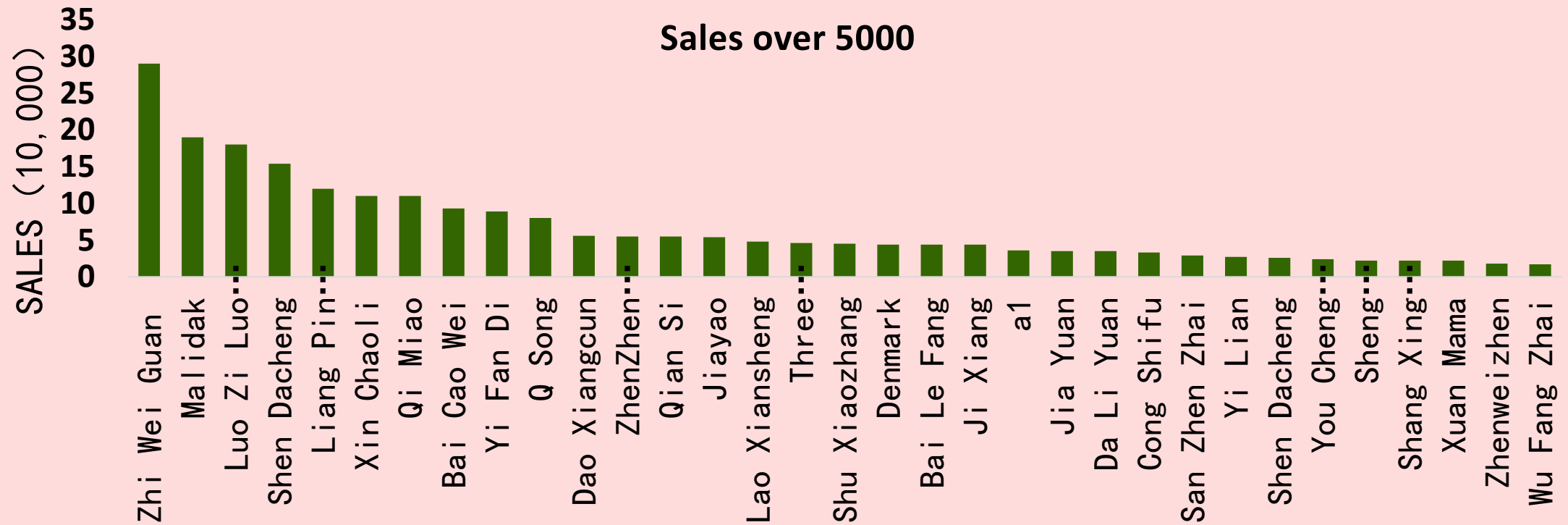
# EXAMPLES WITH GLUTINOUS RICE SNACK



Online sales data



category, flavors,  
brands, price and etc.

