Understand motivation and intent with Al-quantified qual data

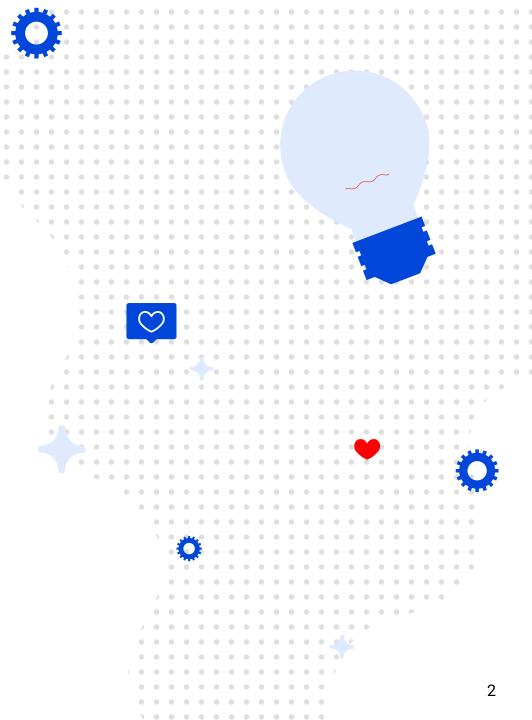
Anders Bengtsson, Ph.D.



The Ask:

Should we launch this new product?

How successful will it be?



How likely are you to purchase this product?



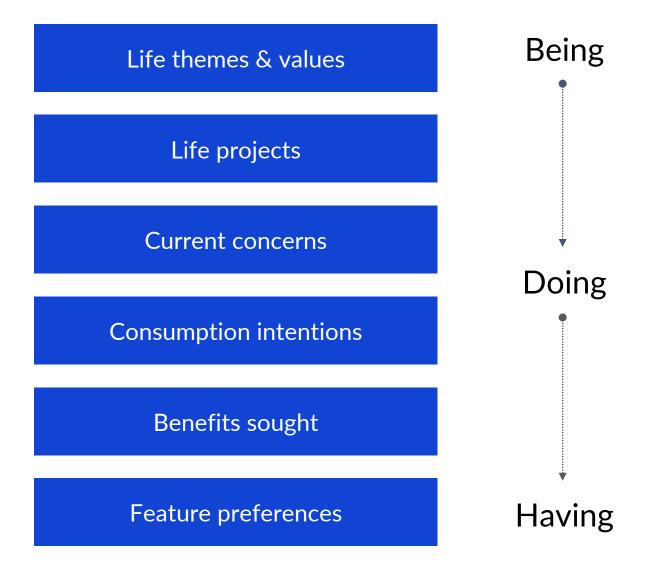
Why is purchase intent with Likert-scale questions failing us?

- People can't predict their future behavior
- They tend to overestimate or underestimate the likelihood to purchase
- Purchase intent does not reveal the underlying motivation for consumption



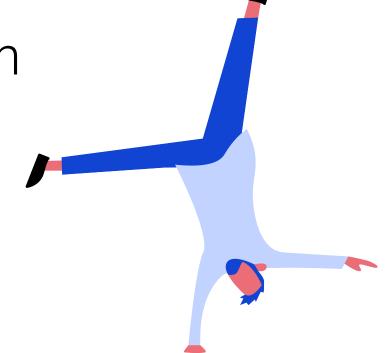


Let's start with consumption and identity theory: the why behind the what





Identities are constituted through the symbolic world of consumption



We need to explore the meaning of consumption

- Empower consumers to freely express themselves as in a traditional in-person interview
- Use research techniques that yields unstructured qualitative data text, speech, and images
- Leverage projective techniques to capture the symbolic and emotional dimensions of consumption meaning
- Incorporate these techniques into a conventional survey and get a combination of System 1 and System 2 measurements



Metaphor Elicitation: a System 1 approach to open-ended questions

Survey UI

▼ ▲ **1** 12:30 1 : meta4insight.com/survey Is this the image you wanted to

Step 1: Frame with a projective question

Take a moment to think about BRAND and the type of person who might use it. What is that person like? What are the values and personality traits that define someone who uses BRAND?

Step 2: Choose an image

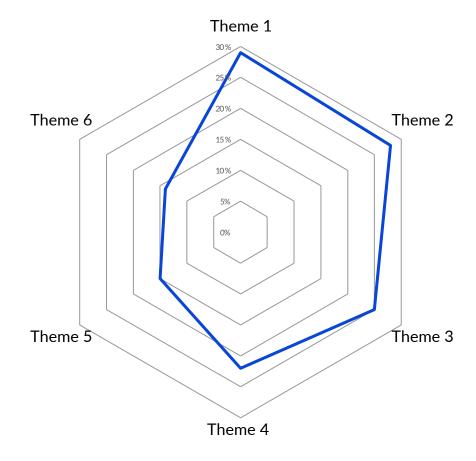
Let the respondent browse a validated library of visual metaphors

Step 3: Express freely with text

The respondent uses the image to project their deeper thoughts and feelings and writes text or uses the phones speech to text feature

