

# 情感如何促動購買意願

文 | An Ipsos House Research Study

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僅使用問答式的研究來了解人們真正的行為和動機是不夠的。還必須去解構有意識的決策過程中，理性思考和行為受到慣性與個人理念的影響。透過問答式的研究，我們只能取得人們對自己行為的說明，但不全然是他們真正的原因。後者在多數情況下為一個無意識的過程、難以說明、不自覺的、基於記憶，並受當下經驗或情境所影響。

對我們來說更為重要的是收集與人們行為有關的有效訊息，並訂定紮實的基礎以發展致勝策略；我們也必須整合問答與非問答式的研究來對消費者有全面的瞭解。為了滿足這樣的需求，益普索成立了益普索行為實驗室 (Ipsos house)。

為了闡明益普索行為實驗室的工作並展現設備的研究潛力，我們針對足球和食品來進行一項實驗，以探索墨西哥的快消品產業。目的是為了能更加瞭解消費者在強烈的情感環境下，購買與消費零食及飲料的行為。

## 粉絲與快消品產業：情緒張力

世界杯足球賽開始前，是大眾和食品飲料公司探索情緒促動購買行為的最佳時間，因為它受到高度關注。在活動準備階段，品牌制訂了他們的廣告與促銷計劃。若要擁有成功的策略並增加銷售，公司必須掌握任何激發或阻礙消費者購買的因素。

情感作用在購買或在消費任何商品的過程中扮演相當重要的角色。但我們想從中了解更多：

- 我們是否知道這些情感作用對零食和飲料商品所產生的特殊連結呢？
- 情緒是否影響品牌、大小或品項的抉擇嗎？
- 人們在喜悅、沮喪和失望的情感環境下是否以同樣的方式購買產品？

為了回答這些問題，我們在益普索行為實驗室中設計了一項實驗，以了解快樂和不快樂體驗所產生的情緒將如何影響人們購物。我們在世界杯的慶祝氣氛下探索，因為它對大多數的人來說都能產生情感上的共鳴。

想像一下，你和朋友一起在酒吧觀看自己國家隊的明星球員。你會有什麼感覺？你會喝什麼飲料或吃什麼零食呢？你會分享嗎？

那麼現在想像一下，你支持的球隊在一個沉悶且緊張的情況下輸球了。你感覺又是如何？你吃的零食是否與你在開心時一樣呢？那你會喝了什麼樣飲料呢？

為了發掘促動情緒購買的未知因素，我們必須找到最有效的方法來引起並測量在每種情境下自然產生的情緒，並了解它對購買造成的影響。

**在益普索實驗室，想像化為現實。**為了觀察參與者的反應並使他們沉浸於情境中，我們利用酒吧與乏味且不舒服的空間來設計刺激和情境，以重現世界杯足球賽時贏球與輸球的真實情境。

每種情緒都能引發生理反應。當我們的脈搏在充滿情感的狀態下加速。你有沒有聽過一個比喻「我覺得自己要爆炸了!」？我們無法控制我們身體對於刺激的反應，這也就是為什麼我們會用「肢體語言」來表達情緒的原因。

設備	解析
眼動儀 (Eye tracker)	檢測眼球移動方向，以了解受訪者觀看方式、關注和感興趣的地方
面部編碼 (Facial Coding)	偵測及解讀面部表情受到刺激後的細微變化
腦波圖 (EEG)	透過測量腦波的電波變動頻率來高靈敏度地測量參與程度以及情緒變化
皮膚電阻感測器 (Galvanic Skin Response, GSR)	測量控制汗腺皮膚的電反應，以了解我們身體對某些刺激做出超出我們控制範圍的反應
神經科學 (Neuro Station & Stationary Mobile)	整合生物識別技術的神經科學實驗室
虛擬實境 (Virtual Reality)	包含皮膚電阻感測器的虛擬實境裝置

