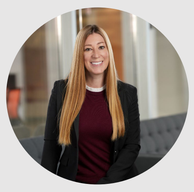
A holistic approach to product development based on emotion: A skincare example



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Background

Emotions drive consumer perceptions, decisions and preferences- including for brands and products. Understanding these emotions is fundamental to developing products that satisfy their expectations and claims that resonate.

Identifying what is most important and frustrating to consumers is essential to the development of compelling and differentiated products. Fragrance and skinfeel are the major drivers of consumer liking, and repeat purchase, for skincare products- and both sensations are associated with strong emotional responses. Research supports that while positive emotions drive liking and product choice, aversive feelings decrease appeal and lead to consumer rejection. In using a skincare product consumers seek a sensory and emotional experience, if the experience of both is appealing and congruent then they will reinforce an amplify each other.

Using our validated emotional and benefits methodology, shown to be consistent across time, products, emotions and countries, we explored 8 skincare products selected to represent a range of skinfeel and fragrance attributes. Participants first rated emotions and perceived benefits associated with all the products fragrance, after this they applied the products to their forearms and rated the perceived benefits and texture of the skinfeel.

Results were consistent with several previous studies suggesting that consumers seek similar experiences from both fragrance and skinfeel.

Methodology

Fragrance & Benefits Testing: In line with Russell's Circumplex Model, Curion has identified 39 fragrance descriptors found to reliably predict consumers product emotions over time, products, consumer groups and even countries.

Method: Sequential Monadic Central Location Test (CLT)

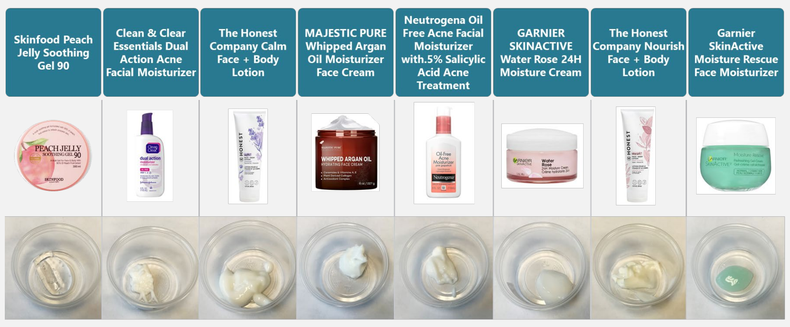
Stimuli: 8 market facial skincare products selected to cover a wide sensory space

Recruit: N=75 Total Articulate Male/Female Consumers aged 18-65

Date: March 2023

Location: New York Metro (Old Bridge, NJ)

Product Samples Tested



Key Findings

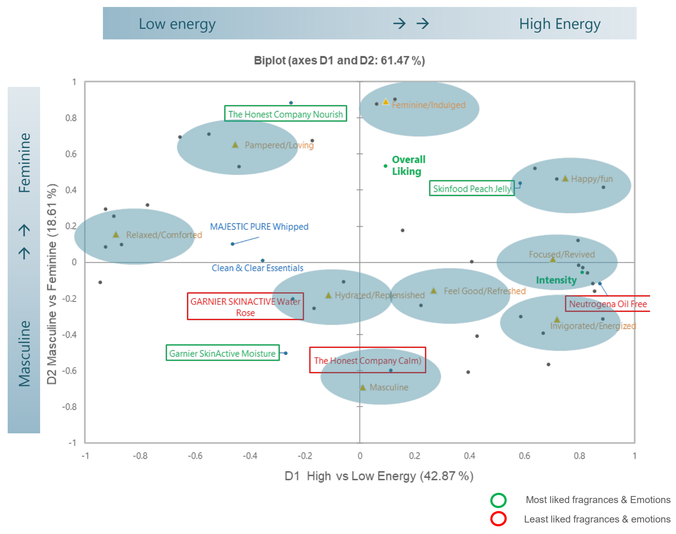
- Fragrances tested were well liked and in a narrow band of liking (between 6 and 7.4/9) which may have impacted the range of results.
- Products with the most liked fragrance differed from those with the most liked skinfeel indicating both
  - Consumers can separate skinfeel and fragrance
  - There is an opportunity to align and improve the fragrance and skinfeel of these products to create a better experience for consumers and to deliver on their expectations.
- Results resembled those obtained with more resource intensive DOL approaches, suggesting that consumer sensory ratings can provide a reasonable measure of sensory drivers of liking.
- Results were similar to those of previous studies in terms of key dimensions underlying emotions and perceived benefits, as well as the attributes driving fragrance liking and dislike.
- Emotions associated with the most preferred fragrances (Skinfood peach Jelly, Garnier Skinactive moisture, Honest Company Nourish) are associated with…
  - Mid-low energy peaceful and positive emotions aligned with feeling good, refreshed, hydrated, as well as feminine and indulged.
  - Benefits associated with the most liked fragrance samples were being youthful, freshness, luxury, as well as moisturizing and nourishing.
- Benefits associated the skinfeel of the most like products (Clean & Clear Essentials, Neutrogena Oil Free Acne, Majestic Pure Whipped) are associated with…
  - Smoothness, soft and with the textures of velvet and cashmere
  - Skinfeel of the least preferred products was slimy, runny, oily and cooling
  - Skinfeel preferences did not vary either during or after application

