

# Visual Appeal & Its Influence on Trial and Repurchase

## Objective:

To assess how visual packaging factors — such as **uniqueness**, **believability**, and **likeability** — influence **trial behavior** and **future purchase intent**.

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## Chart Interpretation: Q7 – Pack Uniqueness

### Distribution Insights:

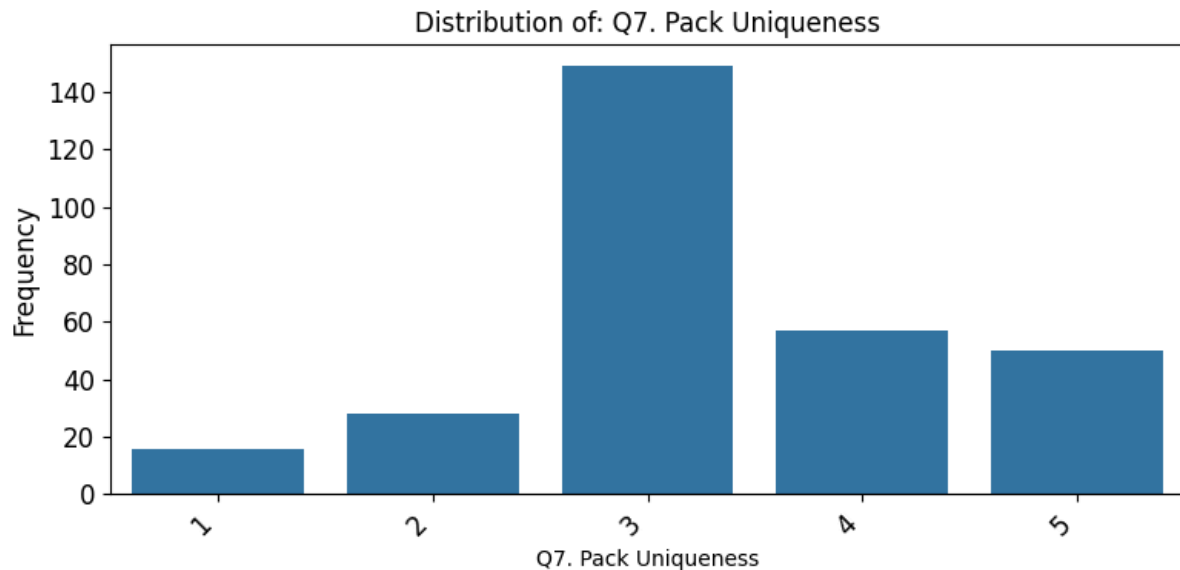
- The most frequently selected score is **3**, with approximately **150 respondents**, indicating a **neutral** stance toward the uniqueness of the pack.
- Scores of **4 and 5** (indicating above-average and high uniqueness) are selected by fewer respondents — roughly **60 and 50**, respectively.
- Very few respondents chose scores **1 or 2**, suggesting **low perceived uniqueness is rare**.

### Key Takeaways:

- The perception of **pack uniqueness is moderate**. Most users don't find it highly distinctive, but neither do they find it poor.
- While a significant portion finds it passable, the **brand may benefit from design innovation** or more standout elements (shape, texture, or graphics) to move the perception upward from the mid-point.

### Actionable Recommendation:

- Conduct qualitative testing (e.g., pack comparison or shelf tests) to identify what elements are failing to stand out.
- Consider refining visual elements that enhance distinctiveness while maintaining brand recognition.



