

Measurement Consumer Mood and Emotions for Fast Moving Consumer Goods

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Abstract: Features of moods and emotions are mostly connected with the brands of products but limited work is conducted in the area of direct association of emotions with the fast moving consumer goods (FMCG). The purpose of this study is to develop an emotion-specific questionnaire to test FMCG category for hot beverages preferences of consumers. The survey method can be both online through social media as well as in person. A list of emotion terms was screened and validated with consumers. The emotion terms selected for hot drinks were generally positive, as compared with emotion testing originating within a clinical framework. The list of emotions was useful in differentiating between and within categories of hot beverages such as tea, coffee, Arabic coffee or any other traditional drink. Higher overall acceptability scores correlated with higher emotions, but differences in emotion profiles did not always correlate to differences in acceptability. A description of the approach used to develop the questionnaire, questionnaire format, effect of test context, and specific applications of the method to beverages are presented. This test represents a major methodological advance in consumer testing of fast moving consumer goods commercial environment.

Keywords: Fast Moving Consumer Goods, Emotion, Fast Moving Consumer Goods, Beverages.

Introduction

When one considers measuring mood and emotion, perhaps the first issue which arises is the distinction between mood and emotion. The answer to this question is easier in theory than in practice. In theory one can distinguish at least three different affective behaviors: (1) attitudes which include an evaluative component (e.g., “I like steak.”), (2) emotions, which are brief, intense, and focused on a referent (e.g., “The comment made him angry”), and (3) moods, which are more enduring, build up gradually, are more diffuse, and not focused on a referent (e.g., “I am happy.”).

Lists of moods and emotions

Thus, there is some agreement on the definitions of mood and emotion, and how to distinguish them in theory. There also is some agreement on general categories of moods and emotions, and lists of moods and emotions. The number of terms to describe specific moods and emotions can be bewildering. Further, much of the research on moods and emotions and many of the resulting questionnaires were developed within a clinical psychiatric setting. The mood and emotion lists reflect this, and can appear negative and sometimes offensive to the average consumer judging a product. Such words might include tormented and destroyed.

Research Objectives

1. Identify appropriate terms to measure emotions associated with hot drinks maximizing information about the product.
2. Identify scaling approaches to measure emotions with consumers.
3. Develop a test protocol to evaluate hot drinks and measure emotions.
4. Identify method applications.

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Research Methodology

The list of emotions to be included in the questionnaire evolved from two sources: existing mood and emotion questionnaires and feedback from consumers.

Closed ended questionnaires are shared on social media as well as in face to face environment. 100 responds are recorded for measuring the emotions for beverages.

Results are measured by scaling the responses on 6 points likert scale.

Results

In an effort to understand consumer's use of these emotion terms, we conducted an social media study in which 100 respondents were asked to categorize emotions, as they relate to hot drink, as positive, negative, both positive and negative or neither positive nor negative. The objective of this study was to identify those terms that are more clearly understood by most consumers as compared with those terms that are unclear or may have different interpretations depending on the individual and/or situation. Terms selected >60% were categorized as positive or negative. In addition, there were terms that were less clearly positive and negative (50–59% frequency). Terms selected less than 50% of the time as positive or negative were grouped as inconclusive. The results show that out of the 80 terms evaluated, 32 were positive (25 clearly positive and 7 not as clearly positive) and 27 were negative (17 clearly negative and 10 not as clearly negative), leaving 21 terms with no clear classification. These emotions were deemed unclassifiable because more than 50% of the participants rated the emotion neither positive nor negative or both positive and negative. Therefore the emotion did not clearly belong in either positive or negative categories. We concluded that people vary in their perception of emotional terms as positive or negative, making the task of developing a standard measure of emotions for consumers more challenging. We are still identifying what are the factors that may result in this disagreement, i.e.: consumer demographic and/or psychographic differences as well as the hot drinks and/or context in which the hot drinks may be consumed. The negative terms from this test used in the final questionnaire were disgusted, bored and worried; and also aggressive, mild, quiet, tame, daring, guilty and wild from the unclear classification. The negative terms selected were more frequently used by consumers. Some of the terms classified as unclear were selected based on consumer use for specific product categories/profiles (aggressive, mild, daring, wild); the other terms are part of the sensation seeking classification which we found applicable given some of the current hot drinks trends such as bold flavors, unusual flavor combinations, novel flavors and ethnic tastes. The goal for questionnaire length was not to exceed 5–10 minutes to complete on social media as well as in person. Total 39 emotions are measured for beverages. Consumers categorized emotions into positive, negative, both positive and negative, neither positive nor negative. The emotions were then grouped into three distinct categories: Positive, negative or unclear.

Discussion

This paper has detailed our steps in developing a questionnaire to measure emotions in a commercial setting. The process began with the identification of emotion terms and the choice of a scaling system. We then applied the questionnaire to products in a commercial setting, to demonstrate its ability to describe products and to discriminate among products. We have laid the foundation for testing and measurement of emotion for hot drinks, by modifying approaches used in the psychiatric field, and we realize that we are just beginning to understand how to measure emotions in a commercial context. The development of a new questionnaire to measure mood and emotion in a product development situation has produced an instrument which gives new information which is not normally captured by measuring acceptability. This method has been designed to apply to commercial testing which uses product category users and/or product users and potential new product concepts. This work is therefore

in line with a number of authors who have argued that measurement of acceptability is not a sufficient bench- mark for product development and testing. We suggest that the combination of emotions and acceptability taps into some of the same dimensions which produce satisfaction. Further research will be needed to relate emotions to product satisfaction.

While the measurement of emotions gives new information beyond acceptance, it is nevertheless interesting to relate emotions and acceptance. The data collected to date, not all of which is shown in this paper, suggest that emotional intensity sometimes tracks with acceptance, and sometimes differs. Thus emotions might help to explain acceptance data and why acceptance data might not always predict market success. For this product, it is suggested that the acceptance does not track with the emotion profile.

We began the search for a questionnaire useful in the commercial context by examination of standardized mood and emotion questionnaires from the clinical/psychiatric environment. We tested these emotion terms on the social media and in person.

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