

KEYWORDS : emotion – liking – context – perfume

INTRODUCTION & CONTEXT

- This presentation addresses one of the most important issues of the moment on the impact of emotions on liking, with certainly the most important emotion for a human being: Love.
- To answer this question we propose a complete methodology mainly based on an original way to collect data that puts into situation two people in love.
- For each couple, among tens of questions, we measure how they are made for each other, how the man would listen to his partner and vice-versa.
- But for each couple, the core of the experiment was based on the assessment of a very personal product...perfume and more precisely luxury perfume for men.

FOREWORD

- Blind test of 10 luxury men perfumes.
- At no time the couples were told they were smelling the same perfumes. They understood it by themselves through the protocol.
- Due to the protocol the sets of perfumes of the men and the women were labeled differently.

DATA “When a man loves a woman”

1. GET TO KNOW THE PRODUCTS

Man and woman are separated, they get familiarized with the perfumes thanks to three tasks:

- Sorting task**: to identify similarities to ease description.
- Check All That Apply**: to help describing the scents.
- Chinese portrait**: to develop projective aspects which are essential about perfumes.

⇒ They develop an expertise about the perfumes

Group products' numbers : 700 - 599

Tick off the attributes corresponding to this group :

- ☐ Woody
- ☐ Fresh / Mentholated
- ☐ Fruity
- ☐ Spicy
- ☐ Sweet
- ☐ Flowery
- ☐ Green / Plant scent
- ☒ Aquatic

- To which **colour** do you associate a man wearing this perfume ?

blue

- To which **animal** do you associate a man wearing this perfume ?

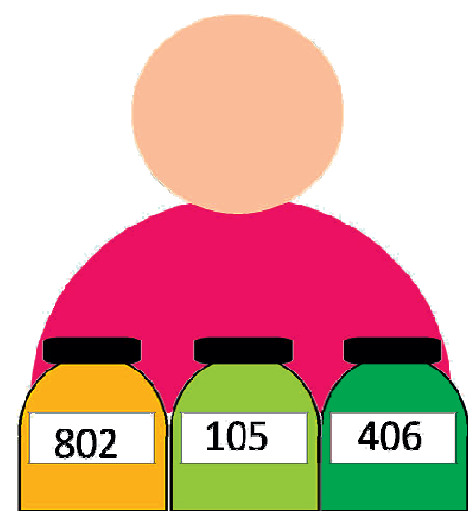
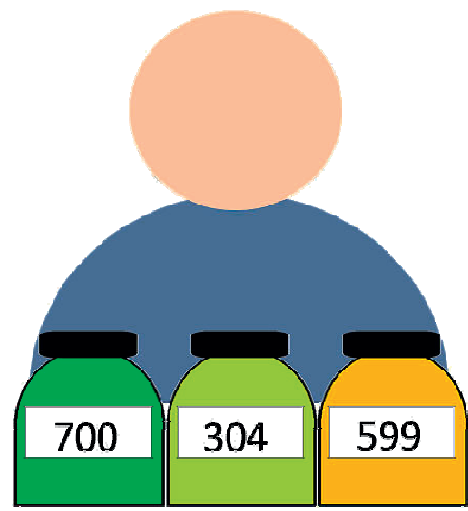
dolphin

- To which **temperament** do you associate a man wearing this perfume ?

sporty

- To which **daily moment** do you associate a man wearing this perfume ?

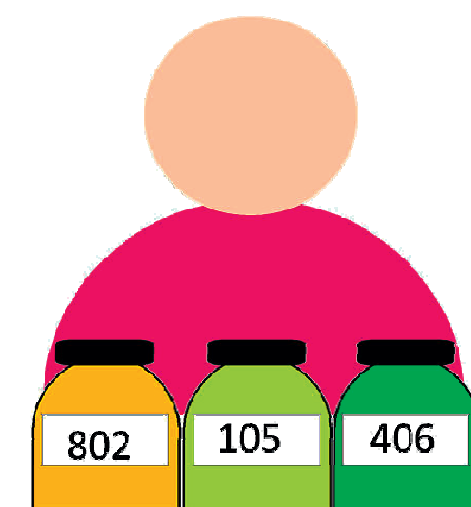
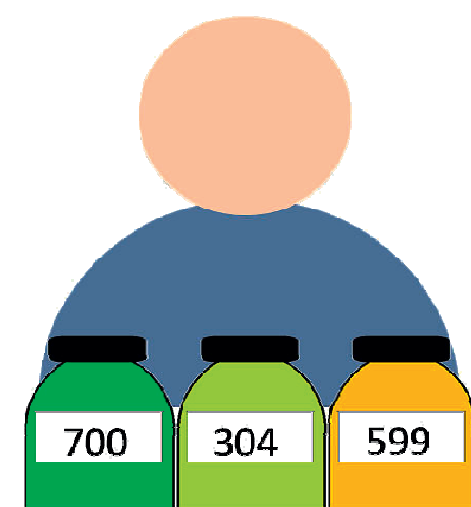
morning



2. HEDONIC ASSESSMENT

Now that man and woman have thought over the perfumes from similarity, sensory and projective point of view. They are able to assess the product and provide comments.

