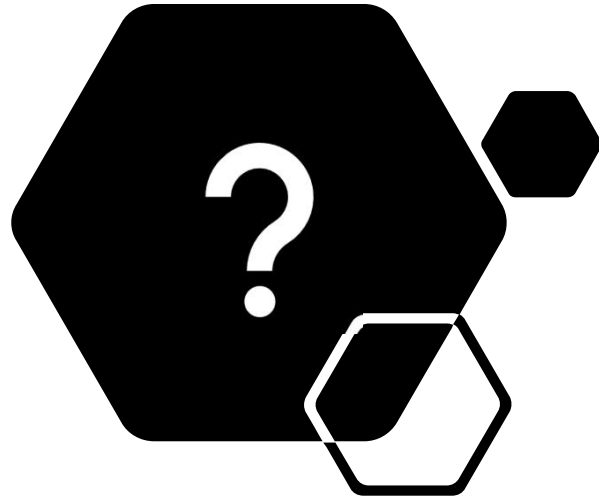


Consumer Curiosity– Business Benefit?

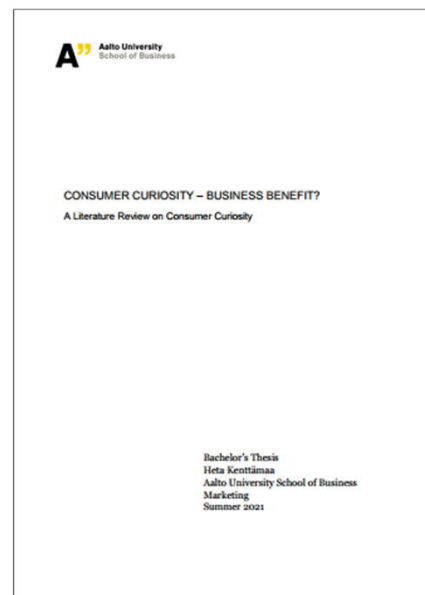
“What is consumer curiosity, what are its benefits to companies, how can it be evoked in practice?”



1

Who am I ?

- Heta Kenttämää
- 4th year marketing student
- Bachelor's thesis last summer w' Ilona
- Idea of what a marketing bachelor's thesis can be about
- Consumer curiosity as a phenomenon



2

My research question:

What is consumer curiosity, what are its benefits to companies and how can it be evoked in practice?

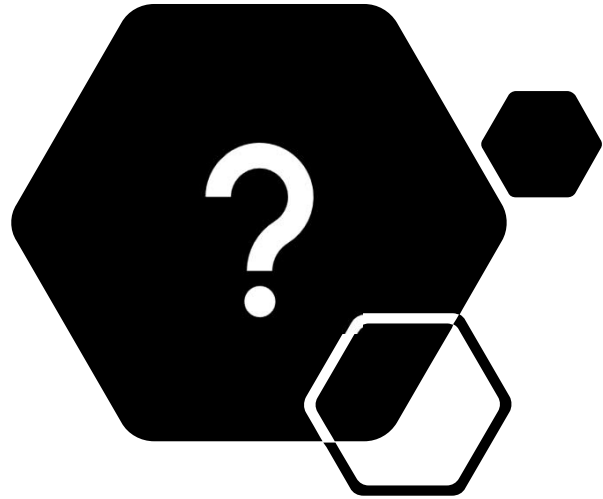
3

Structure of the lecture

- 1 General Phenomenon of Curiosity
- 2 Benefits of Consumer Curiosity
- 3 Evoking Consumer Curiosity
- 4 Discussion

4

1 General Phenomenon of Curiosity



5

What is curiosity?

Write suggestions in chat

6

Desire for knowledge

Hsee and Ruan (2016)

7

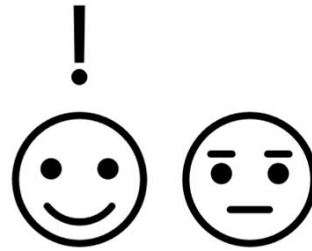


Research on Consumer Curiosity

- State vs Trait Curiosity
- Deprivation vs Interest type Curiosity

8

State vs Trait curiosity



9

Research on Consumer Curiosity

- State vs ~~Trait~~ Curiosity
- Deprivation vs Interest type Curiosity
- Intrinsic motivation vs Extrinsic motivation

Emotional state

10

Deprivation vs Interest type curiosity

” Where are
your ancestors
from?”



11

Deprivation type curiosity

- Feeling of deprivation of a specific
- “I
- E. solution
- to a problem
- More motivational power



Interest type curiosity

- Feeling of interest towards diverse
-
- lecture
- More likely to prompt exploratory behaviour



12

Research on Consumer Curiosity

- State vs ~~Trait~~ Curiosity
- Deprivation vs ~~Interest~~ type Curiosity
- Intrinsic motivation vs Extrinsic motivation

Desire for **specific set of information**

13

”I mean the money is good but i really just wanted to know the right numbers”



14

Research on Consumer Curiosity

- State vs ~~Trait~~ Curiosity
- Deprivation vs ~~Interest~~ type Curiosity
- Intrinsic motivation vs ~~Extrinsic motivation~~

Intrinsically motivated
desire for specific set of
information

15

Consumer Curiosity

- Intrinsically motivated desire for a specific set of information,
experienced by a consumer in a commercial situation

16

Why does Curiosity occur?

