



MARKETING IMPLICATION OF SCALES

Consumer Dichotomy

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THE NEED FOR COGNITION SCALE

- The need for a cognition scale measures an individual's "tendency to engage in and enjoy thinking."
- The 18 item scale helps score individuals based on how much they like to think and deliberate (Cacioppo & Petty, 1982, p. 116).
- Scores:
 - ◆ Individuals score highly on the scale when they enjoy effortful thinking.
 - ◆ Those who score low on the NFC scale avoid abstract thinking.

NFC SCALE

Need for Cognition Scale (from Cacioppo, Petty, & Kao, 1984)

For each of the statements below, please indicate whether or not the statement is characteristic of you or of what you believe. For example, if the statement is extremely uncharacteristic of you or of what you believe about yourself (not at all like you) please place a "1" on the line to the left of the statement. If the statement is extremely characteristic of you or of what you believe about yourself (very much like you) please place a "5" on the line to the left of the statement. You should use the following scale as you rate each of the statements below.

1 extremely uncharacteristic of me	2 somewhat uncharacteristic of me	3 uncertain	4 somewhat characteristic of me	5 extremely characteristic of me
1. ____	I prefer complex to simple problems.			
2. ____	I like to have the responsibility of handling a situation that requires a lot of thinking.			
3. ____	Thinking is not my idea of fun.**			
4. ____	I would rather do something that requires little thought than something that is sure to challenge my thinking abilities.**			
5. ____	I try to anticipate and avoid situations where there is a likely chance I will have to think in depth about something.**			
6. ____	I find satisfaction in deliberating hard and for long hours.			
7. ____	I only think as hard as I have to.**			
8. ____	I prefer to think about small daily projects to long term ones.**			
9. ____	I like tasks that require little thought once I've learned them.**			
10. ____	The idea of relying on thought to make my way to the top appeals to me.			
11. ____	I really enjoy a task that involves coming up with new solutions to problems.			
12. ____	Learning new ways to think doesn't excite me very much.**			
13. ____	I prefer my life to be filled with puzzles I must solve.			
14. ____	The notion of thinking abstractly is appealing to me.			
15. ____	I would prefer a task that is intellectual, difficult, and important to one that is somewhat important but does not require much thought.			
16. ____	I feel relief rather than satisfaction after completing a task that requires a lot of mental effort.**			
17. ____	It's enough for me that something gets the job done; I don't care how or why it works.**			
18. ____	I usually end up deliberating about issues even when they do not affect me personally.			

Note: **=reverse scored item.

HIGH VS. LOW NEED FOR COGNITION

→ *High NFC*

- ◆ Enjoy solving puzzles, in-depth reasoning, and abstract thinking
- ◆ Exhibit more extensive issue-relevant thinking and stronger attitude-behavior relationships

→ *Low NFC*

- ◆ More likely to engage in practical thinking processes
- ◆ Tends to avoid abstract thinking and make impulsive decisions

WHY DOES NFC MATTER?

- The need for cognition impacts the processing of information in persuasive messages.
- Depending on the individual's NFC, brands can target either those who process a large quantity of information or those who take information in small doses.
- High NFC consumers are better able to think deeply about the information presented than low NFC consumers.
 - ◆ Companies can then cater their campaigns to the specific type of individual that will most likely to purchase their product.



WHY DOES NFC MATTER?

- Allows companies to target a specific demographic based on their information needs / how they perceive information
- Traditional marketing tactics triggers emotional reactions from low-information consumers
 - ◆ Persuades them to idolize the business
 - ◆ Encourages more sales from low NFC consumers
- Companies can use NFC data to target a younger audience
 - ◆ Younger audiences tend to do less research about products and purchase impulsively / out of habit

RESEARCH GOALS & OBJECTIVES

- Plan and create a marketing campaign geared towards *low need for cognition consumers*
 - ◆ Use simple information about the products
 - ◆ Minimal but appealing photographs
 - ◆ Establish a clear connection to the brand
 - ◆ Add repetitive elements to the campaign