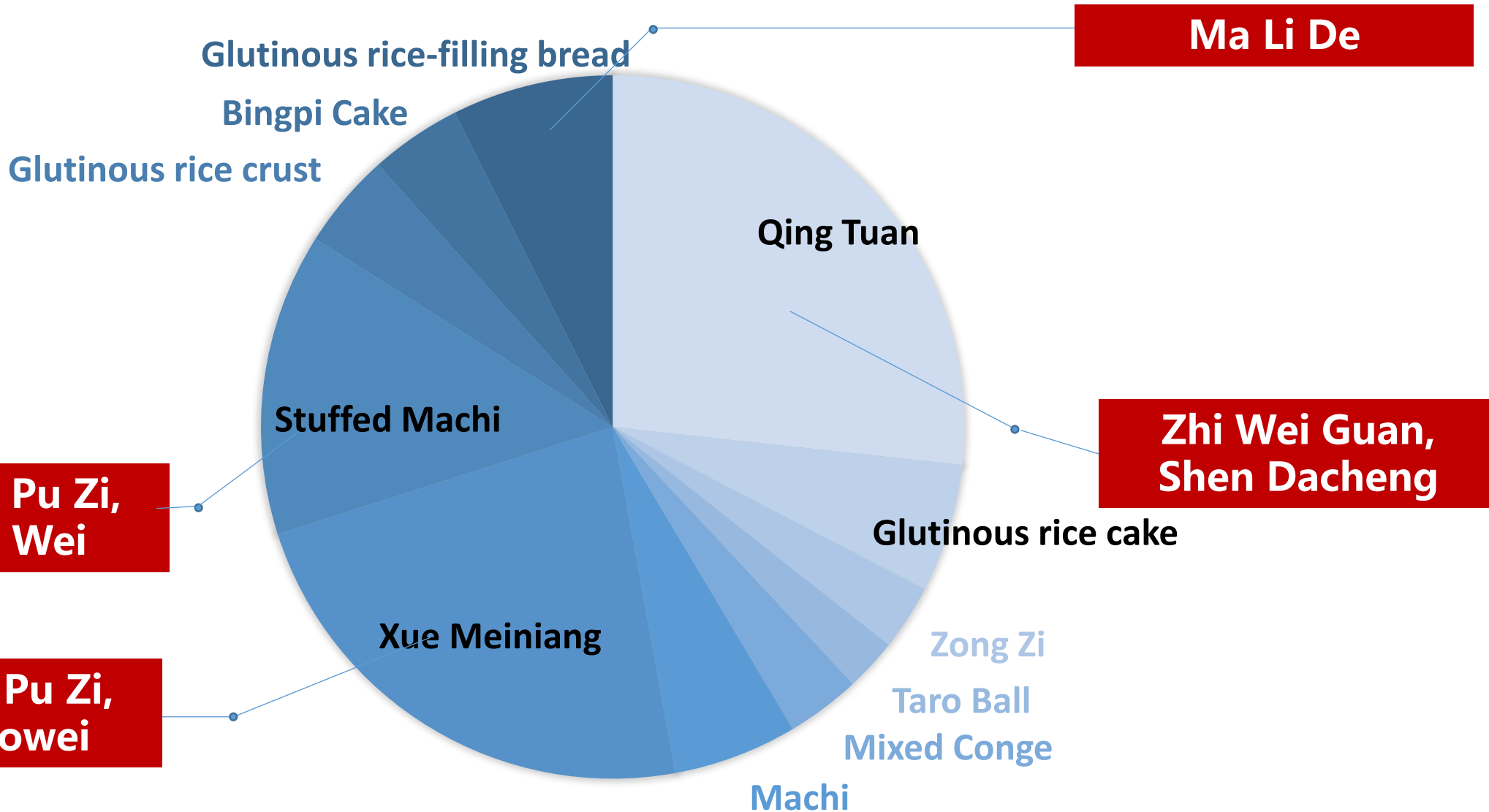






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# Tradition vs. Innovation; Festival vs. Daily

