

HOW AND WHY TO MEASURE CONSUMERS' EMOTIONAL RESPONSES

Emotion measurement
for insightful research



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INTRODUCTION

Companies which have managed to appeal to customers through their emotions have received huge benefits. They have attracted fans and created unmatched added value for their brand. That's why pursuing emotional connections with consumers should be among the top priorities of companies' marketing strategies.

Video ads, images, different marketing materials, logos and website design all actuate various signals inside a potential customer's brain. The brain transforms these signals into nerve impulses and "delivers" them to facial muscles, which produce certain facial expressions responsible for different emotions. To put it simply, these signal, initiated by different external stimuli, provoke customers' emotions. Of course, every successful brand seeks to create only positive associations and aim to make their customers feel happy. That's why brands search for different ways of inducing a positive attitude through their advertising and the messages they convey to their target audience. That's where key challenges hide. How to ensure your brand provokes delight? How to make the brand stronger?

The answer is – **emotion measurement**. It can be conducted in two ways – through traditional surveys or with the help of a web camera and special software. We'll consider both methods in details later.

Now, let's take a closer look at the challenges which marketing researchers face today.



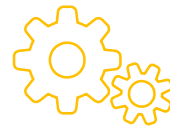
CHALLENGES OF THE CONTEMPORARY MARKETING RESEARCH INDUSTRY

MARKETING RESEARCH: CHALLENGES

The fast-growing industry of marketing research faces challenges which identify pathways for its further development. Some of these challenges faced today are:

OUTDATED SURVEY METHODS ARE DISPLACED BY NEW, TECHNOLOGY-DRIVEN (AND THUS MORE EFFICIENT) APPROACHES)

It's difficult to tell whether a respondent has lied while ticking the boxes or answering open-ended questions of a traditional survey. However, it's far easier in situations where you can analyze their facial expressions.



THE PACE OF TECH DEVELOPMENT BECOMES MORE INTENSE EVERY DAY, PUSHING ENTREPRENEURS TO COLLECT AND PROCESS VAST AMOUNTS OF INFORMATION VERY QUICKLY

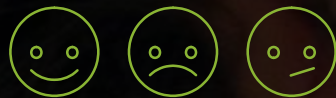
While at the same time, research companies' customers require them to provide research results in a real-time setting.



COMPANIES WHICH STILL RELY ON OLD MARKETING RESEARCH METHODS LOSE OUT WHEN COMPARED TO THE COMPETITIVE ADVANTAGE PROVIDED BY TECH-BASED RESEARCH SOLUTIONS

The transition of major business activities related to the service provider/client interaction into the online realm envisages an increased need for companies to collect qualitative data on their customers' behavior, which is hard to obtain using traditional marketing research methods.