- Loewenstein's (1994) Knowledge gap theory:
- *Perception of a gap between what one knows and what one wants to know*
- Curiosity is the desire to close this gap



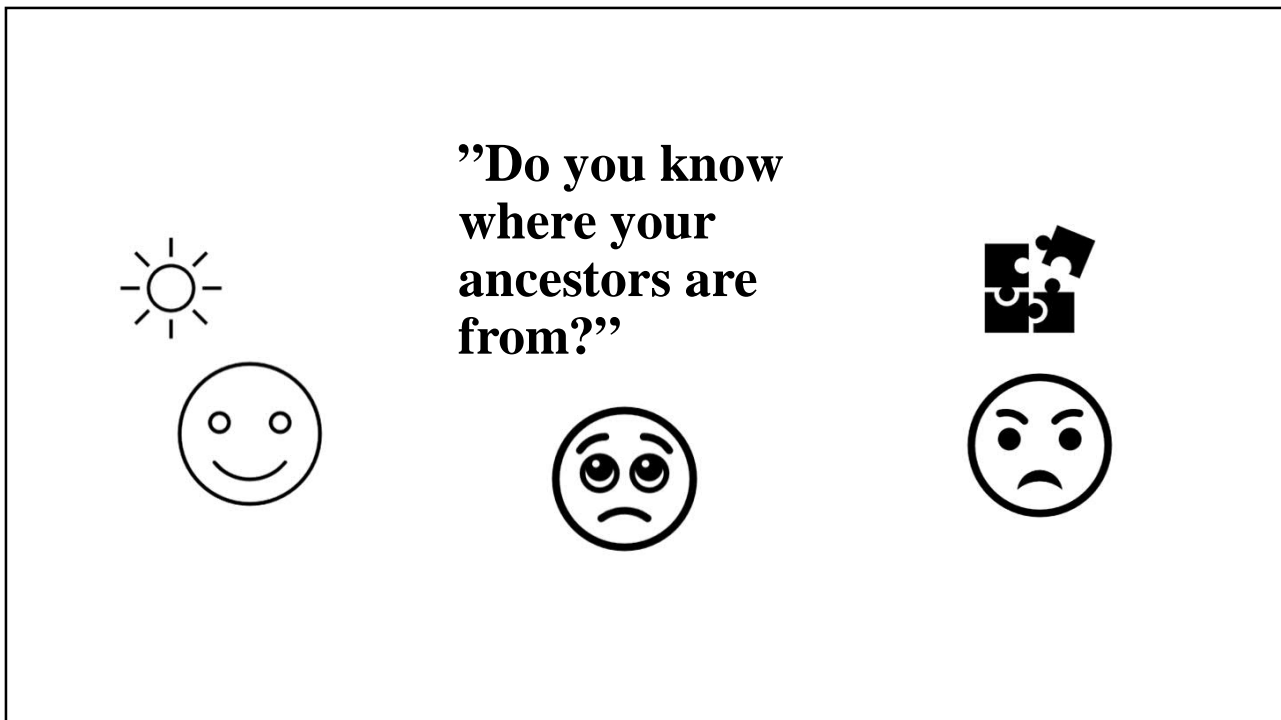
George Loewenstein

17

**”Do you know
where your
ancestors are
from?”**



18



21

Preconditions for curiosity

1. Perception is key
2. **Size of knowledge gap is important**
3. Information has to be desirable

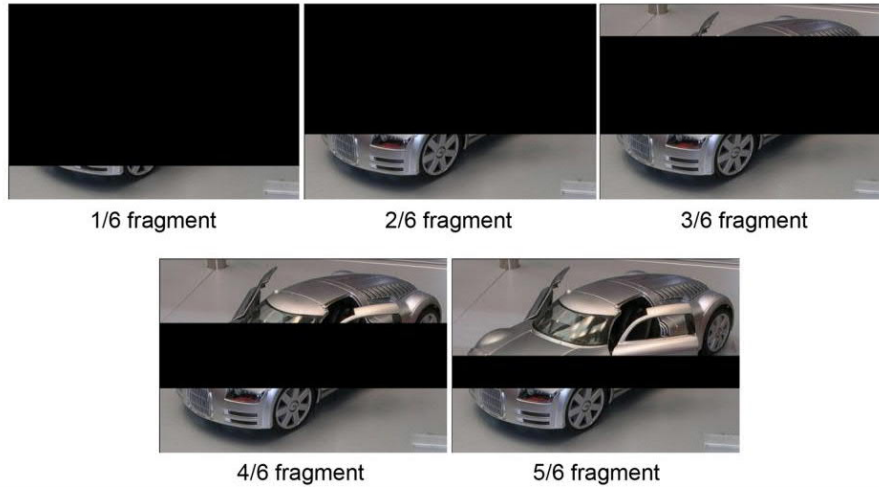
Relationship between Curiosity and the
Size of a knowledge gap

The graph has a vertical y-axis labeled 'Curiosity' and a horizontal x-axis labeled 'Size of the Knowledge Gap'. The x-axis has three points marked: 'low', 'moderate', and 'high'. The curve starts at a low level of curiosity for a low knowledge gap, rises to a peak at a moderate knowledge gap, and then falls back to a low level of curiosity for a high knowledge gap.

