**Transcript**

***Steven Mason – Pink elephants & consumer imagination in marketing research***

Oh sure, in, I’m a, I’m in marketing, in consumer research. In, there’s been a reluctance for consumer researchers to study imagination. I think the hard part about that is people trying to figure out a way to do it and a lot of the research work that has been done is mostly been interview based and it’s quite qualitative and subjective in nature. So what I’ve done is I’ve gone off and developed my own instruments to figure out how people use their imagination when shopping and to figure out to what extent they use it, and also how those imagination thinking behaviours, if we go as far as calling them that, influence their shopping behaviours such as tolerance for trying out new products, novelty seeking behaviours, those sorts of things.

There are areas that I would like to move into such as utilising apps for consumer research purposes. I have a project on at the moment and I think if you look at the reproductive value of imagery at the moment it’s highly congruent with current social media usage and practices as the reproductive value of imagery of late has gone up high so you have to start looking at that at a consumer cultural level. What influence does that have on people’s evaluation behaviours of new to market products?

There are two ways this can be done, ok? The first way is through research which is, we now have instruments which to figure out how imaginative different types of consumers are. And then we’ve got questions like “Are introverted consumers more imaginative?” And now we actually have the instruments in which to go and figure that out which is a huge contribution. The second application is for practitioners and for marketers who wish to try and use the theory to develop marketing campaigns in order to more effectively target consumers and explain information about new to market products. Imagination or imagery or mental imagery takes less effort to process than words and language so we’re trying to, to give marketers a way in which they can use this research in order to more effectively target the desired consumers.