Fragrance Emotions Clusters D1 & D2

As in our previous research, 2 key dimensions represent **arousal level** (D1) and **emotional valence** (D3).

Key Dimension 1 separates fragrances generating high energy emotions from (revived, energized) low energy emotions (relaxed, pampered). D2 distinguishes more Feminine (Honest Nourish) and Masculine fragrances (Honest Calm).

Less liked fragrances make consumers feel more Masculine and Energized (Nut. Oil Free, Honest Calm, Garnier Water Rose).

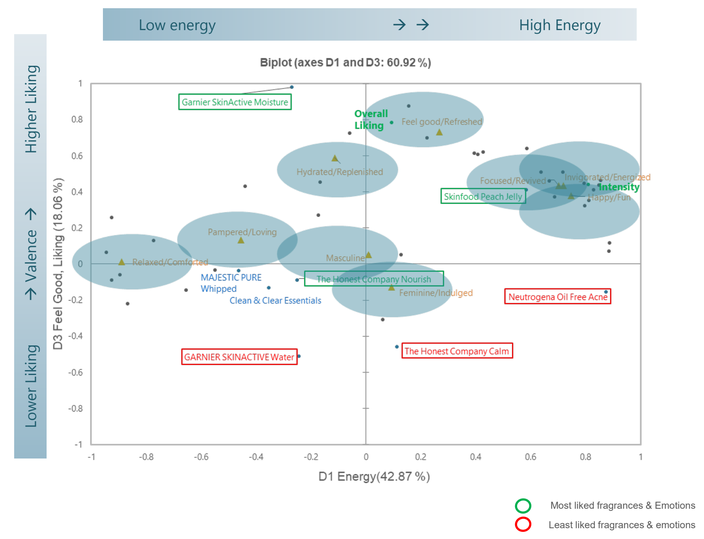


Fragrance Emotions Clusters D1& D3

Key dimension 3 reflects fragrance liking and is associated with feeling good, hydrated, refreshed and replenished

The most liked fragrances tend to be higher energy making consumers feel good, replenished, focused and refreshed (Garnier Moisture, Skinfood). However, they can also be relaxing and soothing (Honest Nourish).

Less preferred fragrances induce lower levels of feeling good and being refreshed.

