

Engaging Gen Z in product research:

How the use of Gamification techniques enables the research community to connect with the generation of tomorrow



Introduction

In today's fast paced world, it is becoming increasingly difficult for the research community to effectively engage with consumers. Respondents are selective in how they choose to spend their time, making it hard for traditional research approaches to be conducted efficiently. This is particularly true for the younger respondent. This research collected data only from younger respondents, assessing chocolate coated pretzels, specifically designed for their age group.

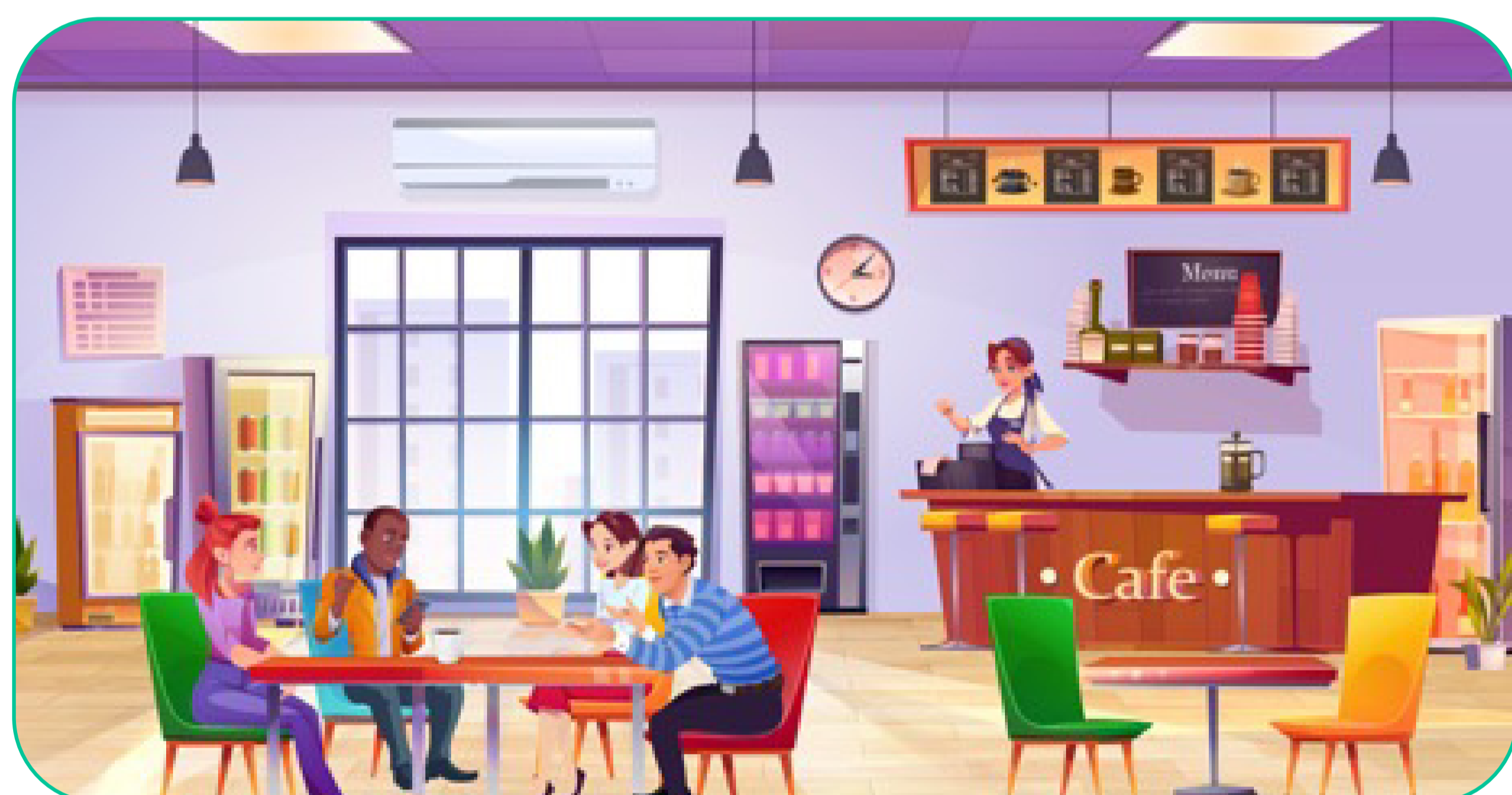
Authors

Hails Simon (SAM-Sensory Dimensions), Germano Emy (SAM-Sensory Dimensions), Randall Jane (SAM-Sensory Dimensions), Tagore Pushan (SAM), Taylor Yvonne (SAM-PPL)