22

Sevilla and Meyer (2020)

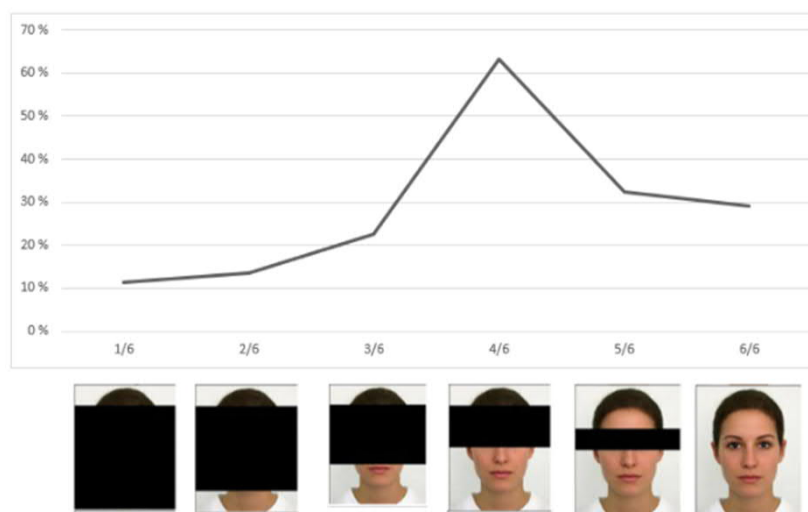
B: Sample Fragment Conditions



Leaving Something for the Imagination: The Effect of Visual Concealment on Preferences. Sevilla and Meyer (2020)

23

Sevilla and Meyer (2020)



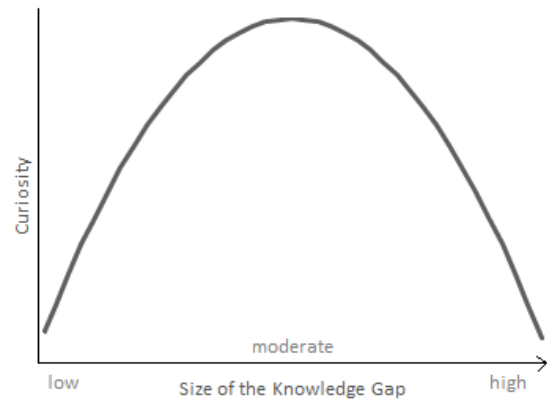
Leaving Something for the Imagination: The Effect of Visual Concealment on Preferences. Sevilla and Meyer (2020)

24

Preconditions for curiosity

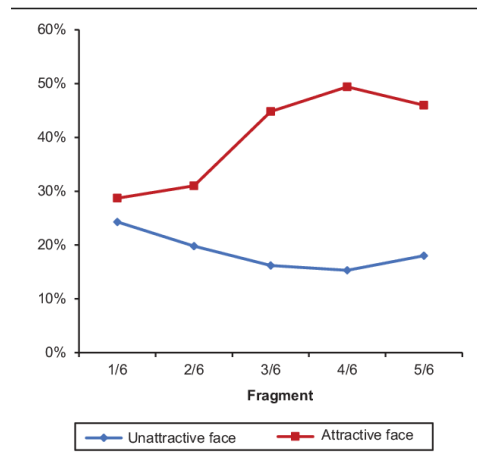
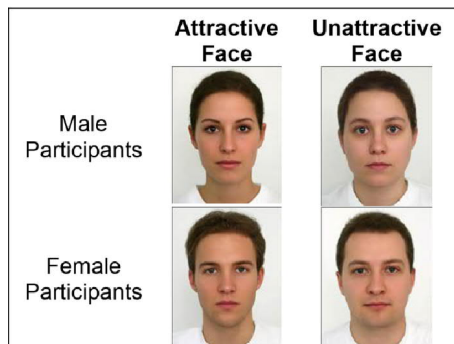
1. Perception is key
2. Size of knowledge gap is important
3. **Information has to be desirable**