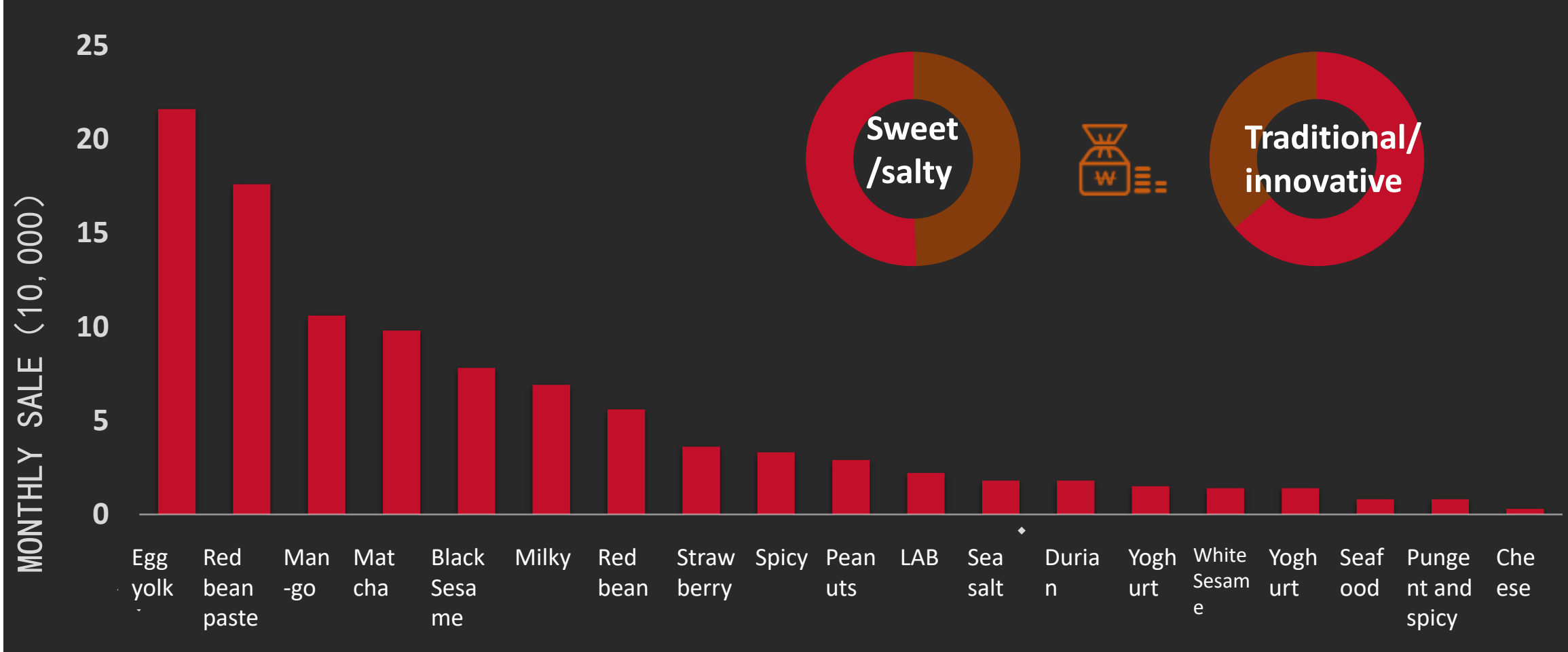




# Flavors involved in Glutinous rice snacks



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