**EMOTION MEASUREMENT
AS A PART OF INSIGHTFUL
RESEARCH**

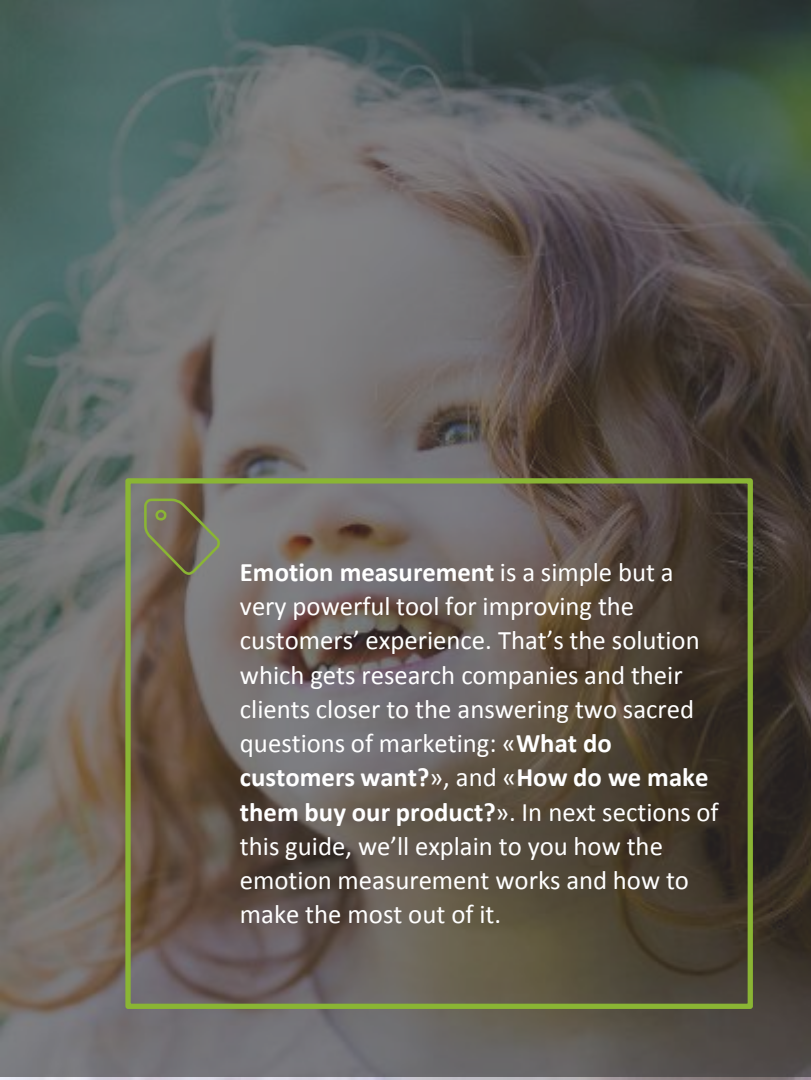
EMOTION MEASUREMENT AS A PART OF INSIGHTFUL RESEARCH

Marketing research is one of the spheres of business where technology is advancing very rapidly. Such things as emotion measurement, EEG, eye tracking, etc. is quickly becoming more popular and affordable.

Nowadays, it is not only big companies but also SME businesses that are leaning towards neuromarketing solutions, as they consider them to give a valuable competitive advantage.

Neuromarketing tools, and emotion measurement in particular, allows us to substantially improve the results of marketing research by enabling researchers to see what is really going on in consumers' brains. Emotion measurement is a tool for decoding decision making patterns, which customers are very often reluctant to articulate during traditional surveys.

As a result, emotion measurement delivers more qualitative insights into customers' reactions and sentiments which influence their purchase decisions. It also helps to better understand how customers engage with marketing materials and the product itself.



Emotion measurement is a simple but a very powerful tool for improving the customers' experience. That's the solution which gets research companies and their clients closer to the answering two sacred questions of marketing: «**What do customers want?**», and «**How do we make them buy our product?**». In next sections of this guide, we'll explain to you how the emotion measurement works and how to make the most out of it.

ROLE OF EMOTION MEASUREMENT TOOLS IN HANDLING MODERN MARKETING RESEARCH CHALLENGES

Emotion measurement tools have advantages which help research companies to address the challenges discussed earlier.



A higher **speed of data** analysis and processing.



More **accurate results of data** analysis and better quality of insights.



Reduction of **research time and human-resource** related expenses.



Exclusion of **human factor out of data processing** process.



Lack of flaws related to traditional survey answers and their interpretation by the interviewers.



Application of **additional technologies** (eye-tracking for example), allows to understand which emotion a particular object, area of advertising, etc. provoked.



EMOTION MEASUREMENT: HOW IT WORKS



The software transforms facial expressions into 7 basic emotions:

- surprise,
- delight,
- skepticism,
- sadness,
- disgust,
- fear and negative attitude (denial).

EMOTION MEASUREMENT: HOW IT WORKS

Emotion Measurement is a tool consisting of simple hardware (web camera) and software which captures and decodes facial expressions transforming them into 7 basic emotions: surprise, delight, skepticism, sadness, disgust, fear and negative attitude (denial).

All muscles on our face are controlled by nerves – pathways through which our brain activates particular areas of our face. When these muscles are activated, the expression of our face changes and produces a particular emotion. Facial coding captures these minute changes of facial expressions, decodes them and transforms into data using intelligent software.

After the expressions are decoded and transformed into data a report can be generated which will demonstrate, for example, that out of 50 people tested 40% felt skeptical while looking at your product, 30% were neutral, 20% were surprised and 10% were delighted.

As a result, you get a comprehensive, simple-to-use compilation of data which shows you the real attitude of your customers to your product or marketing material. Compared to simple survey answers, where respondents can cheat and hide their true attitudes, emotion measurement is far more reliable and accurate as it eliminates so-called “human factor”.