Relationship between Curiosity and the Size of a knowledge gap



25

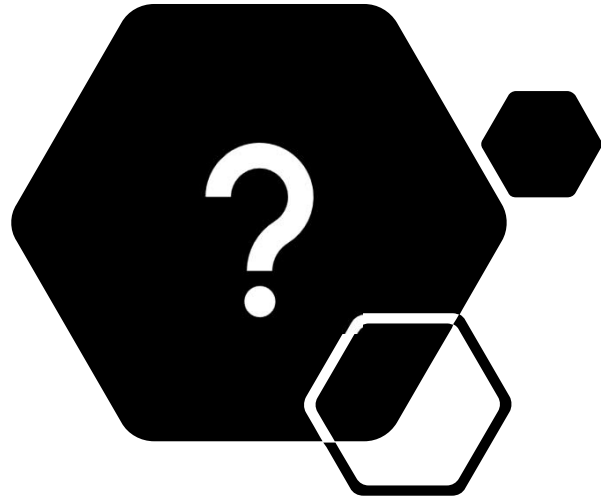
Sevilla and Meyer (2020)



Sevilla, J., & Meyer, R. J. (2020). Leaving Something for the Imagination: The Effect of Visual Concealment on Preferences. *Journal of Marketing*, 84(4), 109-126.

26

2 Benefits of Consumer Curiosity



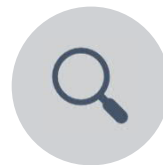
27



IMPROVED LEARNING

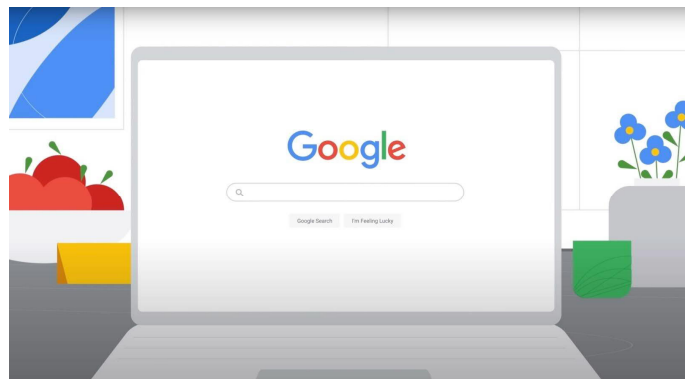


IMPROVED MEMORY

IMPROVED INFORMATION
SEARCH QUALITY

COGNITIVE BENEFITS

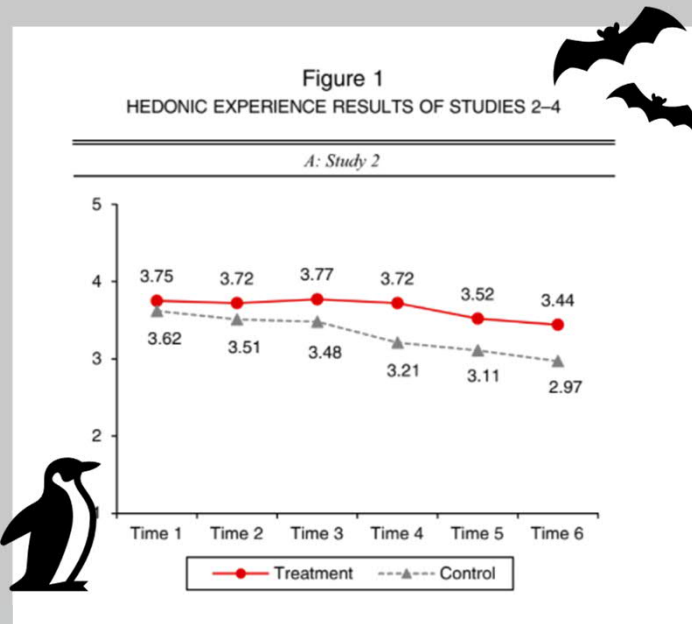
Menon and Soman (2002)