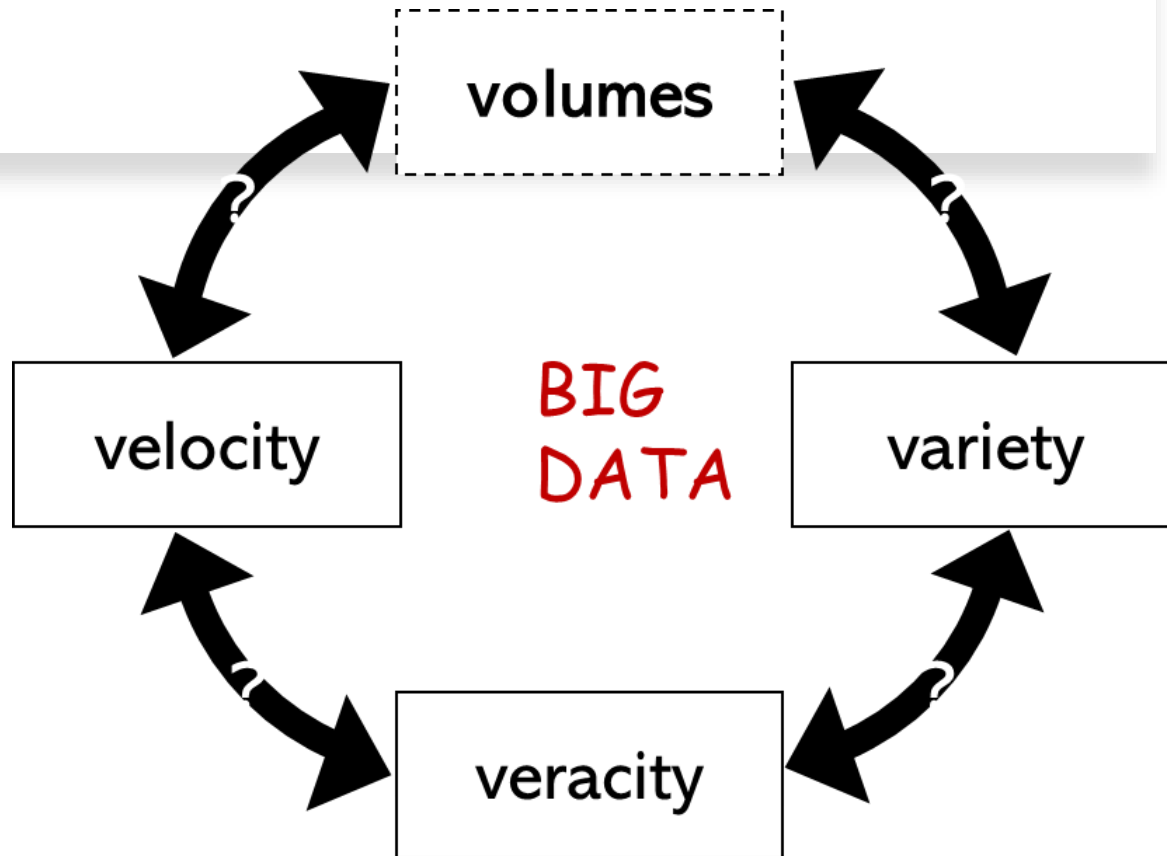




Traditional glutinous rice snacks dominantly occupy the market

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.