#### **.Distribution Insights:**

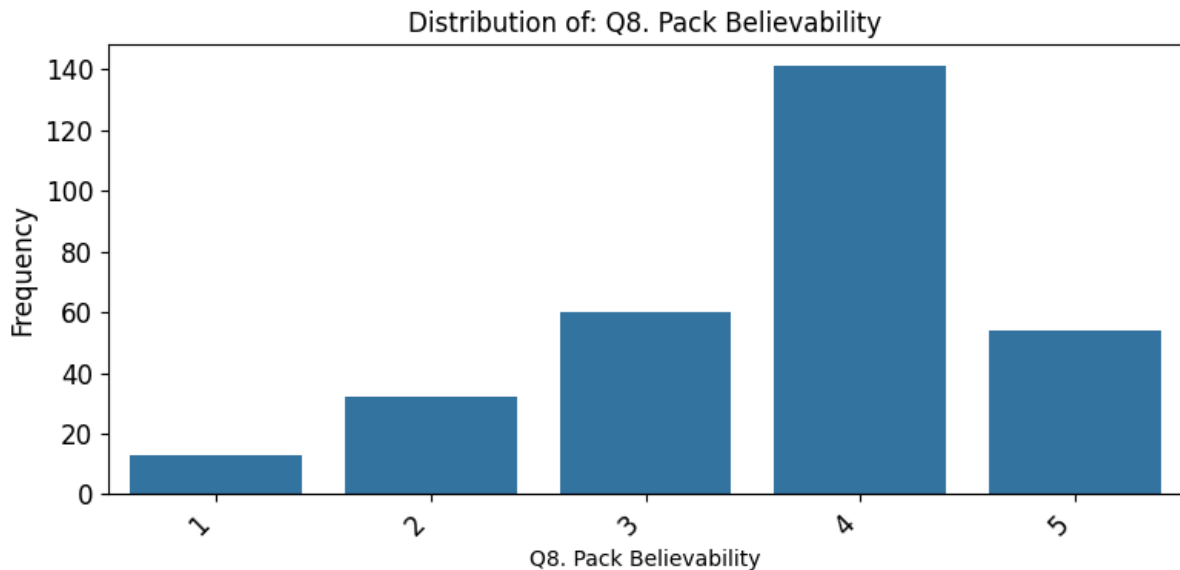
- The most common response is **4**, selected by around **140 respondents**, showing that **most users find the packaging believable**.
- The next most frequent is **5**, with around **60 respondents**, indicating a strong conviction of believability.
- Lower ratings like **1 and 2** are rare, with minimal response counts, implying **very few users found the pack misleading or hard to trust**.
- The spread is slightly skewed towards higher values, highlighting a **generally positive perception**.

#### **Key Takeaways:**

- The packaging is **largely trusted** by the audience, which is vital for grooming products where efficacy and brand credibility matter.
- The visual cues (e.g., claims, colors, typography) are **likely aligning well with consumer expectations** and delivering a message of authenticity.

#### **Actionable Recommendation:**

- Retain core believable elements in future packaging while testing minor enhancements (e.g., highlighting product benefits or certifications more clearly).
- Reinforce trust by incorporating transparent messaging (e.g., ingredient highlights, technology, dermatologist-approved tags).