28

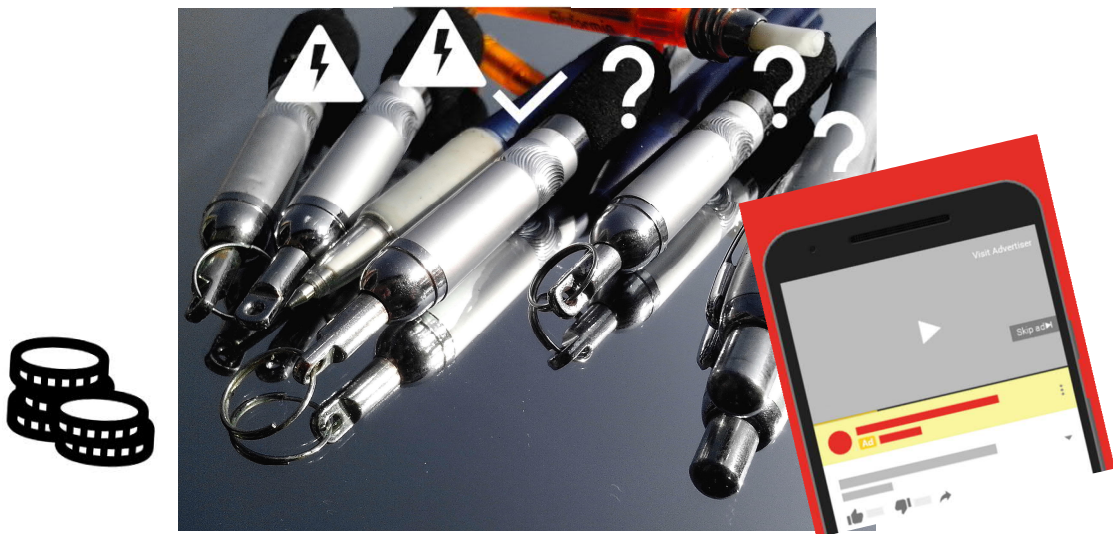
EMOTIONAL AND MOTIVATIONAL BENEFITS

- Positive emotional state
 - Linked to anticipation of a reward
 - Brain regions related to reward processing activated (Jepma et al. 2012)
 - People enjoyed higher hedonic experience with uncertainty + resolving than without ->
- Strong motivational force



The Teasing Effect: An Underappreciated Benefit of Creating and Resolving Uncertainty, Ruan et al. (2018)

29



The Pandora Effect: The Power and Peril of Curiosity, Hsee and Ruan (2016)

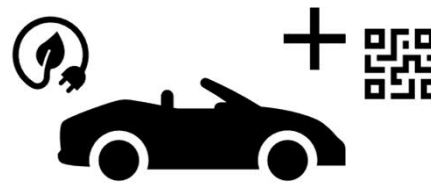
30

PRODUCT AND BRAND RELATED BENEFITS

- better product / brand evaluation
- increased willingness to try new products / experiences
- enhanced innovation adaption



”Affect as information”
- Hill et al. (2016)



Müller-Stewens et al. (2017)

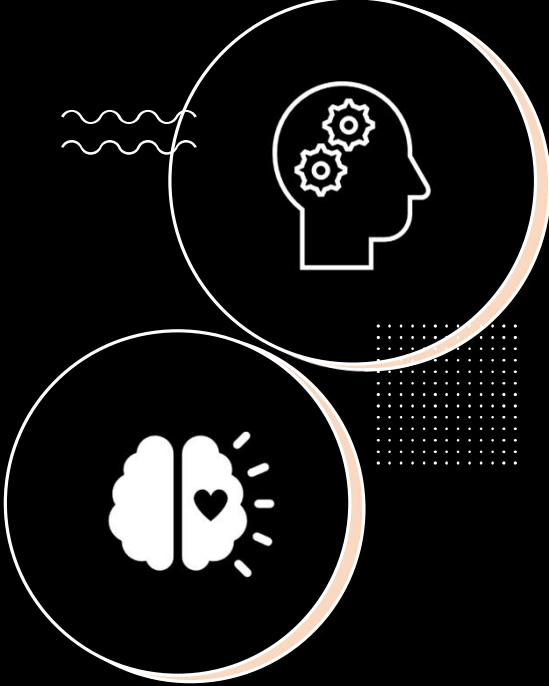
31

PRODUCT AND BRAND RELATED BENEFITS

- an increase in reward-seeking behaviour / impulsivity
 - Information = reward
 - When not satisfied, increases search for general rewards



32



COGNITIVE BENEFITS

1. improved learning
2. improved memory
3. increase in information search quality

EMOTIONAL AND MOTIVATIONAL BENEFITS

4. strong motivational force
5. positive emotional state

PRODUCT AND BRAND RELATED BENEFITS

6. better product / brand evaluation
7. increased willingness to try new products / experiences
8. enhanced innovation adaption
9. an increase in reward-seeking behaviour / impulsivity.