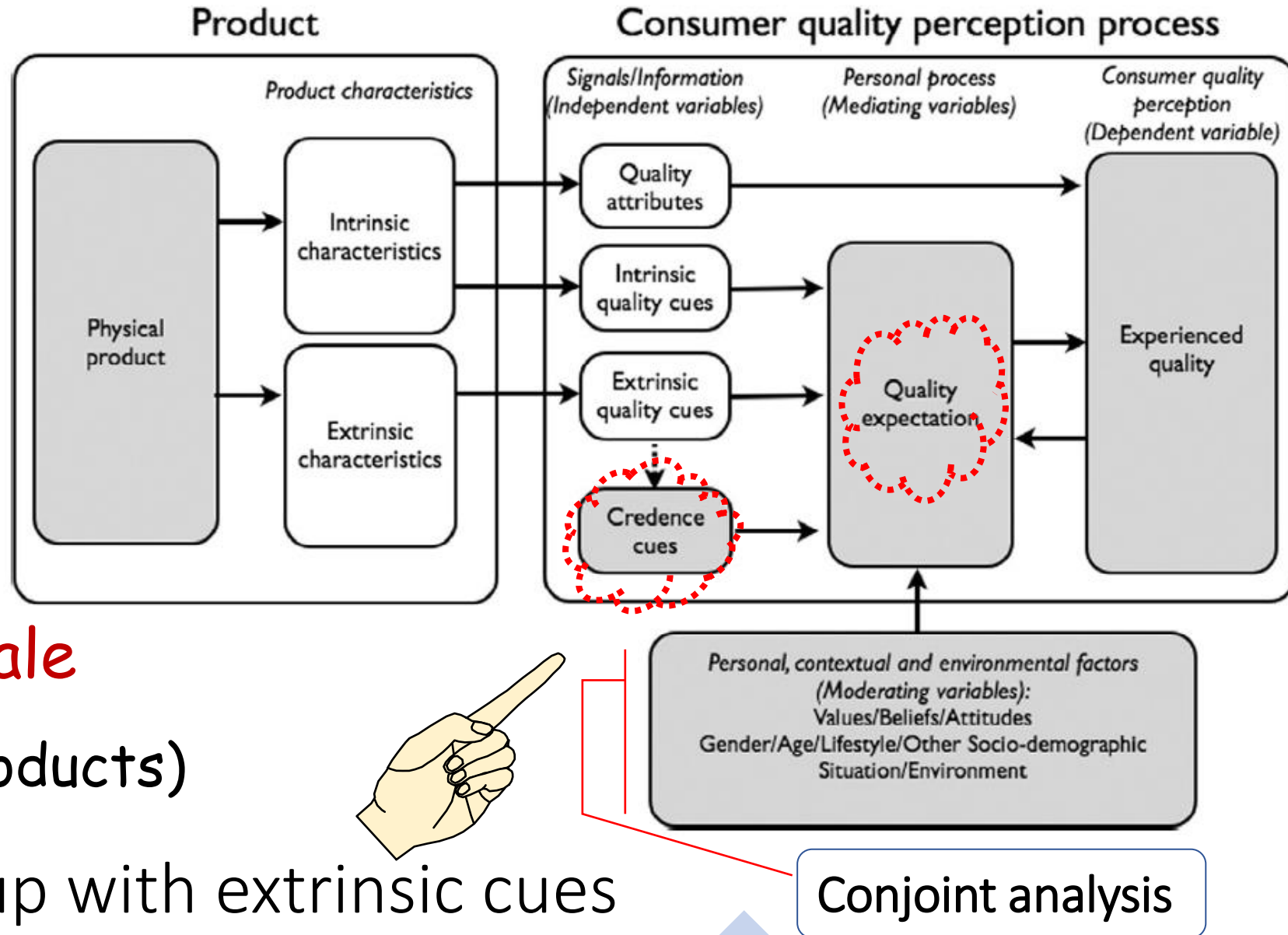
# Example Technique -1

Classic method:

9-point hedonic scale

(pure liking to the products)