### Chart Interpretation: Q24 – Overall Likeability

#### Distribution Insights:

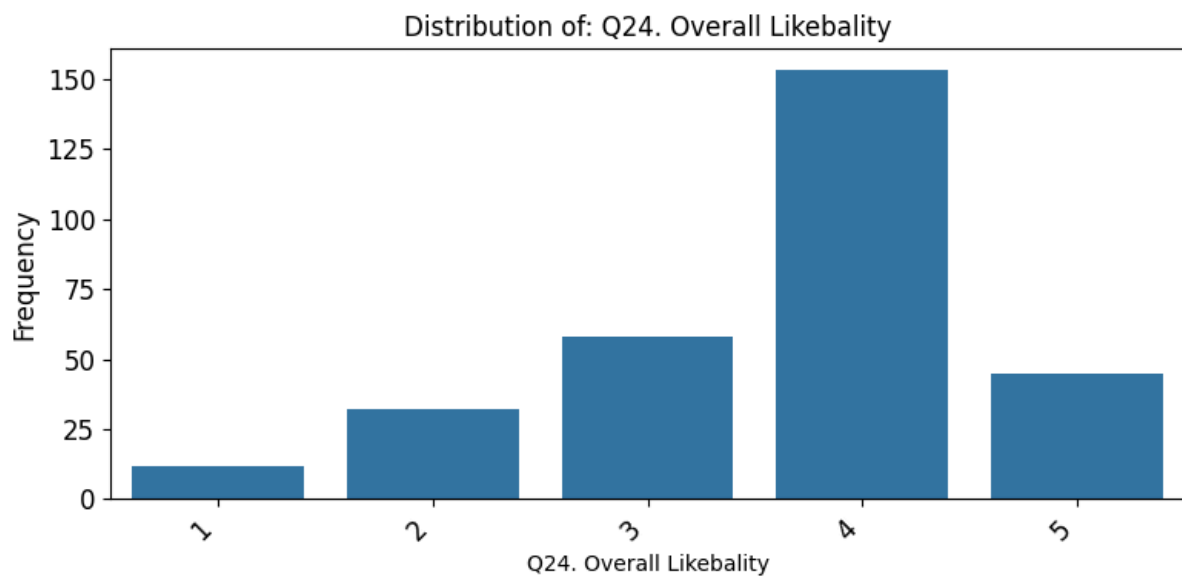
- The peak response is **4**, with approximately **160 respondents**, showing that **most users found the product's visual presentation likeable**.
- **Score 3** also has a significant number of responses (around 60), suggesting a moderate or neutral impression among some users.
- **Score 5** follows next, with about 50 respondents, reflecting a good proportion who found the product **highly appealing**.
- Very few respondents selected scores **1 and 2**, indicating **low dislike levels** for the visual presentation.

#### Key Takeaways:

- Likeability is **strongly positive**, with most users rating it 4 or higher.
- This suggests that the **packaging, design aesthetics, and visual branding are resonating well** with the target audience.
- The **distribution leans positively**, reflecting a high chance of visual appeal converting into interest and purchase.

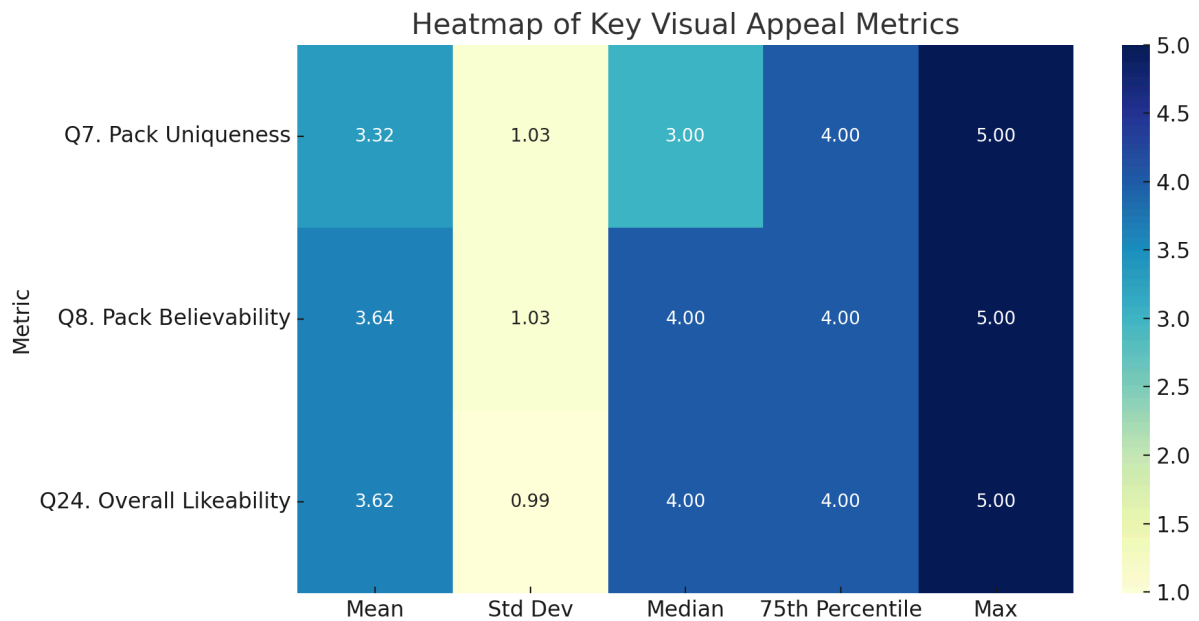
### Actionable Recommendation:

- Continue leveraging current visual design cues such as color scheme, layout, and finishing which seem to appeal to users.
- Consider A/B testing with slightly varied visuals among the neutral segment (score 3) to push them toward stronger likeability.
- Highlight and reinforce key visual elements in marketing communication to drive association and brand recall.



### 1. Summary Statistics of Key Visual Appeal Metrics

Metric	Mean	Std Dev	Median	75th Percentile	Max
Q7. Pack Uniqueness	3.32	1.03	3.0	4.0	5
Q8. Pack Believability	3.64	1.03	4.0	4.0	5
Q24. Overall Likeability	3.62	0.99	4.0	4.0	5



### Key Insights:

#### 1. Mean Scores:

- **Pack Believability (3.64)** and **Overall Likeability (3.62)** have the highest average ratings, indicating that consumers generally perceive the packaging as trustworthy and likable.
- **Pack Uniqueness** has a slightly lower mean (3.32), suggesting that the packaging may not stand out strongly compared to competitors.

#### 2. Consistency (Standard Deviation):

- All metrics show similar variability (~1.0), indicating moderate consistency in respondent perceptions.
- **Overall Likeability** has the lowest standard deviation (0.99), implying slightly more consensus among users.

#### 3. Median & 75th Percentile:

- Both **Pack Believability** and **Overall Likeability** have medians and 75th percentiles at **4**, reinforcing strong positive sentiment.
- **Pack Uniqueness** has a median of **3**, indicating a more neutral perception.

#### 4. Max Scores:

- All three metrics reach the maximum score of **5**, suggesting a subset of highly satisfied users across all dimensions.

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### Strategic Recommendations:

- **Enhance Visual Differentiation:** Focus on improving the uniqueness of the packaging to enhance brand identity and shelf visibility.
- **Leverage Strengths:** The strong scores in believability and likeability can be emphasized in marketing to reinforce trust and emotional connection.
- **Target Variability:** Consider segmentation analysis to understand which user groups perceive lower uniqueness and tailor packaging tweaks accordingly.

### Interpretation:

- Respondents generally **rate the pack believability and likeability high**, both centering around 3.6–3.7.
- **Uniqueness**, while decent, shows more variability, suggesting some consumers find the pack less distinctive.

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## 2. Frequency Distribution of Key Ratings