33

BUT These benefits are most prominent for businesses selling products that are



New



Innovative



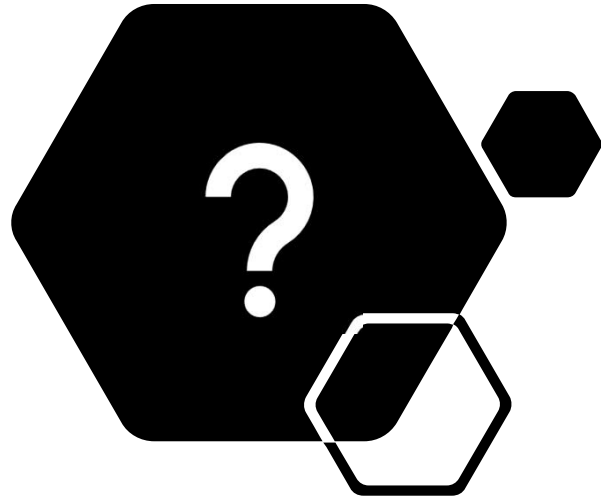
Attractive



Indulgent / Non-virtuous

34

3 Evoking Consumer Curiosity



35

3 main ways of evoking consumer curiosity



HIGHLIGHT A CLEAR
KNOWLEDGE GAP



INCONGRUENT STIMULI



MAKE A CONSUMER PLAY
A GAME

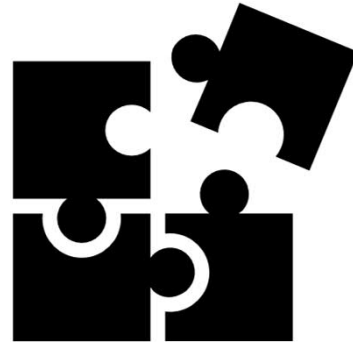
36

1) Highlight a clear knowledge gap

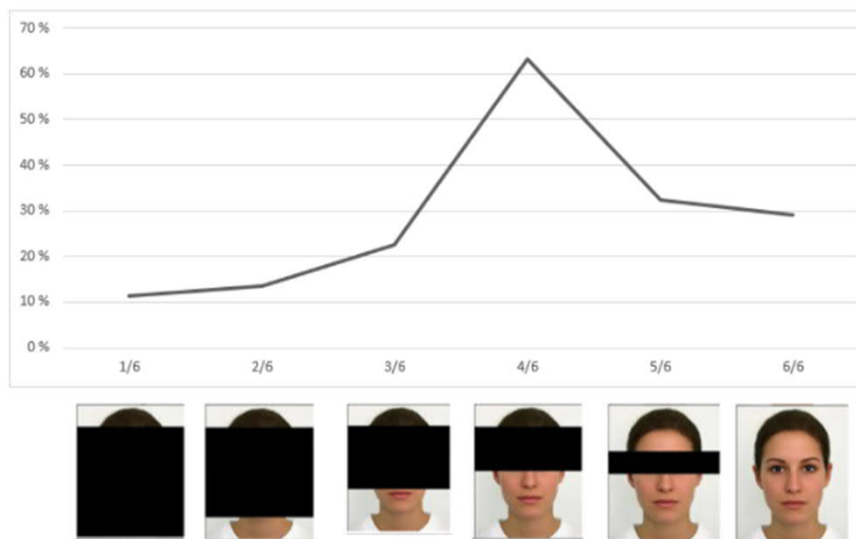
- *Asking a question*
- *Presenting incomplete information / Presenting "teasers"*
- *Visual concealment*
- *Incomplete sequence of events / Cliffhangers*
- *Incomplete lists*
- *Incomplete product information*

IMPORTANT TO NOTE

- Desirability of the concealed information
- Size of knowledge gap



37



38

Figure 3 Click-through rates of varying levels of visual concealment



Low visual concealment
Click-through rate 0.55%



Moderate visual concealment
Click-through rate 0.90%



High visual concealment
Click-through rate 0.51%

Adapted from Sevilla and Meyer (2020, page 122)

39



Nike teaser ad (2006)

40



41




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B) Cued Curiosity
Condition-
Communicate
Benefit

Now

You Can Answer
Your Mother's Prayer.
Appear Nightly
In Her Living Room
In Living Color



The new Sony QV Camera changes the way you
Capture, Create and Communicate ...in Amazing Ways.
For more information, visit us at <http://www.sonyqv.com>

CONTINUE

The hypothesis hypothesis

Now

You Can Answer
Your Mother's Prayer.
Appear Nightly
In Her Living Room
In Living Color.



The new Sony QV changes the way you Capture.
Create and Communicate ...in Amazing Ways.
For more information, visit us at <http://www.sonyqv.com>

CONTINUE

Menon and Soman (2002)

43

2) Incongruent Stimuli



- *Incongruent product design*
- *Incongruent images on advertisement*
- *Incongruent wording on advertisements*

IMPORTANT TO NOTE

- *Level of incongruity*
- *Level of Arousal*

44



Extremely incongruent water bottle

THIS IS NOT A FIRE

This is the death of dozens of people.
 This is the State falling.
 This is a disorganized forest.
 This is the abandoned inland.
 This is a national emergency.

ICB 21
 C - Branco
 Serra
 Pedregão G.
 N236-1
 Fig. Vinhos
 Este
 Cast. Pêra
 500 m

To stay informed
 you need to learn
 the whole story.

SIC
 NOTÍCIAS

Know more

Incongruently worded advertisement

45

Noseworthy et al. (2014)

Black Tea

Made from a choice blend of leaves and herbs, this black tea will delight your senses. Hoogveld Black Tea is produced by a company that prides itself on its decades-old reputation for quality. Enjoy this product's brisk and bright character as an exciting change of pace.

Black Rice


Grown from both the rich soil and humid climates of Fiji, this rice will delight your senses. Hoogveld Rice is produced by a company that prides itself on its decades-old reputation for quality. Enjoy this product with fish, chicken or meats as a distinctive side dish and exciting change of pace.

Black Toilet Paper


Made with biodegradable cotton and natural dyes, this black toilet paper will delight your senses. Hoogveld Toilet Paper is produced by a company that prides itself on its decades-old reputation for quality. Enjoy this product as a distinctive addition to your bathroom and exciting change of pace.