就皮膚而言，當我們感受到是正面或負面的情緒衝擊時，皮膚電阻感測器 (GSR) 可以偵測到我們人類無法察覺的細微排汗。我們在實驗中使用天竺鼠來監控得分或失分、失去球的控制權和看到群眾慶祝照片時將產生哪些情緒反應。

負面情緒在皮膚電阻感測器 (GSR) 上的平均讀數為 26%，比正面情緒的 32.5% 來的低。這些數據，連同參與者的觀察與口語表述，使我們能夠在這兩組人成為購物者前先大致了解他們的情緒狀態。

### 情緒驅動購買的證據:

這兩組人分別沉浸於正面與負面的情境下，之後他們被帶往益普索行為實驗室的超市以觀察和比對他們的購物行為。我們發現這兩組人後續的行為表現有明顯差異。

當你支持的球隊在一場重要比賽中贏得勝利後，你去商店購買的商品或與朋友吃喝等行為會有所影響嗎？你會嘗試新的



飲料或零食嗎？您勇於嘗試新口味？您是否在尋找一些特別的東西呢？你是否在意商品比較貴還是比較便宜呢？

然而，如果你在球隊輸球而感到沮喪和憤怒時做出相同的事情，你還會想買飲料或零食嗎？若是這樣，你的購買決策是否仍然具有冒險家的精神？你是否會因為價格而做出不同選擇呢？

觀察人們在不同情緒狀態下如何在店裡購物，他們花費的時間長短、是否比較不同類別以及他們花費之金額，以上都能提供極有力的訊息。這有助於我們了解情緒如何影響購物旅程，並從而了解品牌或類別的銷售額是否成長或衰退。

結果顯示，無論正面或負面的情境都能顯著地影響人們的購物行為。了解情緒如何激發與對購物的影響，這能使我們發展出更有效且精準的策略。例如：我們可以應用這些發現來改善購物情境與陳列，並透過改善環境來強化預期消費者會發生的行為。

## " 無論正面或負面的情境都能顯著地 影響人們的購物行為 "

Ipsos 益普索市場研究

Ipsos是全球頂尖的專業市場調查研究機構，在世界各地八十九個國家設有分公司，在挖掘顧客經驗，執行品牌行銷調查，我們具有創新的思維與先進的科技。我們是世界頂尖企業執行長最信賴的企業顧問，我們也有熟悉各產業的專家協助測量、模擬和管理顧客與員工關係。

更多的資訊，請參考 <https://www.ipsos.com/en-tw/solution/overview#category3>

或洽詢我們的研究團隊

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# Spectators as shoppers: How emotion drives purchase decisions

An Ipsos House Research Study



To really understand people's behaviour and their true motivations, it is not enough to use only verbal research techniques. It is essential to also study the processes of conscious decision making, where rational thinking and behaviour conditioned by patterns and beliefs are at play. Through verbal research, we only have access to what people **say they do** and not necessarily what they **really do**. The latter is, in most cases, an unconscious process; **non-verbal**, automatic, based on memories and influenced by the context or scenario of the present experience.

It is evident to us that to gather powerful information about people's behaviour and to have a solid basis from which to develop useful strategies; it is necessary to have **a total understanding** integrating **verbal** and **non-verbal** research. In response to this need, Ipsos has built Ipsos House, the Human Behaviour Research Centre.

To illustrate the work of Ipsos House and showcase the research potential of the facilities it offers, we will present an experiment based around football and food, which explores the fast-moving consumer packaged goods (FMCG) industry in Mexico. This aims to better understand the shopping and consumption behaviour of snacks and beverages when consumers are exposed to an intense emotional context.

## Fans and FMCG: Feeling the tension:

The period before the World Cup was an ideal time to explore the topic of emotionally driven purchasing due to the high interest generated, both for the public and for food and beverage companies. During the run-up to the event is when brands set out their communication and commercial plans. And if they are to develop successful strategies and increase sales, it is vital that companies have information about any triggers and barriers that come in to play for consumers of their products.