✓ Now, more set-up with extrinsic cues





# Example Technique -2

## Contextual Research:

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



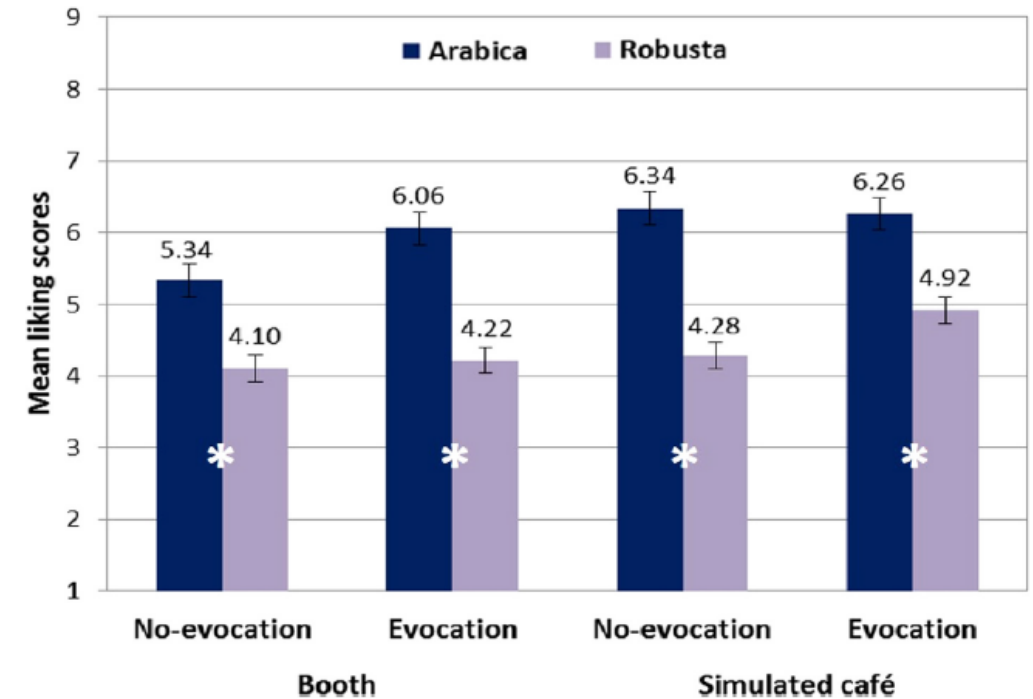
# Design of the situational conditions

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

Consumer acceptability of coffee as affected by situational conditions and involvement