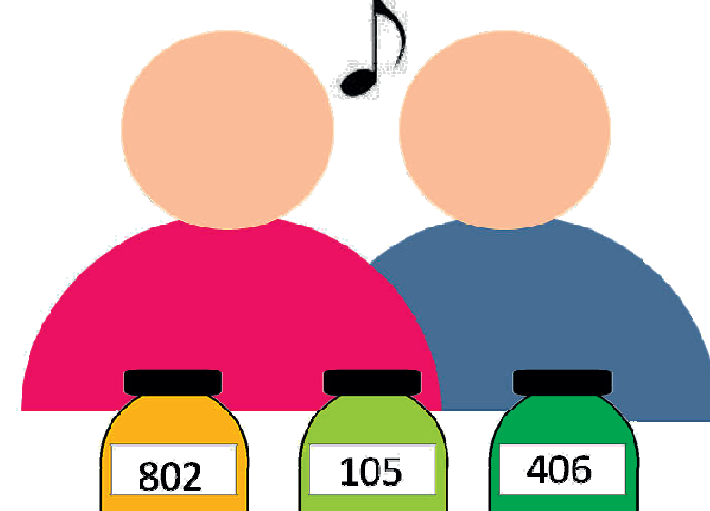
⇒ They form their own liking opinion



3. DISCUSSION : EXERCISE OF THE CONTEXT

Couple is gathered around the woman's set of perfumes. The woman has 5 minutes to comment her liking the way she wants. They can smell the woman's set of perfumes together. To insure some privacy to the context, some music was displayed.

⇒ Man gets acquainted with woman's liking



4. MAN FINAL ASSESSMENT

Man is again separated from woman. He has got woman's set of perfumes and her assessment form.

Man assesses for the last time the products and provides comments.

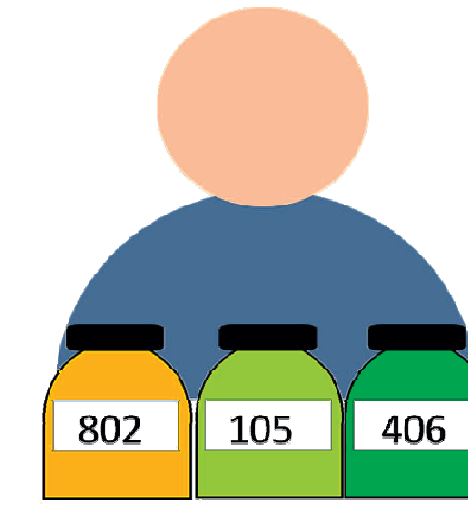
He is free to read or even follow woman opinion.

⇒ Man formulates their final liking

Couple n°: 1
Smell the perfumes in the order indicated by the sheet.
Score your liking on the scale from 0 to 10 as if it were perfumes for your man:
0 : I don't like it at all 10 : I like it very much
Then describe each perfume in three words (minimum one word).

Perfume 802 :	0	1	2	3	4	5	6	7	8	9	10
Three words	- Floral - Spicy										
Perfume 802 :	0	1	2	3	4	5	6	7	8	9	10
Three words	- Strong - Old										

Perfume 105 :	0	1	2	3	4	5	6	7	8	9	10
Three words	- Sea - Fresh										
Perfume 105 :	0	1	2	3	4	5	6	7	8	9	10
Three words	-										



METHOD “Under the influence”

TWO TOOLS TO UNDERSTAND THE INFLUENCE OF THE CONTEXT :