- Focus on promoting products through simplistic methods



CHANGE SEEKING INDEX

- Intended to measure a personality characteristic concerned with the desire for change and variation in stimuli.
- Change seeking “is a habitual, consistent pattern of behavior which acts to control the amount and kind of stimulus input a given organism receives” (Steenkamp, J. B. E., & Baumgartner, 1995).
- Determines whether an individual is open to change or more close minded
- Measures an individual’s tendency to implement changes in their life



CSI SCALE

- The 7-item version has better psychometric properties than the original 95-item scale
1. I like to continue doing the same old things rather than trying new and different things.
 2. I like to experience novelty and change in my daily routine.
 3. I like a job that offers change, variety, and travel, even if it involves some danger.
 4. I am continually seeking new ideas and experiences.
 5. I like continually changing activities.
 6. When things get boring, I like to find some new and unfamiliar experiences.
 7. I prefer a routine way of life to an unpredictable one full of change

CHANGE SEEKING INDEX HIGH VS. LOW GROUP

→ *CSI High Group*

- ◆ Engage in exploratory behaviors to a greater extent
- ◆ More likely to try new products
- ◆ Tend to experiment with new brands/ products

→ *CSI Low Group*

- ◆ Less likely to try new things
- ◆ Takes longer to adapt to change
- ◆ Make routine purchases/ purchase recognizable brands



WHY DOES CSI MATTER?

- Used to gauge the level of marketing stimuli to include in campaigns
- Helps determine when and why to release new products
 - ◆ Insight into what people want to buy
 - ◆ Can cater new product lines to either those who want to try something new or those who are routine purchasers
- Important aspect in engaging new consumers
 - ◆ Attracts consumers who desire change if marketing a new product
- Optimal for targeting a large variety of potential and existing customers

RESEARCH GOALS & OBJECTIVES

- Plan and create a marketing campaign geared towards *change seeking index high group*
 - ◆ Market products as new and “life changing”
 - ◆ Focus on trendy packaging to give consumers something new
 - ◆ Continuously create new products for consumers to try
 - ◆ Focus on how the products can help refresh one’s life

- Focus on appealing to those individuals who are looking for a change

ALANI NU NUTRITION

- Alani Nu is a high-end, made-in-the-USA women's wellness brand. Alani Nu has had a lot of success since it was founded in 2018.
- Target, The Vitamin Shoppe, Kroger, HEB, QuikTrip, Hy-Vee, Harris Teeter, and Giant Eagle have all added Alani Nu products to their retail operations.



TYPES OF PRODUCTS

→ Caffeine Products

- ◆ Energy drinks
- ◆ Pre workout

→ Protein Products

- ◆ Protein bars (Fit snacks)
- ◆ Protein shakes (Fit shakes)
- ◆ Whey protein powder

→ Supplements

- ◆ Green powders
- ◆ BCAA
- ◆ Prenatal
- ◆ Fish oil
- ◆ Multi-vitamin
- ◆ Collagen peptides
- ◆ Pump Stim-Free
- ◆ Immunity gummies
- ◆ Balance powder



SOCIAL MEDIA PRESENCE

- @alaninutrition on all platforms
 - ◆ 787k followers on Instagram
 - ◆ 26k followers on Twitter
 - ◆ 28.7k followers on TikTok
- Most active on Instagram
 - ◆ Graphics, model photos, and flat lays
 - ◆ Clean feed
 - ◆ Influencer collaborations
 - ◆ AI aesthetic
- Employ influencers to promote products
 - ◆ Collaboration with TikTok star Addison Rae



CURRENT MARKETING STRATEGIES

- Focused on brand awareness & loyalty within their target audience
 - ◆ **Pro:** geared towards the target audience
 - ◆ **Con:** too clean-cut at a time when brands are leaning towards appearing more personal, funnier, and authentic on social media
- General Social Media Recommendations
 - ◆ interact with audience more on social media in order to foster a sense of community within their audience
 - ◆ comment back to followers who comment on their posts or tweet at them
 - ◆ join conversations online more by intertwining the brand with popular memes and events that their audience is talking about