Soo-Eon Kim<sup>1</sup>, Soh Min Lee<sup>1</sup>, Kwang-Ok Kim<sup>\*</sup>

<sup>1</sup>Department of Food Science and Engineering, Ewha Womans University, Seoul 03760, Republic of Korea



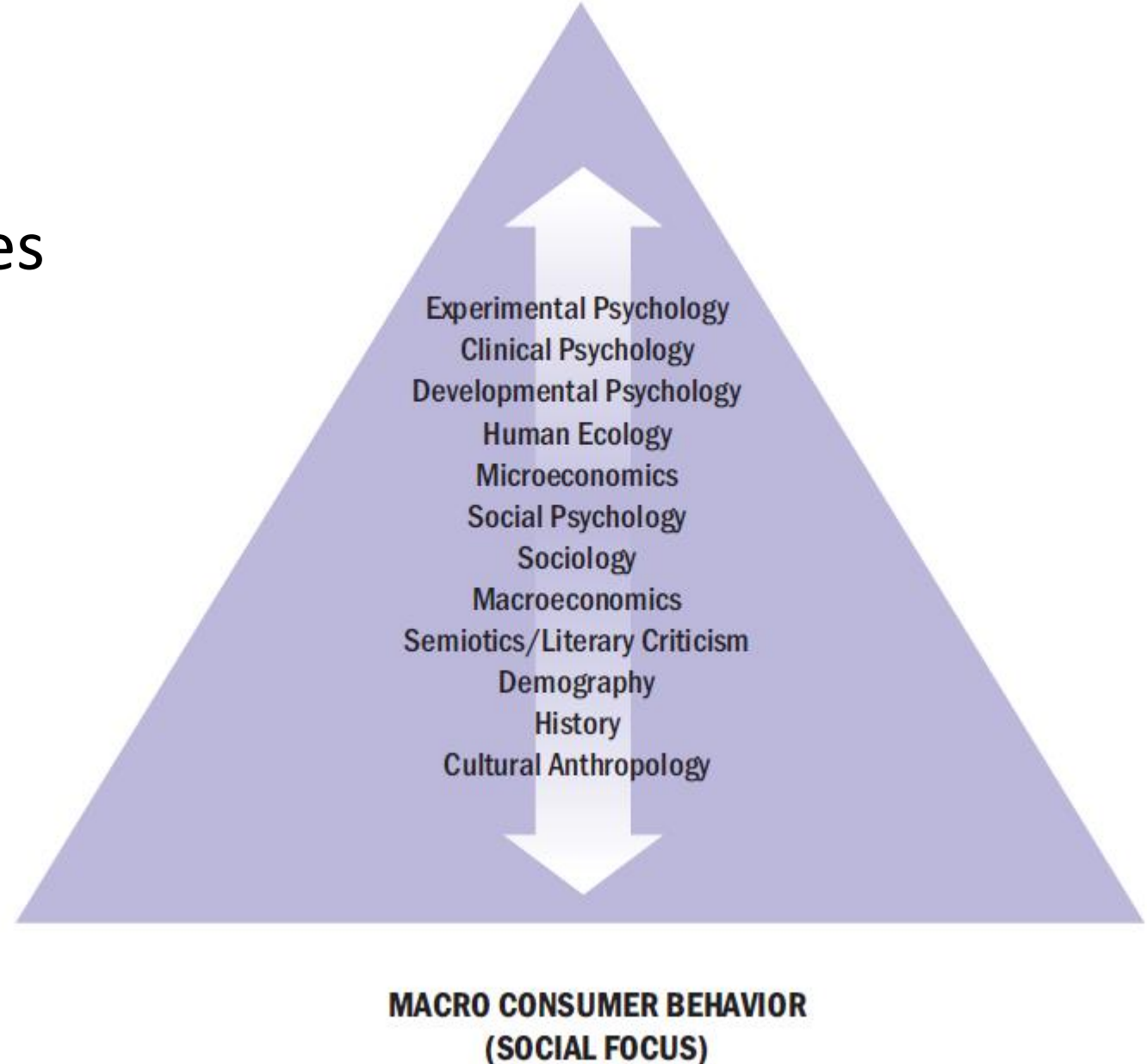
**high involvement** (little affected);  
**low involvement** (highly affected by the “environment” factor).