### Q7. Pack Uniqueness

Rating	Count
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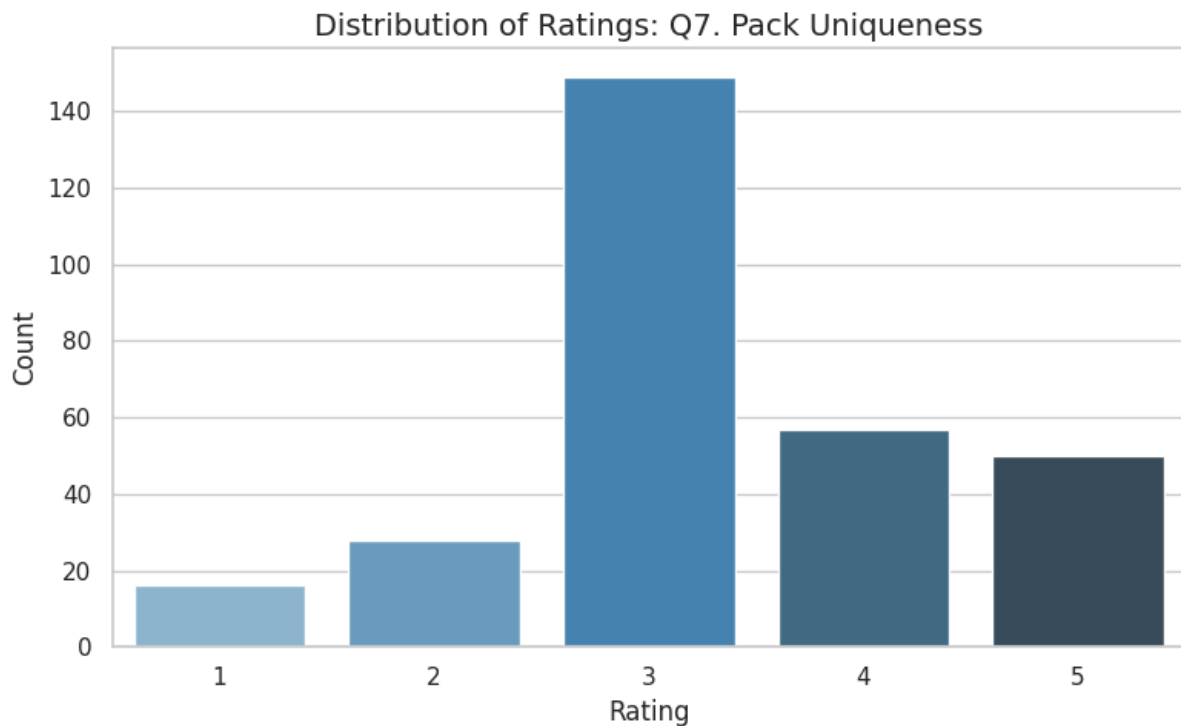
3	149
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4	57
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5	50
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2      28

1      16



### Interpretation of Bar Chart: Q7. Pack Uniqueness

This bar chart shows how respondents rated the **uniqueness of Gillette's packaging** on a 1–5 scale:

#### Key Observations:

##### 1. Neutral Dominance (Rating 3):

- The most frequent rating is **3 (149 responses)**, indicating a largely **neutral sentiment** — respondents neither found the packaging highly unique nor generic.

##### 2. Positive Perception (Ratings 4–5):

- A **combined 107 responses** gave ratings of **4 (57)** or **5 (50)**, suggesting a **moderate group sees value in the uniqueness** of the pack.
- These are key advocates who perceive design differentiation.

### 3. Negative Perception (Ratings 1–2):

- A smaller group (**44 responses**) gave low scores — **16 rated 1, 28 rated 2** — signaling that a **minority finds the pack unoriginal or generic**.

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### Strategic Recommendations:

- **Design Refinement:** Consider subtle visual enhancements (e.g., shape, color scheme, texture) to shift more neutral users (rating 3) toward positive uniqueness ratings.
- **Highlight Differentiators:** Use marketing to explicitly communicate what makes Gillette's packaging different from competitors.
- **Understand Detractors:** Conduct follow-up qualitative research to explore why some respondents rated the packaging poorly.