4P ANALYSIS OF ALANI NU

→ *PLACE*

- ◆ Available at a variety of supplement shops/ convenience stores
 - Target
 - GNC
 - Vitamin Shoppe
- ◆ Website has a feature to find the closest location
- ◆ Online shopping available

→ *PRODUCT*

- ◆ Alani Nu sells a plethora of products including energy drinks, proteins, and supplements to fulfill all of their consumers fitness needs.
- ◆ Market their product to improve overall fitness and health to appeal to customers. This sparks new demand for their products.



4P ANALYSIS OF ALANI NU

→ *PRICE*

- ◆ Alani Nu sells their products at a mid-range price point compared to their competitors
- ◆ Alani energy drink retails for \$2.69 at Target
 - Energy drinks cost an average of \$2 each, but can be as expensive as \$4.50 per can and as little as only \$1 or less for certain brands
- ◆ Attracts consumers by utilizing the odd-even pricing strategy

→ *PROMOTION*

- ◆ Includes advertising and promotional strategies
- ◆ Alani Nu promotes most of their products on popular social media platforms
- ◆ Targeted to younger women by employing popular influencers to promote products

TARGET CONSUMERS

- Targeted to young women interested in health and wellness
- Conveys a young, feminine, and trendy voice across its platforms
 - Consistently keeps up with social media trends to resonate with their target audience
 - Keeps a youthful appeal through fun and trendy campaigns
 - Colorful, eye catching packaging to lure those who appreciate the aesthetics and experience of a product
 - Attracts a young, mostly female demographic
- Markets products on social media to reach a larger target audience
 - ◆ Estimated audience of 100 million across its owned and influencer channels
 - ◆ Total social media reach of more than 1.3 billion people per year



4Ps & TARGET CONSUMERS

- The 4Ps implemented by Alani Nu meet the target consumers' needs.
 - ◆ The target audience responds well to new products, promotions and collaborations.
 - ◆ Affordable price range
 - ◆ Worldwide social media promotions
 - Influencer campaigns
 - Appealing advertisements
 - ◆ Available to potential buyers at many retail locations
 - ◆ Well-rounded product array
 - Various energy drink flavors
 - Sells merchandise
 - Healthy snacks
 - Proteins & supplements



EFFECTIVENESS OF PRODUCT

- Alani Nu products aid consumers in reaching their fitness goals
 - ◆ Great source of energy
 - ◆ Enhances the intensity of a workout
 - ◆ Increases mood of the consumer
 - ◆ Offers healthy alternatives

- Marketed to women to address issues involving
 - ◆ Low energy
 - ◆ Nutrition
 - ◆ Protein intake

HOW TO APPEAL TO LOW NFC CONSUMERS

- Low NFC consumers tend to be highly emotional, compulsive and habitual
 - ◆ Use repetition in the marketing strategy to spark routine sales
 - ◆ Will buy a product with little thought if appealing to their needs
- Low NFC consumers blindly trust their instincts and follow societal standards
 - ◆ Employ fitness influencers to represent the brand
 - ◆ Low NFC consumers will idealize those in the spotlight / follow their actions
- Create a clear connection to the brand
 - ◆ Establish and reiterate the benefits of the product
 - ◆ Low NFC will associate the brand with the effectiveness of the product



LOW NFC MARKETING STRATEGIES FOR ALANI NU

- Promote Alani Nu's energy drinks with only the appealing information about the product
 - ◆ Product attributes to include:
 - 200 mg of caffeine
 - Zero sugar
 - 10 calories per drink
- Focus on these 3 attributes to attract consumers
- Present the information in a simple way to not distract from packaging
- Low NFC consumers will be more attracted to the appearance of the product/ advertisement than the actual product
- Focus on packaging and simple branding