46


✓



Black Tea
 Made from a choice blend of leaves and herbs, this black tea will delight your senses. Hoogveld Black Tea is produced by a company that prides itself on its decades-old reputation for quality. Enjoy this product's brisk and bright character as an exciting change of pace.





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47











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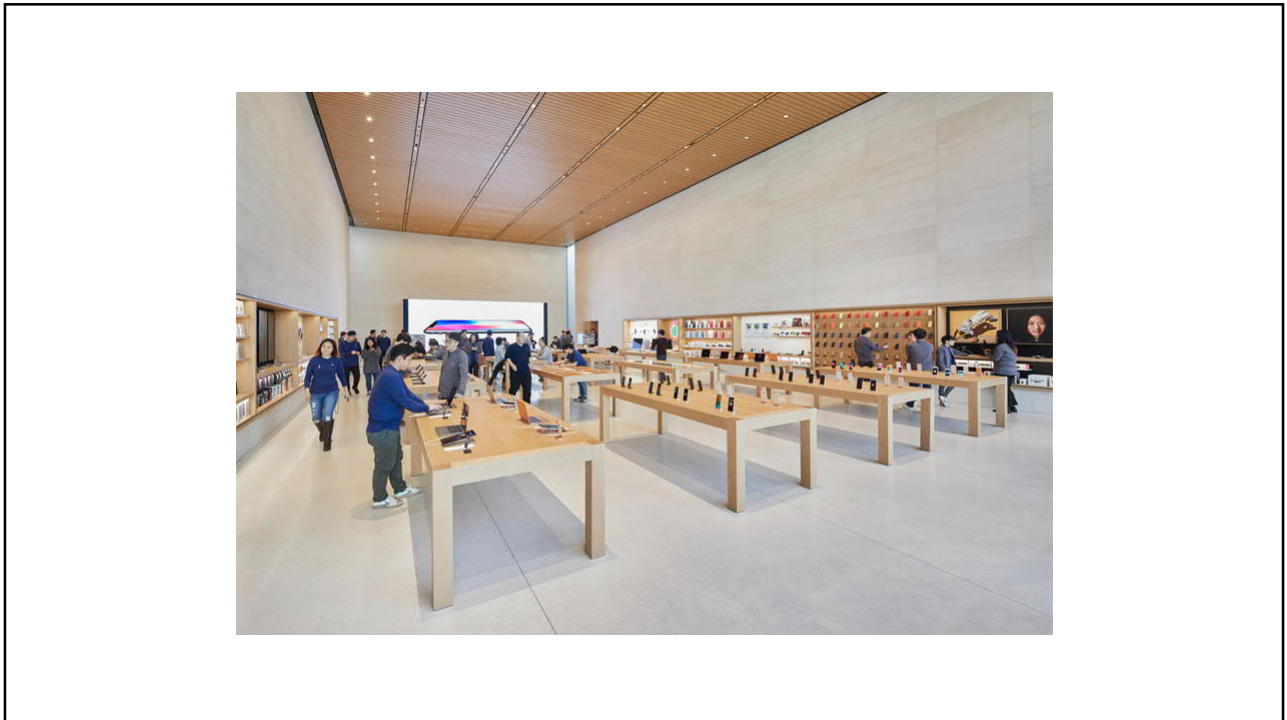


Black Toilet Paper
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49



50



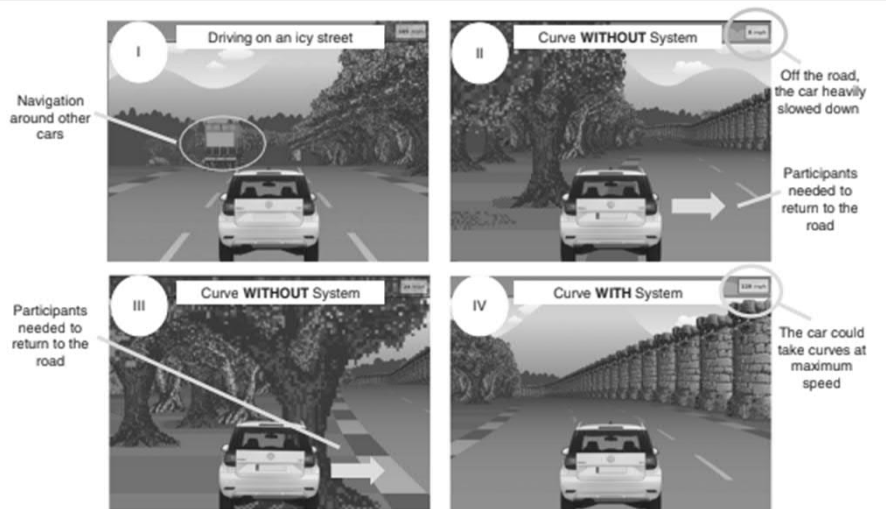
Make Consumers play a game

- *Gamified presentation of a product innovation*
- *Gamified app design*
- *Quizes, Puzzles etc.*
 - *Directly cause curiosity through highlighting a knowledge gap*
- *Other games*
 - *Playfulness*

