FLOWER POWER!
THE INFLUENCE OF MOOD ELEVATION ON SHOPPING

Elissa Moses
CEO, Ipsos Neuro & Behavior Science Center
Behavioral Economics and Neurometric Study

Shopper Mood In-Store Objectives

1. Can a positive in-store experience such as receiving a flower, uplift a shoppers mood?

2. And if the mood is uplifted, what outcomes might be measured?
Real Store  Real People  Real Money
“Flower Power” Design

- Test cell participants were given a Gerbera Daisy
- Respondents were unaware that flower distribution was part of the study
- Flowers were distributed in the carbonated beverages aisle
- Flower giver was selected to be warm and approachable
Methodology

- **Intercept recruitment**: respondents recruited based on shopping intention for carbonated beverages, cereal, and yogurt

- **Demographics:**
  - Mostly females
  - Age 18-65
  - No major eye issues or cataract surgery
Did We Affect Mood?

Biometric Measurement/Physiological Arousal
• Skin Conductance
• Heart Rate

Self Report/Voice Pitch
• Does receiving a flower improve mood?
• Do shoppers feel more positively towards the retail experience?
Did We Affect Behavior? Eye Tracking

Attention
• ASL Mobile Eye Tracking

What do shoppers notice? Do they compare more items?

How much attention is given to price?

What do they select?
Quantifying Success, Behavioral Impact

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
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<tbody>
<tr>
<td>Touch to Purchase</td>
<td>Proportion of purchasing versus rejecting once an item is picked up from shelf</td>
</tr>
<tr>
<td>Conversion</td>
<td></td>
</tr>
<tr>
<td>Price Fixations</td>
<td>Quantity of times and length of time individuals fixate on price tags</td>
</tr>
<tr>
<td>Items Bought</td>
<td>Quantity of items purchased during shopping trip</td>
</tr>
<tr>
<td>Basket Spend</td>
<td>Amount spent during shopping trip</td>
</tr>
<tr>
<td>Spend vs. Expected Spend</td>
<td>Difference between projected spend and actual amount spent</td>
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Flowers Elevate Heart Rate
Heart rate is elevated among flower receivers while shopping in the carbonated beverage aisle.

Heart Rate (BPM)
(Difference from Baseline)

- **Control**: 17.23%
- **Flower Test**: 24.93%

*Significantly higher than the control group*

*Note: Baseline was calculated as the bottom 10% of the data*
Flower Receipt Elicited An Increase In Skin Conductance, And It Continued To Climb Following Flower Receipt

Skin Conductance Pre- and Post-Flower Receipt

Note: Skin conductance has been transformed to adjust for natural drift that occurs over time.
Shopper Path

Test & Control had similar paths through the store. BUT flower shoppers visited slightly more aisles & spent more time in store.
The First Big “Aha”

Flower Receivers are significantly more likely to focus their attention on products and less likely to focus their attention on price tags.

Control Group
- Product 89.30%
- Price 10.70%

Before Flower
- Product 88.00%
- Price 12.00%

After Flower
- Product 96.00%
- Price 4.00%

Share of Fixation Duration on Products vs. Price
(All Categories Except Soda)
The Second Big Aha: Product Purchase Behavior

Higher conversion rate/lower rejection rate among flower receivers for products touched.

Purchase Rate of Packages Held/Touched (Average)

- Rejection Rate: 33%
- Conversion Rate: 67%

Control Group

Significantly less than the control at 90% CI
Directional Increase in Basket Size and Spend

Shoppers receiving a flower had (directionally) larger baskets than the Control.

6 More Items Purchased

<table>
<thead>
<tr>
<th>Control Group</th>
<th>Flower Group</th>
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</thead>
<tbody>
<tr>
<td>$27.00</td>
<td>$33.00</td>
</tr>
<tr>
<td>+22%</td>
<td></td>
</tr>
</tbody>
</table>

$ 4.21 More Spent

<table>
<thead>
<tr>
<th>Control Group</th>
<th>Flower Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>$87.14</td>
<td>$91.31</td>
</tr>
<tr>
<td>+5%</td>
<td></td>
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</tbody>
</table>
Survey Says: “Getting a Flower Makes Shopping More Enjoyable”

Please rate your overall experience while shopping today. 1: Not at all enjoyable, 5: Extremely enjoyable

Average Experience Rating (1-5)

Control Group: 3.89
Flower Group: 4.24

Significantly greater than the control at 90% CI

"Please rate your overall experience while shopping today." 1: Not at all enjoyable, 5: Extremely enjoyable
Voice Pitch Analysis: More Positive Emotion

More excitement and “embracive” emotion when talking about the shopping experience.

Arousal

- Control Group: 33
- Flower Group: 47

“Embracive”

- Control Group: 36
- Flower Group: 52

Significantly greater than the control at 90% CI
Conclusions: Improved Moods Result In Less Price Sensitivity, Greater Purchase Conversion, And A More Positive Retail Experience

- **Less price sensitivity**: Greater attention on products and less on price tags
- **More purchases**: Higher purchase rate for packages held
- **Improved mood**: Displayed by increased heartrate, GSR, embracive emotions & survey
- **More thorough shopping**: More aisles and products considered
- **Bigger baskets**: Directionally increased basket size in both spend and item count
What If . . .

- Marketers create a mood lift linked to their brands?
- Premium priced products and luxury brands leverage mood lift to desensitize on price?
- Online sellers find a way to mood lift at the point of sale?
- Varying types of moods are found to be more salient for individual categories or brands?
- Consumers are motivated to shop more because of the enhanced lift it will ultimately provide when more manufacturers and retailers make the effort?
THANK YOU!

elissa.moses@ipsos.com