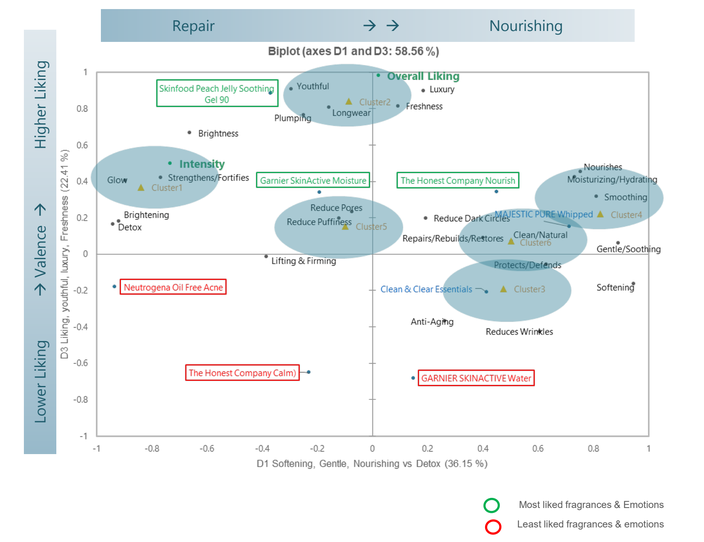


Fragrance Benefits

Key dimensions 3 is strongly associated with overall liking. Liking is associated with youthful, luxury and longwearing benefits. D1 contrasts nourishing benefits, such as soothing, gentle and moisturizing with more functional restorative benefits such as detox and strengthening.

The most liked fragrances are linked to youthful, fresh, moisturizing, and nourishing benefits.

Less preferred fragrances are more likely to be associated with 'repair' functions of anti-aging and. wrinkle reduction .



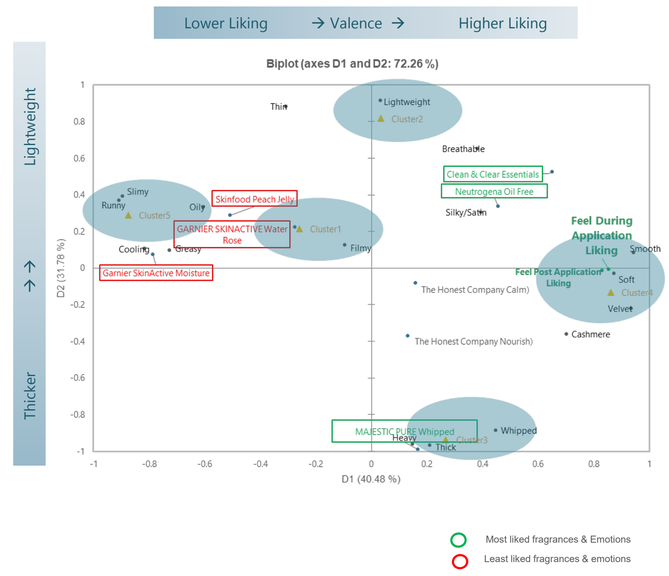
Skinfeel Benefits

Key Dimension 1 is strongly associated with product liking and distinguishes fragrances associated with smooth, soft, velvety skinfeel vs runny, slimy, sticky skinfeel.

Dimension 2 separates Thin, lightweight creams (Clean & Clear Essentials, Neutrogena Oil Free) from thicker, heavier, whipped creams (Majestic Pure Whipped).

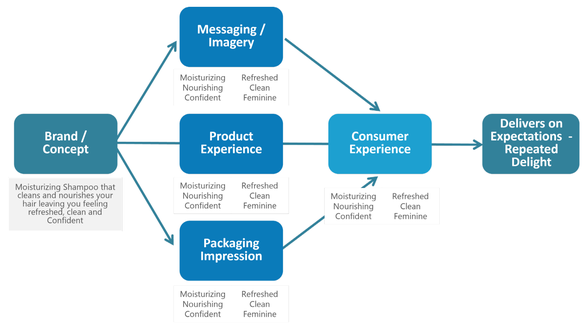
The most liked fragrances tend to be smoother, softer and more velvet. However, they can be either lightweight and breathable (Clean & Clear Essentials, Neutrogena Oil Free) or thicker and whipped (Majestic Whipped).

The least preferred fragrances were perceived as runny, slimy and cooling



Implications for CPG Brands- Holistic Product Design

- It is possible to measure the relationship between product sensation (skinfeel and fragrance) and emotion as well as between sensation and the perceived benefits of products. Skinfeel maps closely resembled those of Kao 2018.
- Fragrance and skinfeel sensations provide clear and reliable signals of product efficacy and can be optimized to better deliver on consumer expectations, increase satisfaction and the perceived effectiveness of products.
- It is possible to design products, optimizing both fragrance and skinfeel, to deliver a positive and coherent experience for consumers.
- In uncovering the emotional and sensory drivers behind a product, Emotion & Benefits testing can provide clear direction, not only for product design, but also for a more holistic approach to the creation of product, packaging, claims and communications.



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E047 Poster session 2 on Wednesday, 23rd August.