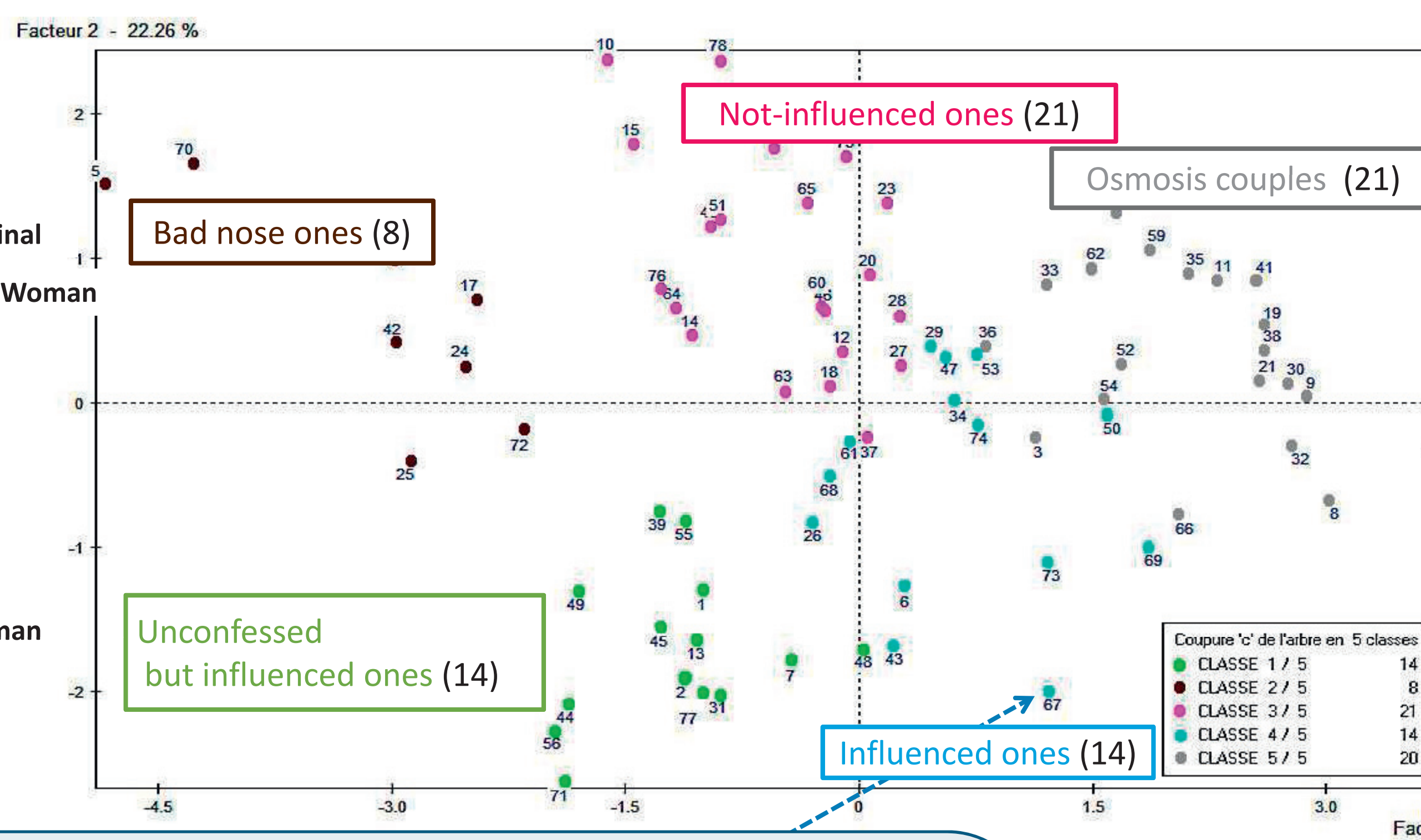
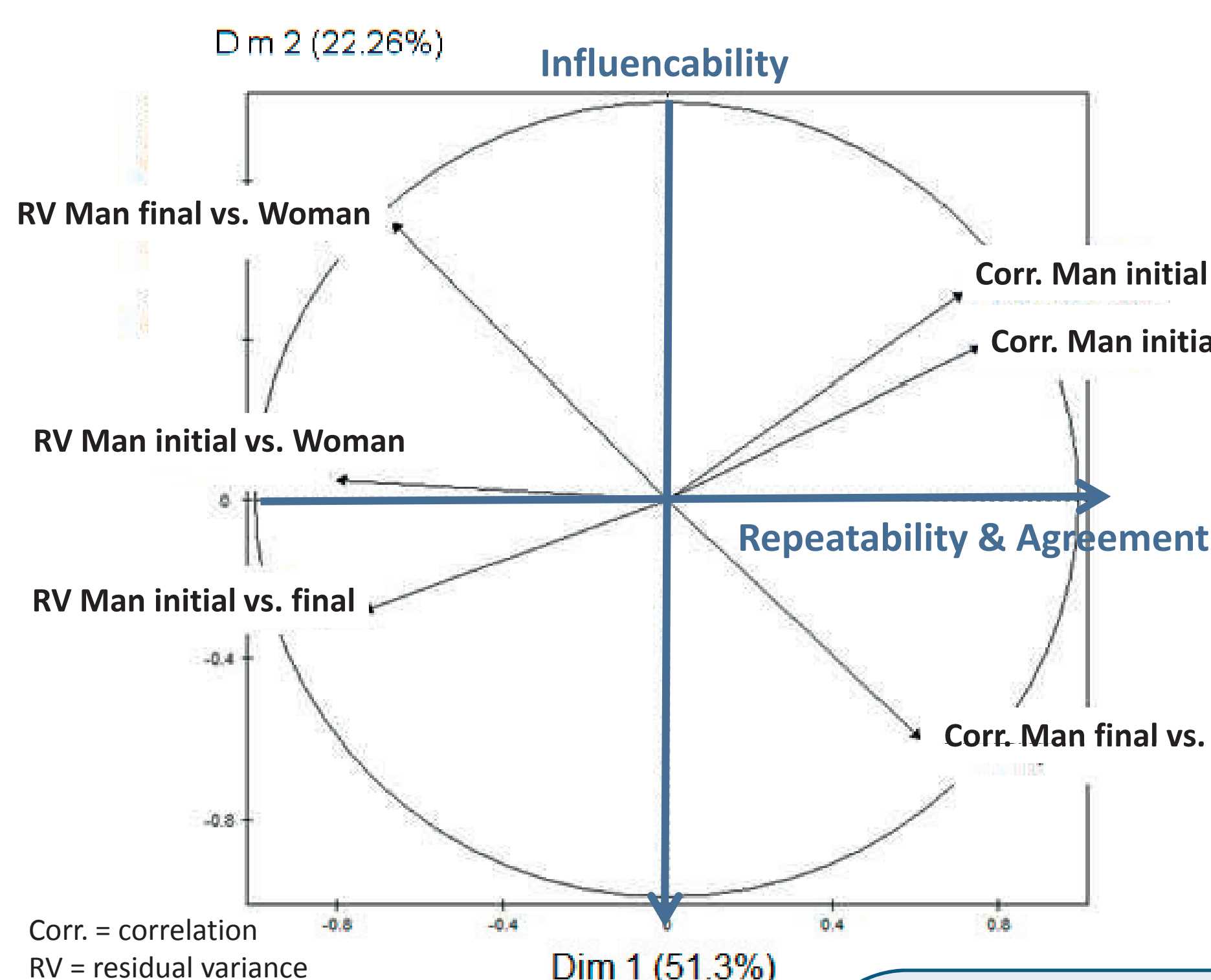
- Residual Variance** : Analysis of Variance for each couple, Product:Session interaction is assimilated with the residual variance, as there is no repetition. $Mark_{Couple} = Product + Session + \epsilon_{Product:Session}$
⇒ High residual variance: judges are not repeatable in ranking or/and use of the scale.
- Correlation** : Correlation between the perfumes's marks of two different assessments. ⇒ High correlation: repeatable ranking of products.