# MORE TO DO

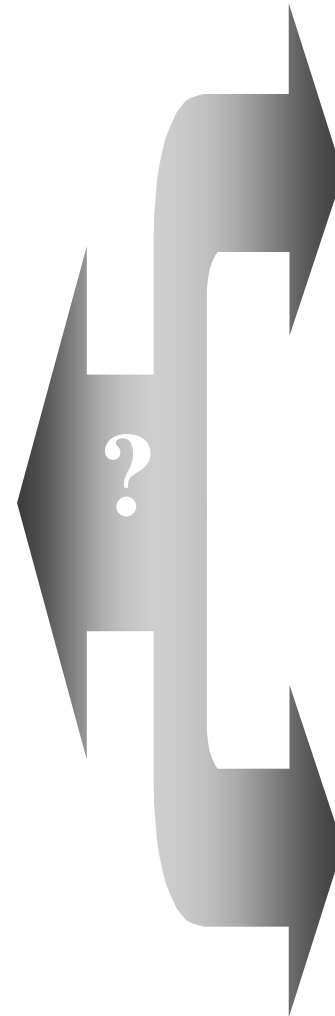
**CONSUMER RESEARCH** involves lots of other disciplines.

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?



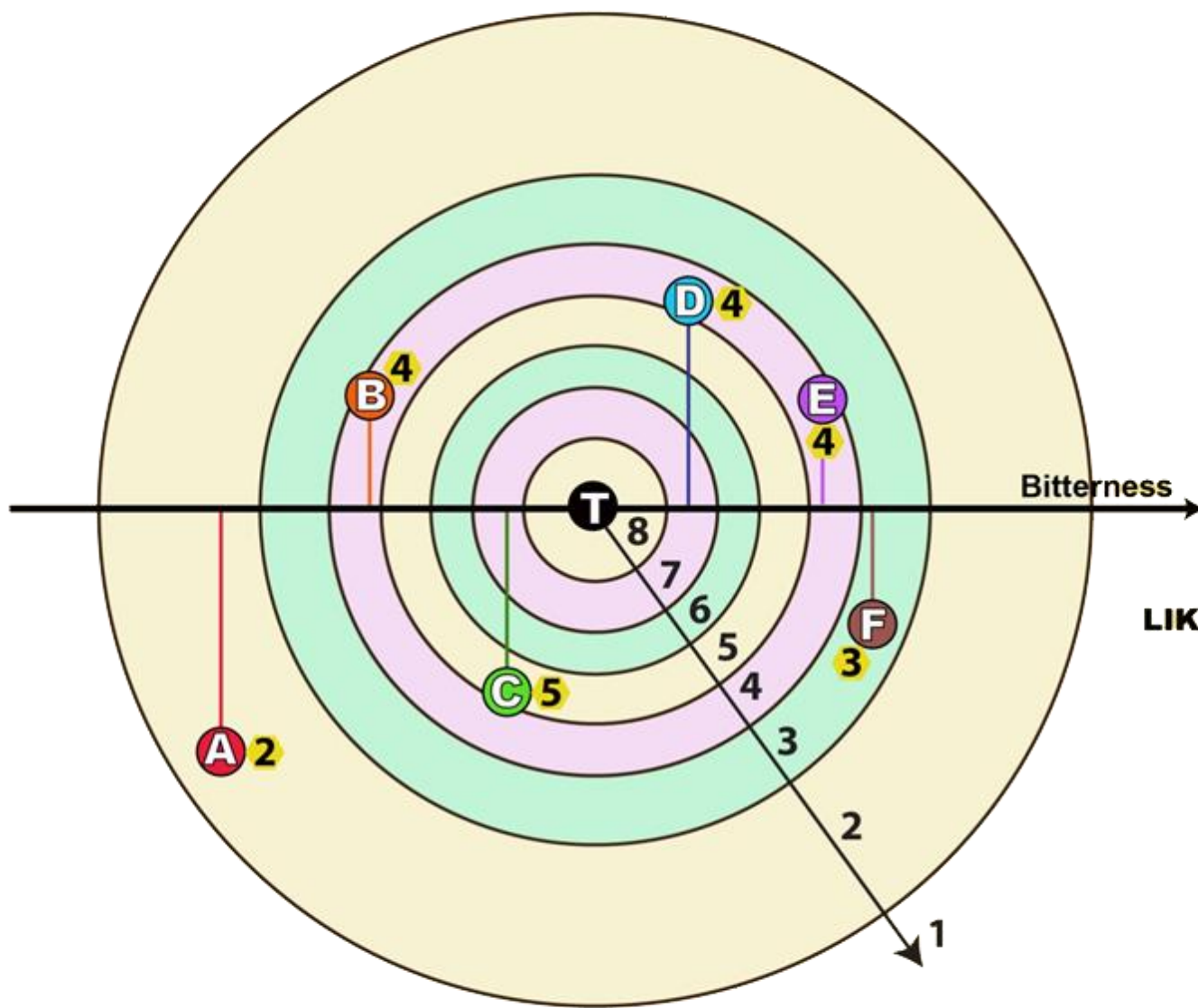
**TECHNOLOGY:** how to realize “the idea product” ?



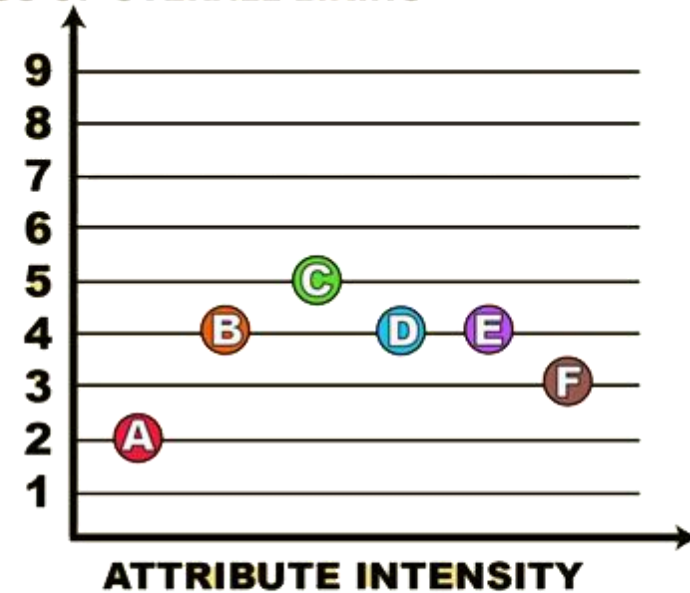


# CHOCOLATE CHIP COOKIES





**RATINGS OF OVERALL LIKING**



**LIKING RELATIVE TO TARGET**

