

Overview

This study explores how consumers emotionally respond to social media videos showcasing high-end and affordable jewelry by Capra Joalheiros, a prestigious family-owned brand in Brazil known for diamonds, 18k gold, and luxury collections. Using neuromarketing tools like eye-tracking and face-coding, the research aims to determine how visual and emotional engagement with these videos influences product positioning strategies. It investigates whether premium products evoke more emotions of surprise and happiness while

Methodology

The methodology involves comparing consumer reactions to videos featuring luxury and affordable jewelry, complemented by post-viewing surveys to connect subconscious emotional responses with conscious purchasing intentions. It utilizes cutting-edge neuroscience technologies, including eye-tracking to measure visual attention and face-coding technology to interpret consumers' emotional responses based on facial expressions. The study's insights will enable Capra Joalheiros to refine product positioning and marketing strategies, ensuring alignment with consumer preferences and enhancing engagement on social media platforms.

Data Collection

Eye-tracking will be used to measure where participants focus their attention during the videos and how long they fixate on specific product features.

Face-coding records participants' facial expressions throughout the video to detect their emotional responses.

Post-viewing survey: After the videos, participants will complete a brief survey to gather data on perceptions and purchase intentions.

Biometric Experimentation and Analysis

Video 1 (Luxury):

The first video achieved high attention (100%) and average quality (8/10), with gaze focused entirely on the jewelry. Emotional analysis showed a predominantly neutral valence (73%), followed by happiness and surprise. Happy emotions spiked when new jewelry appeared, suggesting positive reception, while surprise was noted at the start, capturing attention through unexpected elements. Emotions like sadness or anger may reflect neutral expressions rather than actual feelings. Overall, the jewelry presentation effectively engaged and elicited positive responses from participants.

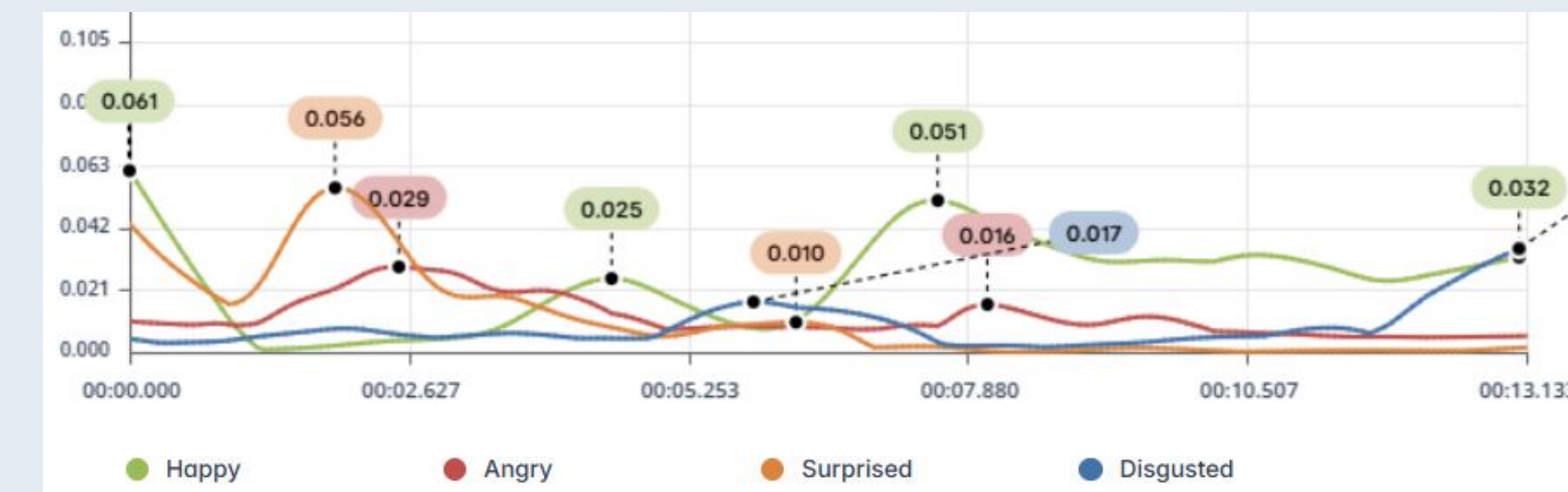
Video 2 (Affordability):

The second video maintained high attention (100%) and quality ratings (8/10), with participants focusing exclusively on the jewelry. However, the valence was predominantly neutral (67%) and displayed fewer positive and more negative emotions compared to the first video. Sadness, anger, and disgust were more prevalent, with disgust recorded during the presentation of affordable necklaces, suggesting negative reactions. Happiness appeared less frequently, and no surprise was noted, indicating the affordable jewelry elicited less excitement and more restrained or critical responses than the luxury jewelry showcased in the first video.

Average expression score for "Happy" and "Surprised" for luxury and affordable products



Video 1 (Luxury) expression score timeline



Video 2 (Affordability) expression score timeline



Post-viewing survey:

The survey results reveal differences in participants' purchase intentions for luxury and affordable jewelry. After viewing the luxury jewelry video, 88% expressed interest in purchasing, compared to only 59% for the affordable jewelry, with 41% showing disinterest. This suggests that luxury jewelry generates stronger appeal. The affordable jewelry elicited more mixed reactions, indicating that factors like presentation and perceived value play a role. 29% of participants are existing customers of Capra Joalheiros, 65% are not, and 6% did not respond.

Statistical Testing and Significance

A paired Student's T-tests were applied to compare emotional reactions of the emotions happiness and surprise between both videos. The results of these tests for each emotion explore whether certain feelings were more strongly evoked by one type of video.

Although there is a difference between the group's average values, none of the emotions analyzed showed a statistically significant difference between the videos focused on "luxury" and "affordability", as all p-values are greater than the significance level (0.05). This suggests that the emotions evoked by participants were similar regardless of the video's focus (luxury or affordability). These results indicate that the variations in the videos may not be enough to evoke significantly different emotional responses.

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Sampling

The target population for this study includes participants of all genders and ages who engage with social media and have shown interest in luxury or affordable jewelry products. This population spans diverse segments, aiming to reflect typical consumer interaction with the items. To ensure that different age and gender subgroups are adequately represented, a stratified sampling method was used, a sample size of **17 participants**, where 11 participants aged 18-30 and 6 participants aged above 30. Although this sample aims to include perspectives from a varied demographic profile, the relatively **small sample size limits the representativeness**, meaning the results should be interpreted with caution when generalizing findings to the broader population.

Interpretation of Results, Conclusions, and Recommendations

The study highlights significant differences in consumer perceptions of luxury and affordable jewelry videos. The luxury jewelry video elicited overwhelmingly positive emotions, including surprise and happiness, showcasing strong engagement. In contrast, the affordable jewelry video generated more negative emotions, such as disgust, particularly for necklaces, despite retaining participants' attention. Survey results indicate 88% of participants expressed interest in luxury jewelry, compared to 59% for affordable options. These findings suggest that presentation significantly influences audience perception, with luxury products creating a more captivating and emotionally impactful experience. However, the small sample size limits the statistical reliability of these insights. To address this, it is recommended to expand the sample size for more robust and statistically significant results. Capra Joalheiros should leverage neuromarketing strategies to refine product positioning and marketing efforts, focusing on high-end jewelry to enhance engagement on social media platforms. Emphasizing luxury items in social media content could increase impressions, clicks, and brand recognition while fostering stronger connections with the target audience.