### Q8. Pack Believability

Rating	Count
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4	141
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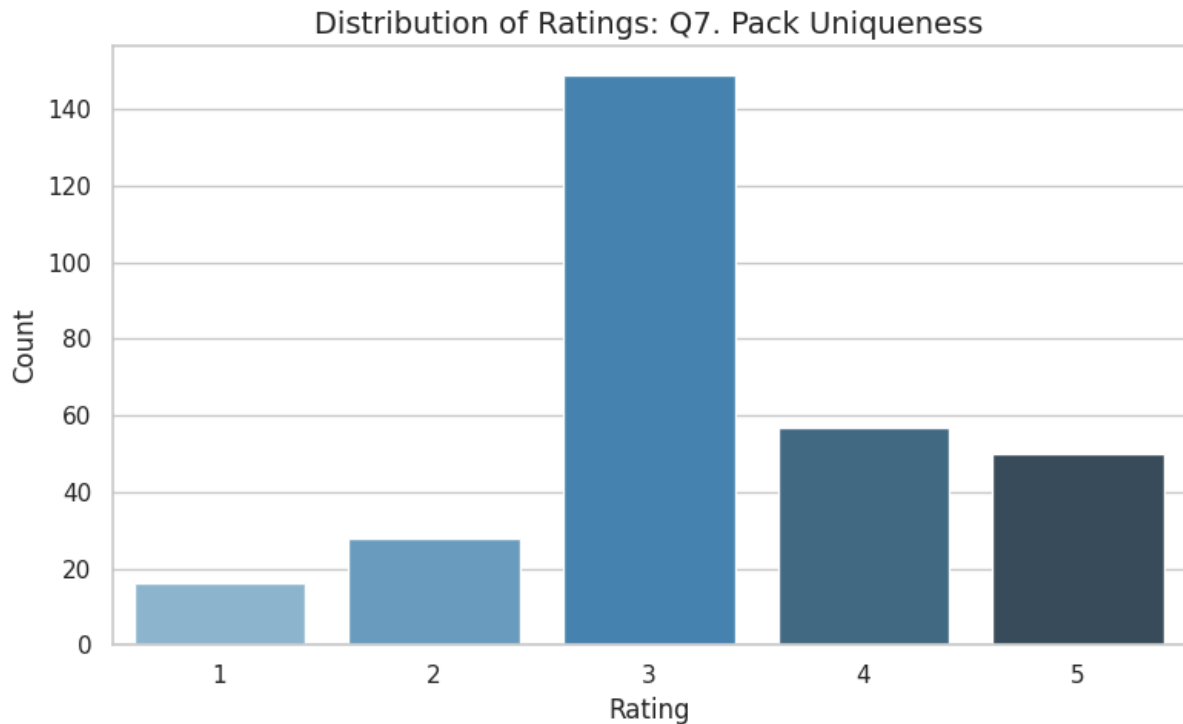
3	60
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5	54
---	----

2	32
---	----

1	13
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### Interpretation:

- The majority of respondents rated the package believability as **4**, which indicates a generally strong positive perception of the packaging's credibility.
- The second most frequent rating is **3**, showing a moderate level of believability.
- Ratings of **5** (highest rating) also have a good number of responses, supporting a strong favorable impression among some consumers.
- Lower ratings (1 and 2) have relatively fewer counts, indicating that only a small segment of consumers found the packaging to be not believable or weak.