It is not a secret that emotions play a significant role in the purchase or consumption of any product. But, we wanted to know more:

- Do we know what these effects are on snacks and beverages products in particular?
- Is it possible that emotions influence the selection of brands, sizes or variety?
- Do people consume the products in the same way in emotional contexts of joy, frustration and disappointment?

To answer these questions, we designed an experiment at Ipsos House to find out how the emotions generated by happy and less happy experiences can affect what people buy. This was explored in the

celebratory context of the World Cup, which has a tremendous emotional charge for a large part of the population.

Imagine being in a bar with your friends watching the stars of your country’s national team. What do you feel? What do you drink? What do you eat? Do you share it?

Now imagine a situation where your team loses in a tedious and tense environment. What do you feel? Do you eat the same things as if you were happy? What do you drink?

To discover the unknowns of emotionally-driven purchasing, it was necessary to find the most effective way of generating and measuring the emotions that would naturally be produced in each scenario and then to understand their impact on making purchases.

**At Ipsos House, the imagined becomes reality.** The bar and a dull, uncomfortable room were used to recreate spaces suited to the experience of winning or losing the football World Cup. In this way, stimuli and situations were designed to reflect both moods and provide contextual immersion for the participants.

Every emotion causes a physical response in the body. We have all felt our pulse speed up in a very emotionally charged situation. Who hasn’t heard the expression “My heart was going to burst!”? Our body’s reactions to stimuli are out of our control, and that’s also why we have the expression “Body Talk”.

Equipment	Description
Eye tracker	Precision measurement of the eyes and movements of the gaze.
Facial Coding	Emotion predictors use the observed facial expressions as input to calculate the likelihood of an emotion.
EEG	Records the electrical activity of the brain using electrodes placed on the scalp.
GSR (Galvanic Skin Response)	Measures emotional arousal through the electrical conductivity of our skin which subtly changes the activation of sweat glands in the skin.
Neuro Station and Stationary Mobile	Neuro labs which integrated biometric methodologies.
Virtual Reality	Virtual reality headsets with GSR measurement.

In the case of the skin, when we perceive something that has a positive or negative emotional impact, it emits sweat at a scale that may be imperceptible to humans, but not to the GSR tool. We used this to monitor the guinea pigs of our experiment and detect the physiological effects of specific moments of greater emotional impact such as scoring or conceding goals, losing ball possession and seeing images of crowd celebrations.

The average GSR reading throughout the negative experience (26%) was significantly lower than the positive experience (32.5%). This evidence, along with feedback from participant observations and verbal feedback, allowed us to build a picture of the emotional states of the two groups before we analysed their behaviour as shoppers.

**Evidence for emotionally-driven purchasing:**

After immersion in both contexts, people were sent to shop at the Ipsos House Supermarket, where they were observed. We found a clear difference between the subsequent behaviours of the two groups.

If you go to the store to buy something to eat and drink for you



and your friends after the enjoyable experience of watching your team win an important game, what is your purchasing behaviour? Do you explore new options for drinks or snacks? Do you dare to adventure with new flavours or types? Are you looking for something special? Do you care if it is expensive or cheap?

Then, if you do the same but feeling frustrated and angry because your team lost, do you still want to buy drinks and snacks? If so, are your purchase decisions as adventurous? Do you make different choices around price?

Observing the ways in which people in different emotional states navigate the store, the length of time they take to choose a product, whether they browse various categories and the amount they purchase provides powerful information. This helps us to understand the influence of emotion upon the shopping process and therefore, on the sales figures of a brand or category, increase or decrease.

The results showed us that emotions generated from a positive or negative scenario have a significant influence on people's shopping behaviour. An understanding of emotional triggers and their effects on purchasing equips us to develop robust and precise strategies. We can, for example, apply these findings to alter a particular purchasing setting and by influencing the environment, encourage the desired behaviour.

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**Emotions generated from a positive or negative scenario have a significant influence on shopping behaviour.**

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