



THE FEELINGS REPORT

A Partnership Between:

Woo

and

Inkblot Analytics

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INTRODUCTION

In today's world, consumers have so many undifferentiated choices, so brands must connect with consumers more deeply than before. Brands that tap into a consumer's feelings, by identifying or empathizing with their consumers emotions are more likely to stand out. WOO helps brands develop brand empathy.

In other words, WOO helps brands develop a deeper understanding of the emotions that drive consumers to act. Focusing on increasing brand empathy enables brands to **achieve greater clarity, achieve long-lasting consumer relationships, and ultimately increase long-term profitability.**

To help turn brand empathy into measurable scores, WOO collaborated with Inkblot Analytics, a research and analytics firm specializing in psychographics. The result of this partnership is this report: The Feelings Report.



The Feelings Report is a quarterly report that will give brands an idea of how consumer emotions impact consumers' purchasing decisions, how brands can connect with consumers more deeply than before, and how brands can better understand consumer emotions. By sharing these insights, this report can also help identify solutions that improve consumer satisfaction with a brand, promote likelihood of repurchase, and ensure the brand becomes the first choice for consumers.

METHODOLOGY

For this first Feelings Report, we recruited participants from across the United States. We were able to recruit **300 participants** who completed the survey online.

Our online survey was divided into the following sections:

- | | |
|--|--|
| ➤ Introduction and Consent Form | ➤ Ex-Score Survey |
| ➤ Positioning Information <ul style="list-style-type: none">– Positioning Observation– Positioning Problem– Positioning Insight– Positioning Solution | ➤ Relevant Outcomes <ul style="list-style-type: none">– Consumer Satisfaction– Likelihood of Repurchase– Word of Mouth |
| | ➤ Demographics |

We used a proprietary scale to measure the extent to which consumers feel an emotional connection to the brand, the Ex-Score Survey. We computed an **"Ex-Score"** or a brand's empathy score for each brand. If you are interested in the validity and reliability of our survey, please see our technical report on the psychometric features of our scales.



While this study was quantitative, our proprietary projective test, **“Secret Sentiments”**, can also be used to capture study goals qualitatively. Powered by Brand Blots, Inkblot Analytics’ AI-enabled projective testing platform, the “Secret Sentiments” measure is an add-on service providing hidden insights about consumer emotions in relation to brands.

Using a rigorous data cleaning and quality assurance (QA) process, we ensured that the data were:

- Produced by real people (not bots)
- Produced accurately (not randomly answered)
- Entered thoughtfully (not someone rushing through it to answer as quickly as possible)

SAMPLE

To have a better understanding of who took this survey, the following is a detailed breakdown of the sample composition.



300

Participants



Ages

18-84

Participants shopped in-store...



14.7%
Multiple times a day

7.7%
Once per day

27.1%
Multiple times per week

22.1%
Once per week

15.3%
Multiple times per month

6.8%
Once per month

6.8%
Less than once per month

Participants shopped online...



14.8%
Multiple times a day

7.4%
Once per day

17.5%
Multiple times per week

7.1%
Once per week

20.4%
Multiple times per month

15.1%
Once per month

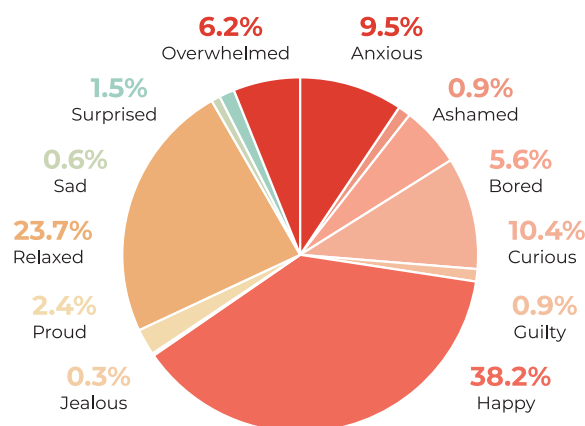
17.8%
Less than once per month

Overall, the sample was representative of a wide variety of consumers that shopped in-store and online frequently, which was ideal for generalizing these results to consumers.

RESULTS

PURCHASING DECISIONS & CONSUMER EMOTIONS • • •

- 16.0%** of consumers said they felt **anxious and overwhelmed** when they were shopping
- 38.2%** of consumers said they felt **happy** when they were shopping
- 23.7%** of consumers said they felt **relaxed** when they were shopping



Participants reported that they are more likely to shop when they are feeling excited, happy, relaxed, and grateful (~60%). On the other hand, ~30% reported they were more likely to shop when they were feeling: stressed, tired, depressed, FOMO, and anxious.

This clearly indicates that consumers feel a wide variety of complex emotions during their shopping experience that likely influence their purchasing decisions. Thus, when we asked about purchasing decisions, we found that **40.1% of consumers reported that they find it difficult to make purchasing decisions when they are shopping**. Of these consumers:

- a. **58.5%** said they found it hard because there are **too many choices** of products
- b. **31.9%** said there were too many things that **needed to be considered** before purchasing
- c. **34.1%** said it was hard to **decide between two** or more similar products/brands

This indicates that consumers' purchasing decisions and behaviors are not straightforward and leads to the question of what influences purchasing decisions for consumers.