51

Müller-Stewens et al. (2017)

A: Driving Game (Study 2)

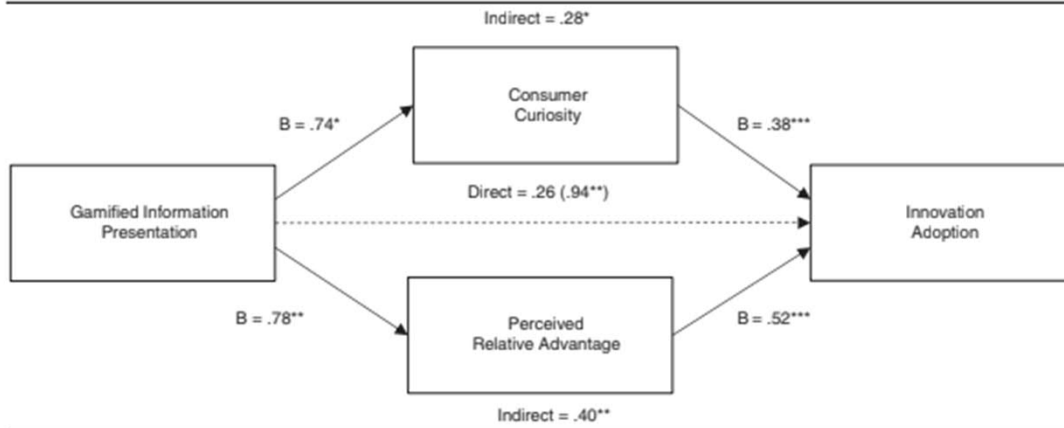


52

Müller-Stewens et al. (2017)

Gamified Information Presentation Promotes Innovation Adoption Through Increased Consumer Curiosity and Perceived Relative Advantage (Studies 4a and 4b)

A: Study 4a



53

General notes

- Active state of curiosity
- Prior knowledge effects
- Hide the most interesting information
- Self-relevant information
- Disappointment

54

MyHeritage Family tree Photos Research DNA Help

Order now 59 € 79 €

Where in the world were your ancestors from?

Your origins are encoded in your DNA, and enable us to pinpoint where in the world your ancestors came from. Your DNA results will include an ethnicity breakdown and identify the specific groups you descend from among **2,114 geographic regions**. [Learn more](#)

English	50%
• England (Yorkshire)	
Scandinavian	20%
• Norway (Viken)	
Italian	15%
• Italy (Abruzzo)	
North African	10%
+2 more	5%

55

You could be Irish.

More specifically, Munster Irish.


AncestryDNA® doesn't just tell you which countries you're from, but also can pinpoint the specific regions within them, giving you insightful geographic detail about your history.


[See all regions](#)

56

[Activate a kit](#) [FAQs](#)

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GENETIC INSIGHTS

- Type 2 Diabetes
- Lactose Intolerance
- Deep Sleep
- Muscle Composition

DNA insights are an essential part of your health picture.

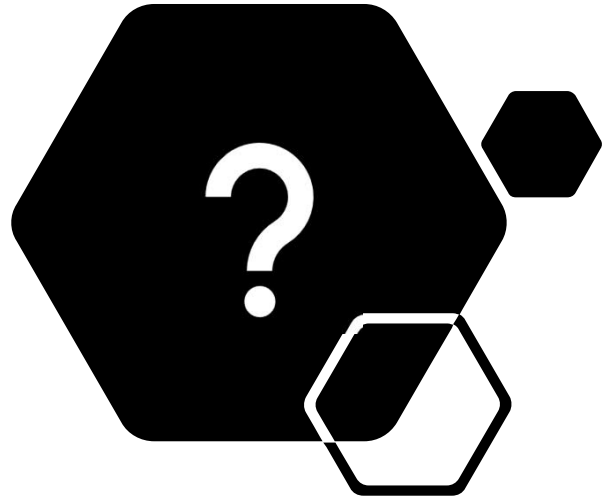
You're already doing so much to track your health. Add personalised DNA insights for a more complete picture of your health.

DATA YOU MIGHT ALREADY TRACK

- Number of steps
- Hours slept
- Family history
- Lifestyle choices

58

5 Discussion



59

Dark side of Curiosity



Curiosity can drive people to act against their own self interest;



Indulgent choices



Curiosity apps decrease enjoyment of activities

60



Thank you!

Sevilla, J., & Meyer, R. J. (2020). Leaving Something for the Imagination: The Effect of Visual Concealment on Preferences. *Journal of Marketing*, 84(4), 109-126.

Hill et al. (2016) Shopping under the influence of curiosity: How retailers use mystery to drive purchase motivation

Hsee and Ruan (2016) The Pandora Effect: The Power and Peril of Curiosity