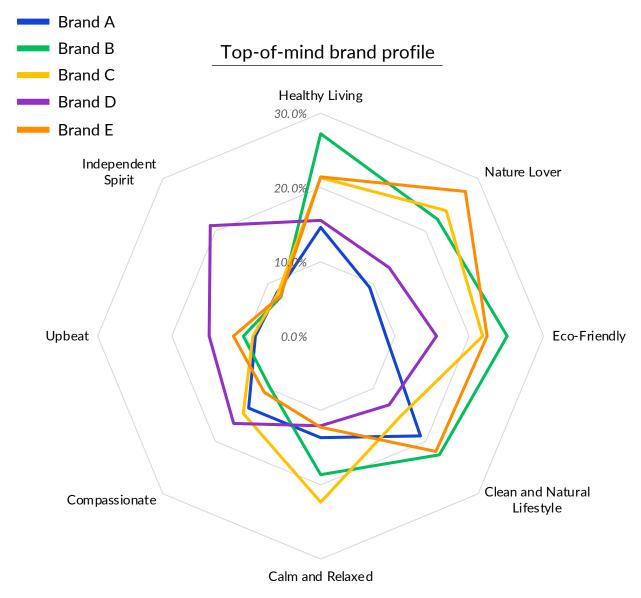
Analysis + Output

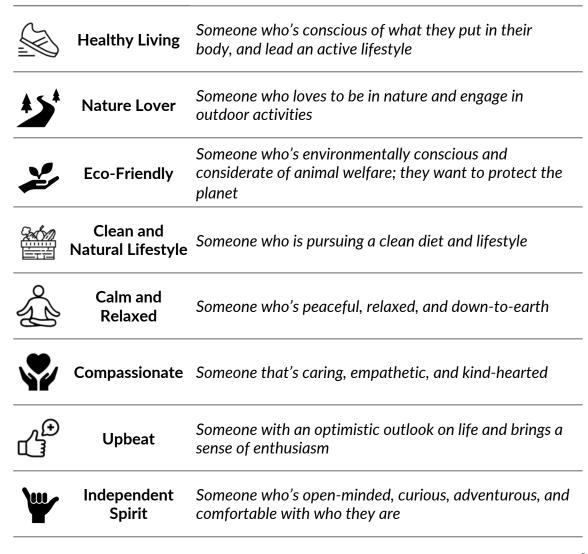
Verbatim from Step 3 thematically coded with AI powered text analytics to quantify salient themes





Example of salient themes identified with AI powered text analytics







While data is quantified, you'll still have an in-depth understanding through the visual and verbal data



Someone who's conscious of what they put in their body, and lead an active lifestyle





"someone who is concerned with health and wants to do everything they can to follow medical experts advice on how to eat healthy and improve and maintain their good health for a longer and healthier life"



"It shows self-preservation, healthiness and self-worth. It shows an effort to care about your health and your well being as well as that staying fit in shape and healthy is a choice."



Someone who loves to be in nature and engage in outdoor activities





"These are people who seem to *appreciate and are comfortable out in nature*. Those who like this product are are looking for more natural products / those that are better for the environment."



"Someone outdoorsy and optimistic would appreciate this lifestyle. This picture would help them see the best in life and enjoying it long term in the outdoors."

Use images to identify meaning through semiotic analysis

Images of games, fireworks, balloons, and activities reflect the joy, amusement, and fun

Semiotic Review

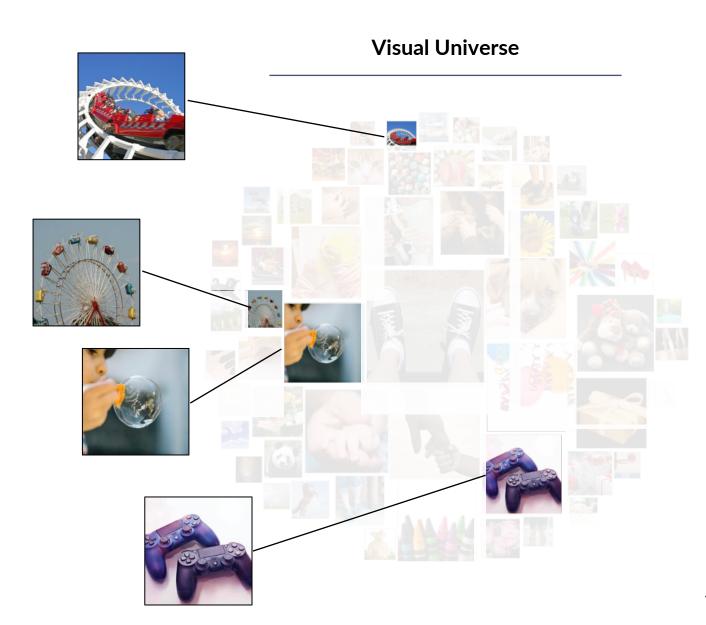
Signifier: Play and Amusement

Example: Roller coaster, video games,

bubbles, and carnival rides

Interpretation: Reflecting feelings of fun and a lack of stress through activities

Execution - Allow for those joyful, carefree memories to visually connect consumers to a particular brand



Key Takeaways

- Don't think of research project as either qualitative or quantitative - they should be both at the same time
- Ideally, you have a sample size large enough that allows you to use technology to analyze and quantify messy qualitative data
- Use theory of consumption to frame appropriate questions that reveal the *why* behind consumer decision making
- Leverage projective techniques to reveal the meaning of consumption



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