EMOTION MEASUREMENT: HOW IT WORKS

Talking about why people cheat on surveys, we should understand that sometimes people don't care about providing accurate and credible information. They answer questions or tick boxes simply because they were asked to rather than caring about the quality or importance of the survey. Or if someone has had a bad day and then was asked to fill in the survey, their answers would be significantly different from those they would give on a day of receiving a promotion.

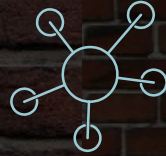
For people, it's quite difficult to admit even to themselves, let alone state it in the survey, that they not as young and hip as they wish themselves to be.

Psychologically, almost everyone has a desire to tell people what they wish to hear, especially if that person is physically attractive. A beautiful researcher will hear more positive feedback than a less attractive colleague. Though natural human behavior, this presents major problems for traditional surveys.

Sometimes, in order not to appear old-fashioned, wired or dumb, people say things that they think you want to hear. "Do you like our new product design?" – "Yes, very nicely done. Quite stylish and futuristic I would say". While in reality the person might think: "Ok, this must be trendy, but I don't like it one bit. I do not understand this fancy styling and design".



Measuring customers' emotions should be a structured process and not just an occasional interviews.



TRADITIONAL SURVEYS VS EMOTION MEASUREMENT TOOLS



TRADITIONAL SURVEYS VS EMOTION MEASUREMENT TOOLS

Modern research companies are being forced to deliver a better quality of data to their clients faster and at a lower price. Traditional marketing research methods just cannot keep pace with contemporary demands of research companies' clients.

Traditional research method – Surveys

Let's illustrate this with a simple example. For instance, you need to test an advertisement. If you use traditional marketing research methods, you will show the advertisement clip to the target audience, and then you will hand them papers or tables with a survey to be filled in. This approach has at least two major disadvantages.

TWO MAJOR DISADVANTAGES

RELIANCE ON CUSTOMERS' MEMORY



In your survey you will ask concrete questions about the video and customers may not remember these details. Some information about the video may be distorted by their brain which may negatively influence their answers and decrease the reliability of the research.

IT'S FAR EASIER TO CONTROL ANSWERS THAN FACIAL EXPRESSIONS



When answering surveys customers can hide or intentionally provide inaccurate information. As a result, it compromises the data quality and makes the research findings less relevant.

TRADITIONAL SURVEYS VS EMOTION MEASUREMENT TOOLS

If we dig deeper into the structure of standard marketing research, we'll see that as a rule, it consists of a number of similar questions, such as:

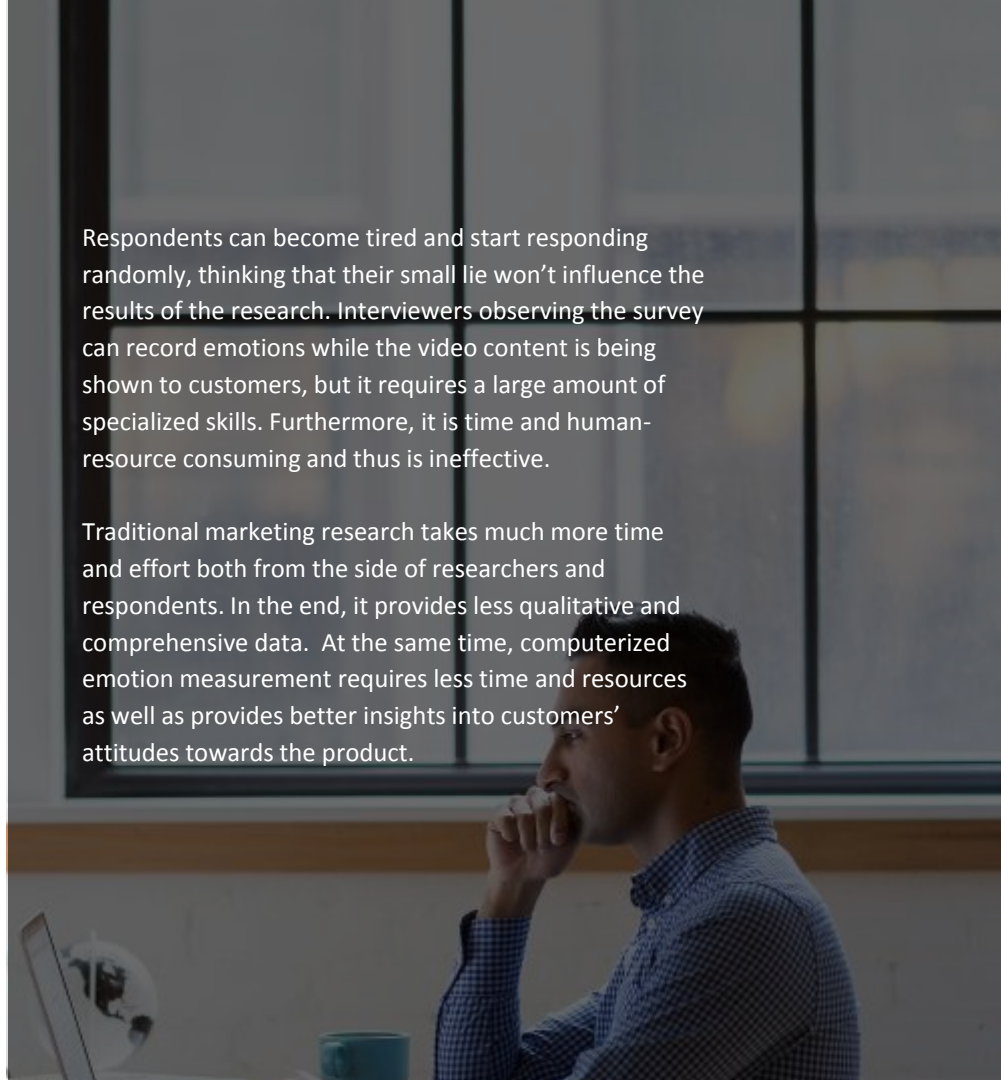
- «Did you like the video?»,
- «What did you like about this video?»,
- «Did you feel comfortable with the subject of the video?», etc.

The key drawback is that answers to such questions provide researchers only with general information such as whether customers liked the video or not and why. Compared with computerized emotion measurement such research provides practically no insight into how respondents felt and what they really think about the tested product or material.

Furthermore, few take into account that such a large amount of questions often causes respondents to become bored very quickly. They start to confuse answers, being unsure about their emotions and unable to remember what in particular they felt while they watched the video clip.

Respondents can become tired and start responding randomly, thinking that their small lie won't influence the results of the research. Interviewers observing the survey can record emotions while the video content is being shown to customers, but it requires a large amount of specialized skills. Furthermore, it is time and human-resource consuming and thus is ineffective.

Traditional marketing research takes much more time and effort both from the side of researchers and respondents. In the end, it provides less qualitative and comprehensive data. At the same time, computerized emotion measurement requires less time and resources as well as provides better insights into customers' attitudes towards the product.




TRADITIONAL SURVEYS VS EMOTION MEASUREMENT TOOLS

Emotion measurement software

Technology-based emotion measurement allows you to bypass all the aforementioned constraints of the traditional marketing research. Practically all the work which is done by humans in traditional marketing research is conducted instead by the software. Use of sophisticated technology during the video screening process enables advertisers to understand how even the smallest elements of their video may impact the audience's response.

Application of this technology allows you to obtain impressively precise results on customers' feelings during the testing process. Some test reports have an accuracy rate of up to 95% which obviously demonstrates the effectiveness of computerized emotion measurement.

This technology is already in use by a number of leading companies, who have been able to refine their advertising campaigns based on emotional response data obtained from respondents during advertisement tests. This list includes, but is not limited to such big names as [Coca-Cola](#), [P&G](#), [GSK](#), [Sony Mobile](#), [Shell](#), and [Mediacom](#).



One of the major reasons for corporations to use computerized emotion measurement is that it's an indispensable tool for adapting global content to the needs and preferences of a particular market. The same advertising clip may create vastly different emotional connections with consumers in Asia, The Middle East, or Central Europe. Emotion measurement allows you to capture cultural peculiarities and make your content more appealing to the local target audience.