Test design

One cohort assessed the products using a traditional electronic questionnaire, deploying commonly used measuring instruments such as hedonic and JAR scales. The second cohort assessed the same product set, completing a questionnaire incorporating key gamification elements, including a guiding narrative and avatars, and was accessible from any device.

Scenario: friends in a café approached by an influencer asking for help in choosing which product to endorse.



Pre-determined responses were selected following a sensory panel evaluation and were presented to the participants in steam bubbles appearing at random from a coffee cup. They were then asked to click on those that reflected their opinion on the products.



Respondents were given 4 seconds to choose attributes. Due to the limited amount of time available, participants were only able to select the attributes that were most important to them. The frequency, order and speed of response for each attribute were measured.

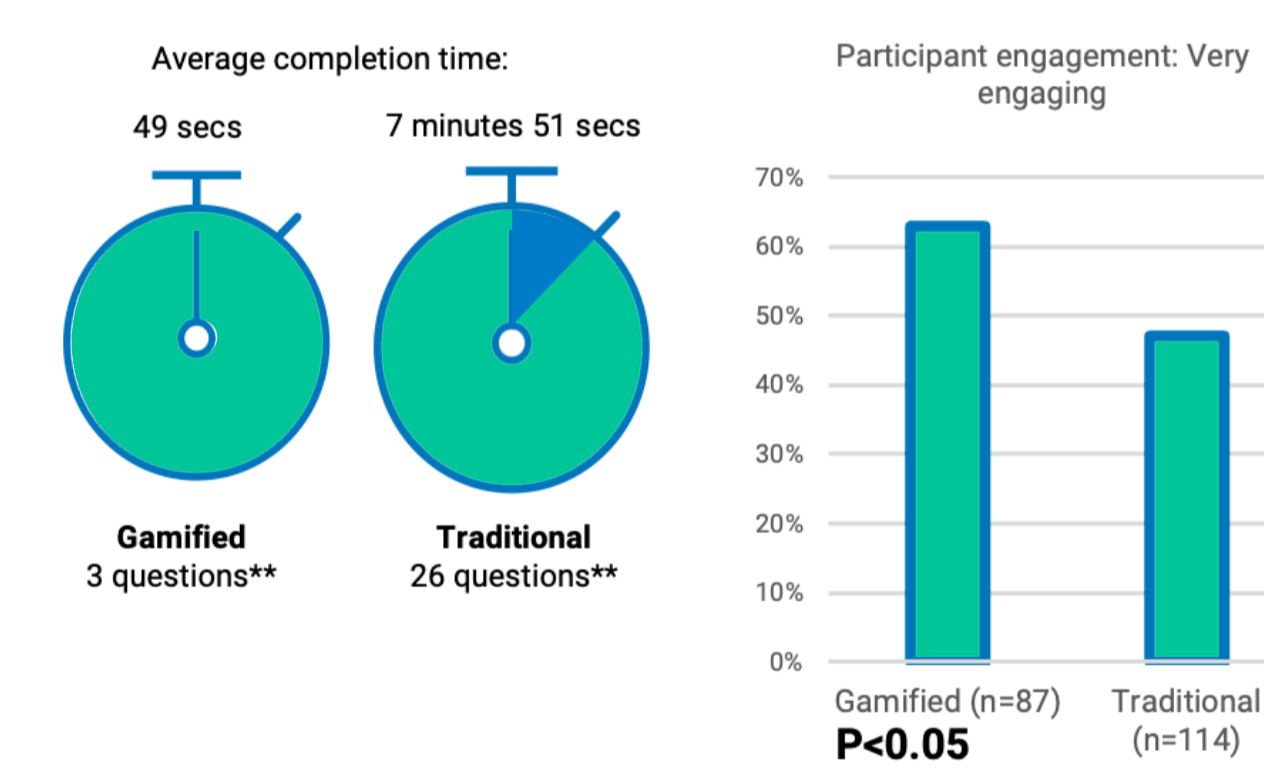
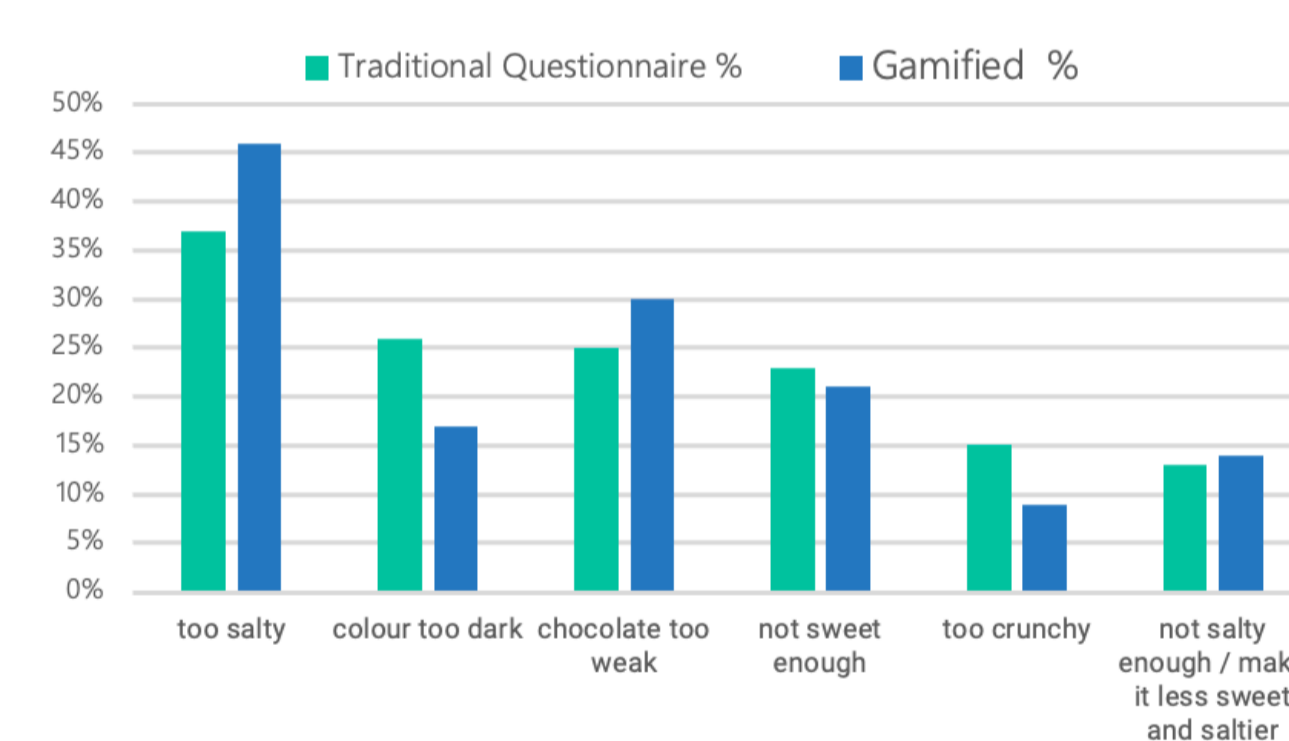
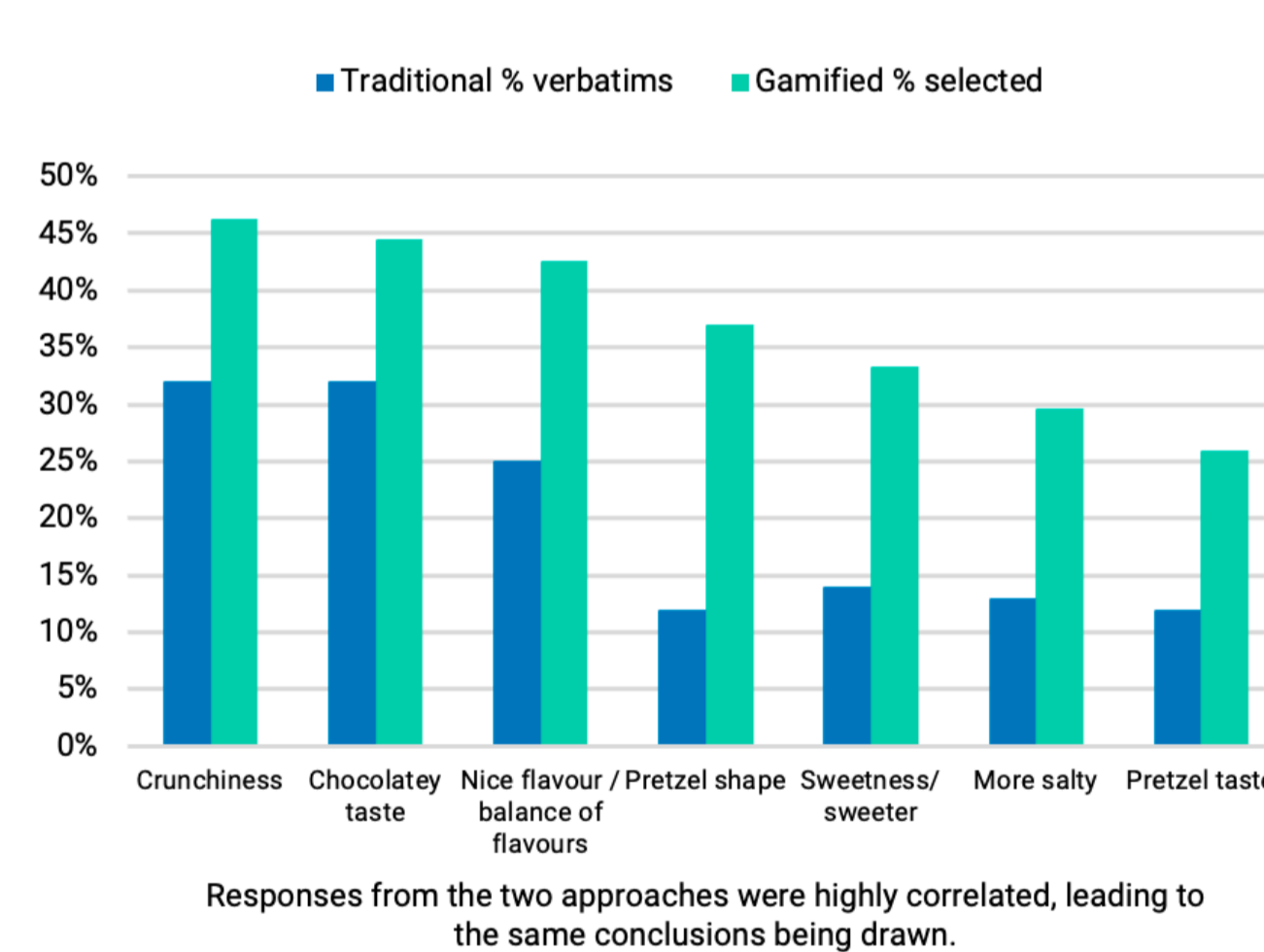
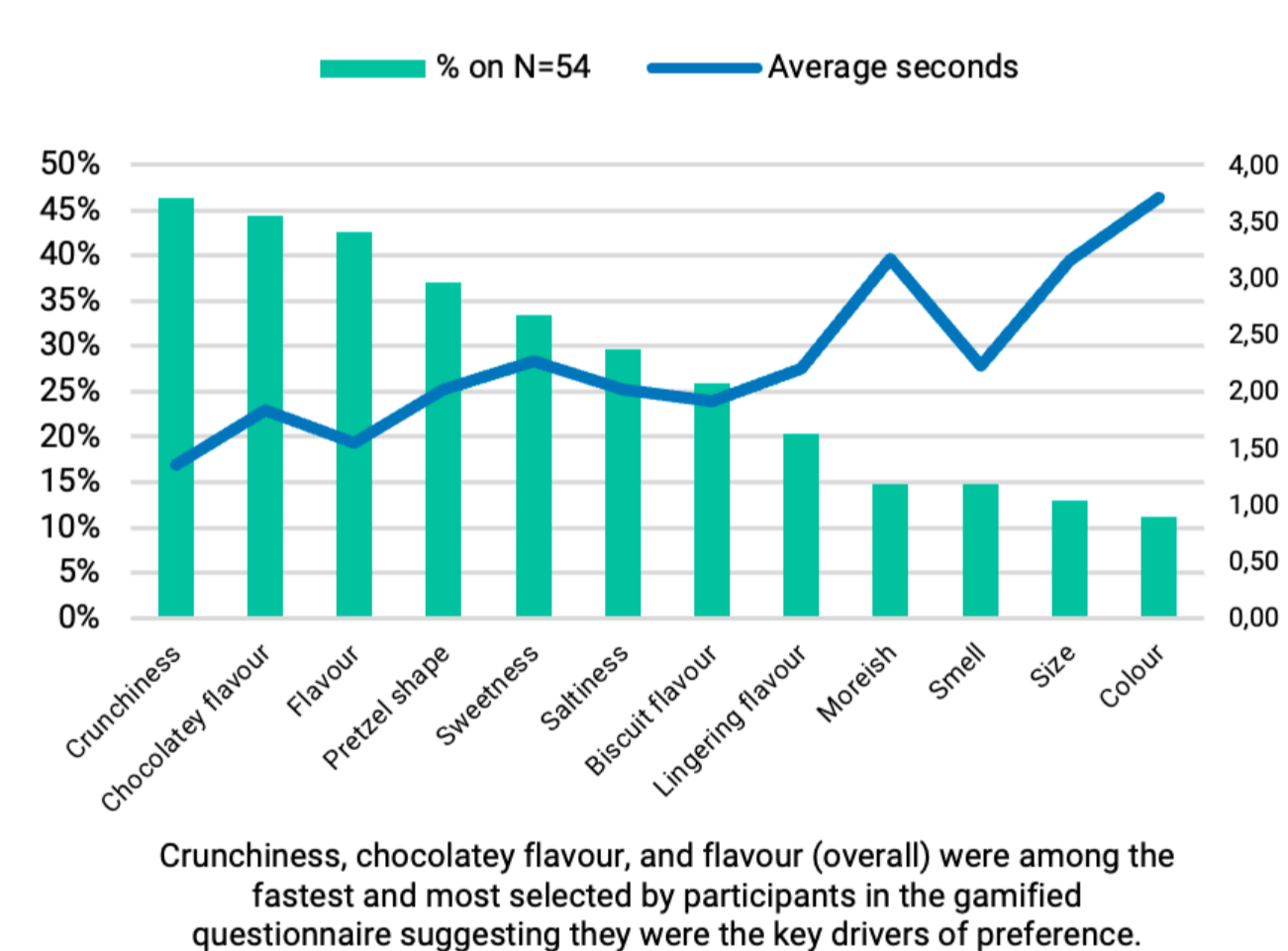
Results

Conclusion 1: Gamified results showed the quicker the selection, the more important the attribute.

Conclusion 2: CATA from gamified approach and open-ended responses from Traditional questionnaire were highly correlated.

Conclusion 3: The gamified results were also consistent with learnings from penalty analysis.

Conclusion 4: The gamified approach needed less time and was significantly more engaging, minimising both fatigue and repetition.



What did consumers think?

Respondents reported that they found the traditional questionnaire to have **clear questions** and was **easy to complete**. However, they would have liked to have had some **added graphics** and some **more interesting questions**.

Those respondents who completed the game said it was **fun** and **entertaining, interactive, eye catching, easy and quick to complete**. Some said they found the game play demanding and would have wanted **more time** to answer the questions.

Conclusion :

This research has demonstrated the potential for research incorporating elements of gamification to yield a similar level of insight to a traditional approach, for a fraction of the time, leading to a greater level of engagement with younger consumers. It has also highlighted the importance of incorporating interactive and visual stimuli into our presentation of questionnaires. It would appear to be essential that we incorporate the virtual tools that the next generation are interacting with daily, to ensure that participation in product research remains relevant and engaging for the consumers of the future.