- a. **96.3%** of people said that **how they felt about a product** influenced their purchasing decision
- b. **88.3%** of people said that **how they felt in the moment**, such as upset or happy, had an impact on their purchasing decisions

Consumer emotions clearly have a large impact on purchasing decisions. Consumers that shop primarily based on their emotions are considered to be emotional shoppers.

In our study we found that **70% of the sample reported that they were emotional shoppers**. When asked to provide a reason as to why they feel like they are emotional shoppers, most people said that it was because:

- Shopping made them **happy**
- They liked to shop during **sales**
- They shopped when they were feeling **upset/stressed**
- They felt like they were **impulsive** buyers

Altogether, it is clear that people are affected by many factors such as their emotions when they make purchasing decisions. In our research, we found that the shopping experience is not straightforward or even primarily driven by rational decisions for most consumers. This emphasizes the importance of identifying and connecting to consumers on a deeper level.

BRAND — CONSUMER CONNECTION • • •

We took a closer look at what makes consumers feel connected to a brand. We found that most people feel connected to brands that:



Are interested in the values of their consumers



Know exactly what they feel



Allow consumers to express their feelings

Most people feel connected to brands that are interested in the values of their consumers, know exactly what they feel, and allow consumers to express their feelings. Maximizing or capitalizing on emotional connections to consumers is the key for brands.

When asked how they perceive brands we found that **78% of people feel loyalty to specific brands over others**. They believe that some brands are better than others and only trust some brands. In fact, **56% of people buy exclusively from brands that they prefer no matter what**.

People who preferred certain brands over others reported various reasons as to why:



67% said this was because their preferred brands paid attention to consumer emotions



77% said this was because their preferred brands paid attention to consumer experience



60% said this was because their preferred brands interacted with consumers proactively



50% said this was because their preferred brands released emotional advertising campaigns

Emotions seem to be the key to connect to consumers on a deeper level. In fact, we found that 82% of people agreed that brands can affect consumer emotions.

Since emotions have a big influence on consumers, brands need to connect with consumers more deeply than before. Our research shows that brands that engage with consumer values and culture, accurately predict consumer emotions, and help consumers express their emotions are more likely to make deeper connections with consumers. **With this research brands can better develop brand empathy and decipher the emotions that drive consumers to act.**



EX-SCORE

Thus far we have learned that emotions have a big impact on consumer behaviors, what emotions consumers typically associate with brands and shopping, and what consumers look for in a brand. Now we move forward to exploring how consumers score brand empathy for specific brands with an **Emotional Experience (Ex) Score**. An Ex-Score is a rating of how strongly consumers emotionally connect with a brand.

For the current study, we used the Ex-Score scale, created specifically to measure whether consumers with awareness of the brand are invested in it or not. **The Ex-Score scale is made up of three measurable components: Empathy, Expression, and Engagement.** In this study we computed the total Ex-Score, Empathy, Expression, and Engagement scores on several notable brands:

| Brand | ExScore | Empathy | Expression | Engagement |
|----------------|---------|---------|------------|------------|
| Balenciaga | 92 | 92 | 92 | 90 |
| Black & Decker | 62 | 59 | 63 | 63 |
| Carnival | 56 | 56 | 56 | 56 |
| Disney | 72 | 71 | 71 | 74 |
| Maytag | 60 | 60 | 62 | 60 |
| Mercedes | 76 | 77 | 75 | 75 |
| Tesla | 78 | 77 | 79 | 77 |
| Trader Joe's | 69 | 67 | 70 | 71 |
| Uber | 66 | 62 | 65 | 70 |
| YouTube | 70 | 68 | 70 | 72 |

These results give us great insights into how consumers relate emotionally to each brand. The highest score possible for each category is 100. In our study, brands received scores between 59 and 92 on the total score and the specific factors. A high score on the **Empathy** component indicates that consumers think that **the brand knows how they feel**. A high score on the **Expression** component indicates that the consumer thinks that **the brand expresses how they want to feel**. Finally, a high score on the **Engagement** component indicates that consumers think that **the brand engages with culture that matters to them**. The results from this study are reasonable relative to brands.

Another key feature about understanding the Ex-Score of each brand is that it allows us to predict changes in other variables such as consumer satisfaction, likelihood of repurchase, and likelihood of sharing news about the brand. We found that:

- Increasing scores on the Expression factor for brands would result in a **20% increase** in consumer satisfaction
- Increasing scores on the Engagement factor for brands would result in a **~8% increase** in consumer satisfaction.
- Increasing scores on the Expression and Engagement factors for brands would result in a **~7% increase** in the likelihood a consumer would repurchase.
- Increasing scores on the Empathy factor for brands would result in a **significant increase** in the likelihood of consumers spreading news about the brand through word of mouth.



NEXT STEPS

This report is only the tip of the iceberg. More extensive research can be conducted to take a closer look at the relationship between consumer purchasing behavior and emotions and brands. If there are topics that interest you, we'd be happy to include them in our next round of research. Just let us know by contacting us at info@inkblotanalytics.com.