LOW NFC CAMPAIGN EXAMPLE

- Provide minimal information
- Focus on the consumer's perception of the product
 - ◆ Easy-to-read information
 - ◆ Catchy message
 - ◆ Round lettering
 - Softer and more gentle on the eyes compared to sharp lettering
 - ◆ Bouba effect
 - Added round elements
- Included main attributes of product and its function

(created on Canva.com)



COMMUNICATION CHANNEL

- ◆ In order to increase sales, Alani Nu should incorporate new mediums into their campaigns to message its intended audience
- ◆ Continue to connect with consumers on platforms such as Instagram, TikTok, and Twitter
- ◆ Encourage consumers sign up for Alani Nu text messages were they will receive promotional information about products
 - The repetition of messages will appeal to low NFC consumers
 - More inclined to purchase products due to the frequent exposure/ reminders about the product through the texts



PROMOTION IDEAS FOR LOW NFC CONSUMERS

- Marketing Message for Campaign
 - ◆ Focus on the phrase “Good Energy for Good Times”
 - Easy to read
 - Gets the point across
 - Explains what the product does
 - Easily understood

- Promotional Elements
 - ◆ Employ young and upcoming fitness influencers to promote Alani Nu’s products
 - ◆ Low NFC consumers will follow influencers blindly and make the purchase
 - ◆ Attracts new consumers that idolize the influencer
 - ◆ Only a small amount of information about the product is necessary since consumers will see their favorite influencers using them already

HOW TO APPEAL TO HIGH CSI CONSUMERS

- CSI high group consumers tend to desire change and are drawn to new products that are new and exciting
- For any new release, employ social media influencers to promote products leading up to the drop
 - ◆ Creates buzz about the new product
 - ◆ Encourages people to talk about the brand
 - ◆ Consumers will want to buy the “next big thing” that all the popular influencers use
 - ◆ Appeal to CSI high group to buy the products



CSI HIGH GROUP MARKETING STRATEGIES FOR ALANI NU

- Create new advertisements for each drop
 - ◆ CSI high group consumers will be drawn to new packaging, logos, flavors
 - ◆ Consumers will want to try to change up their daily routines
- Since Alani Nu is a fitness brand, assisting customers in obtaining their dream body is a top priority of the company
 - ◆ Their products help women achieve the change, physically and mentally, that they are looking for
 - ◆ Base a marketing campaign off of the idea that Alani Nu can change your day to day routine
 - ◆ Those seeking a change in their health will be drawn to the idea that Alani Nu products can do just that

CSI HIGH GROUP CAMPAIGN EXAMPLE

- Those seeking a change in their daily will be encouraged to follow Alani Nu's morning regiment
- The morning routine showcases a variety of popular Alani Nu products that consumers can try
- The step by step guide will encourage them to explore the options Alani Nu has to offer
- New products will intrigue those who desire change

(created on Canva.com)

small steps...
big results with

Alani
NU

8:00 am: Wake Up

Start your day with our Super Greens and Multi-Vitamins to kickstart your day.



9:00 am: Workout Time

Try an energy drink to power your workout! Fit Snacks also make the perfect pre-workout treat.



11:00 am:
Refresh & Refuel

For a quick and easy option, try our Fit Shake for 20 grams of protein!



PROMOTION IDEAS FOR CSI HIGH GROUP CONSUMERS

→ Marketing Message for Campaign

- ◆ “Small steps... Big results with Alani Nu”
- ◆ Emphasize the potential transformation if the regiment is followed
- ◆ CSI High Group will be drawn to the appealing routine in order to try something new

→ Promotional Elements

- ◆ Post influencers following the routine
 - Day in the life Tik Tok videos
- ◆ Show a step by step guide of how to easily incorporate the products into your daily life
- ◆ Create a hashtag where consumers can post their day while trying the routine
- ◆ Encourage people to join the trend

REFERENCES

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