TRADITIONAL SURVEYS VS EMOTION MEASUREMENT TOOLS

Based on the many points listed above, we can summarize three major advantages of computerized emotion measurement, which clearly makes traditional marketing research look redundant:

- *Emotions are measured objectively* and the results of the testing process are not influenced by the peculiarities of respondents' character, mood, and manner of thinking, as well as by the interpretation of the human researchers. All facial expressions are captured by an impartial machine and analyzed by the independent software.
- *Emotions are captured during the process of video screening* instead of after the video has already been shown. It allows you to receive real-time results which are more precise compared to those captured after the clip is over.
- *You can track changes of emotions at any particular stage of the video.* Thus it enables precise editing of the content, decreasing time and financial input required for the tested materials' improvement.

3 MAJOR ADVANTAGES OF COMPUTERIZED EMOTION MEASUREMENT



Emotions are measured objectively



Emotions are captured during the process of video screening



You can track changes of emotions at any particular stage of the video



**KEEPING
EMOTION MEASUREMENT
EFFICIENT**

KEEPING EMOTION MEASUREMENT EFFICIENT

As with any tool, neuromarketing emotion measurement isn't a magic wand. To maximize your results, you should follow some simple rules and guidelines. There are some issues to consider when starting to measure emotions.

1. The Influence of different national and cultural backgrounds on emotion measurement results

People of various nationalities and cultures have different levels of emotional response. Their facial traits may also differ and, depending on the context, the same facial expressions may correlate with different emotions.

2. The importance of the content presentation

Today many people are used to watching videos on different devices, including mobile phones and tablets. Facial recognition technology requires your respondents not only to be able to clearly see the picture but also to sit in a position when the web camera can distinctively capture their facial expressions. The quality of lighting, changes of viewing angle or sitting position, web camera resolution, etc. - should all be taken into account.

3 ISSUES TO CONSIDER WHEN STARTING TO MEASURE EMOTIONS



The Influence of different **national and cultural backgrounds** on emotion measurement results



The importance of the **content** presentation



The product should be **designed** to provoke emotion

KEEPING EMOTION MEASUREMENT EFFICIENT

It's easier to conduct emotion measurement with a laptop, which is usually equipped with a built-in webcam, as respondents tend to concentrate their full attention on a larger screen. The testing will be harder to accomplish with a mobile device, as there is a high probability that respondents will become distracted by other objects and constantly shift their viewing angle.

Thus, the quality of testing results may be compromised, as the emotion measurement software will struggle to accurately capture respondents' facial expressions.

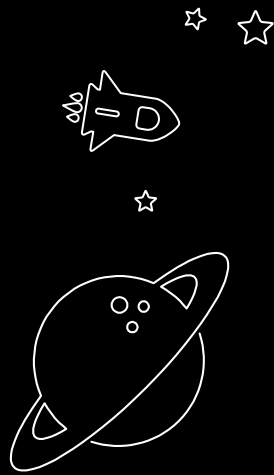
3. The product should be designed to provoke emotion

Some products are just not designed to provoke such emotions. Imagine a yogurt package for example. It may have handy shape and appealing color but it will never provoke such a range of emotions as the new model of a smartphone. Packaging does not have functionality, interface, tech specs, etc.



So if you test packages it is ok when people show only neutral emotions. We recommend emotion measurement for video materials because the audio track usually impresses people far more than just visuals.

Before launching any emotion measurement tests, we advise that you consider whether your product is originally designed to provoke emotions. If the answer is no, then it may not be wise to expend time and efforts for on emotion measurement.



If you want to add a valuable tool to your marketing research toolkit and be able to gain a competitive advantage over other market players than look no further than emotion measurement. Increasingly, this technology will penetrate marketing and customer experience domains, improving the quality of data obtained during research.

Those companies which will fail to accept it and embrace the change will be displaced from the marketing research market by forward-thinking researchers aiming at the better satisfaction of their clients' needs.





**See how easy
to measure emotions
with CoolTool**

REQUEST DEMO

About CoolTool

CoolTool is the powerful automated neuromarketing platform that allows anybody to get reliable consumer insights in several hours and without a scientific background.

The platform incorporates the very best of traditional survey-based research and nonconscious measurement tools. Thanks to that fact that all neuromarketing technologies are fully integrated into our own survey engine you can get conscious and nonconscious measurements at the same time within one project and easily cross-analyze all data.

Find and prove what consumers really see, think, and feel outside of conscious mind and control.

No special knowledge. Everything is at hand. All is automated.

cooltool.com

Feel free to email us at hello@cooltool.com to learn more about emotion measurement and other neuromarketing tools