3 types of assessment : Man initial assessment – Woman assessment – Man final assessment x 2 tools = 6 variables

DEFINITION OF THE VARIABLES	Man initial vs. Man final	Man initial vs. Woman	Man final vs. Woman
Correlation	Repeatability on ranking	Initial ranking agreement within the couple	Agreement on ranking after influence
Residual variance	Repeatability on ranking and/or use of the scale	Agreement on ranking and/or use of the scale between woman and man before the discussion	Agreement on ranking and/or use of the scale between woman and man after discussion

	6 quantitative variables
77 Couples	Principal Component Analysis (PCA)

RESULTS “I’ve got you under my skin”



Couple 67 : Influenced Man

- High residual variance (2.11) and correlation (0.44) between Man's initial mind and final mind : the man should have changed is mind.
- High correlation (0.77), and low residual variance (1.50) between man's final assessment and the woman one : the man should have finally agreed with the woman.

Illustrative variables Usages and Attitudes questionnaire :

Never use perfume.**
If they have one, it was offered.*
⇒ They do not like perfumes and women can't change that.

18-25 years old**
Couples which often like the same things.**
Perfumes either bought himself or offered.**
⇒ Perfumes or not, they like the same things.

Retired.*
In couple since at least 10 years.*
⇒ Oldest couples

Declare to like the same things as their women.*
Usage of perfumes to be appealing.
⇒ Perfume is an seduction, an asset, they want to be attractive.

Usage of perfumes to be appealing.*
In couple for 1 to 3 years.*
⇒ They have their own expertise, but take into account women's mind.

** Significant at 0,05% level / * Significant at 0,10% level

CONCLUSION

This original protocol allows the understanding of an emotional context, thanks to a progressive protocol, which includes not only sensorial aspects but also imaginary, projective aspects – Chinese portrait - which is an integral part of the perfumes description.

The clusters enable recommendations for perfumes launching: do not neglect ladies mind, from conception to communication. This also reveals the good exercising of the context and the efficiency of the protocol, as some men were repeatable and some other were influenced, which concords with their perfumes' usages and attitudes.