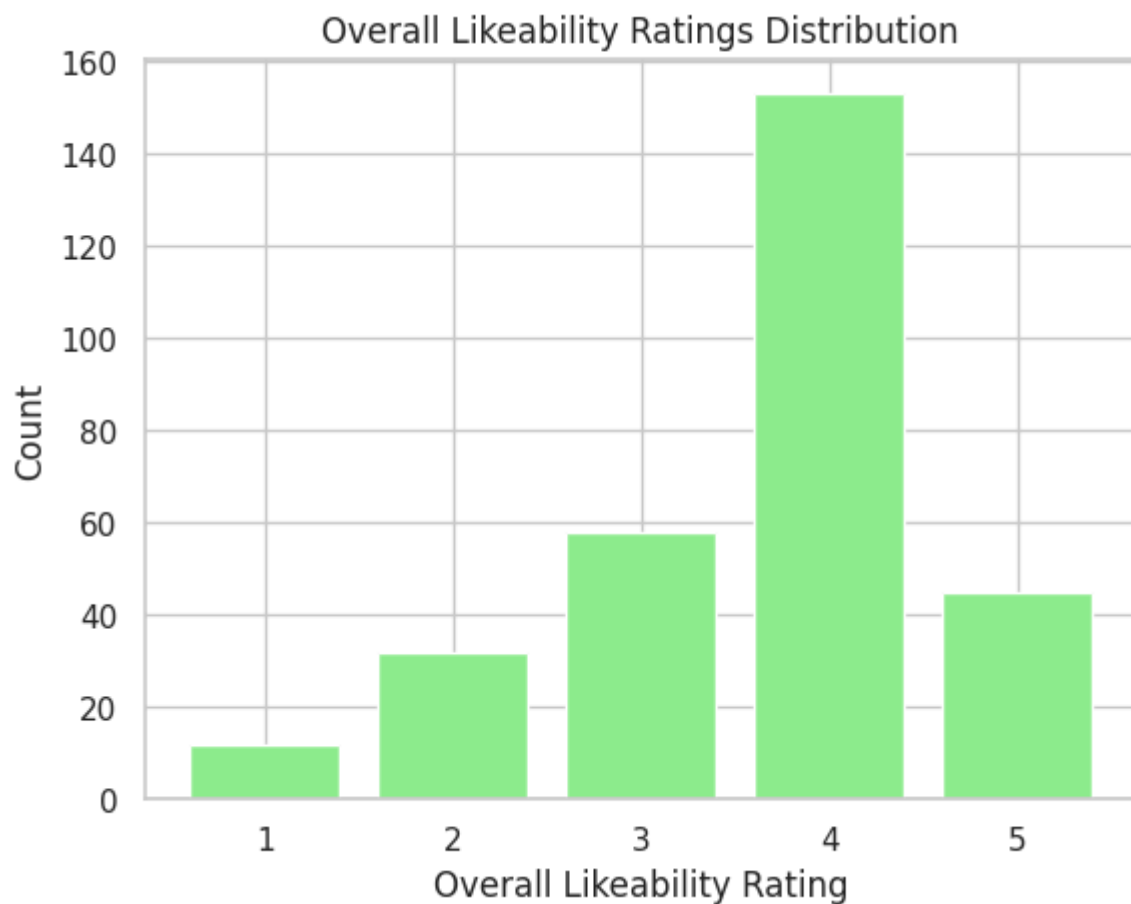
### 💙 Q24. Overall Likeability

Rating	Count
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4	153
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3	58
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5	45
2	32
1	12




#### Visual Summary:

Majority of respondents rated these visual elements between **3 to 4**, with **likeability** having the most skew toward positive ratings. **Uniqueness** had the lowest top-box (rating = 5) response, showing opportunity for enhancing standout value.


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### 3. Correlation with Purchase Intent (Q1)

Unfortunately, due to insufficient complete data ( Valid rows after dropna: 0), **no reliable correlation analysis could be performed** between visual appeal variables and Q1 (purchase intent).

**Note:** The lack of valid rows likely stems from:

- Inconsistent respondent completion of both visual ratings and Q1.
- Potential data entry or format issues.

 **Action Needed:** Validate and clean raw data for Q1 and visual metrics before rerunning the correlation analysis.

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## 4. Interpretation & Business Implications

 **What is working well:**

- **Design Likeability (Q24)** and **Believability (Q8)** are performing well across the board, with high averages and low standard deviation.
- This means the pack is **visually pleasing and trustworthy** to most users — likely helping initial trial and shelf pickup.

 **Improvement Areas:**

- **Uniqueness (Q7)** lags behind — fewer top-box scores and more mid-level responses indicate the pack **may not stand out enough on a cluttered shelf**.
  - The absence of strong uniqueness could hurt **brand recall** and **repurchase motivation**, especially when facing competitor packs that visually break through more.
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## Recommendations

1. **Enhance Visual Differentiation:**  
Use bolder or more unique design elements to lift Q7 scores and drive stronger recognition.
2. **Optimize for Memory & Recognition:**  
Reinforce design memory cues (colors, icons, layout) so shoppers can recall and

repurchase the product easily.

3. **Fix Correlation Gaps:**

Ensure future surveys properly structure and validate **Q1 (Purchase Intent)** alongside visual ratings to allow reliable modeling.