

FLUID PRODUCT – ADOPTIVE PRODUCT ACROSS DIFFERENT USERS AND SCENARIOS

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Abstract: Fluid products or “One-fits-All” trend is about ignoring social constructs and not allowing society to limit us by pushing their stereotypes on us. We like cloths that don’t need ironing, easy to wash and dry fast. It’s a start of a new era of a care-free lifestyle. New times require generic, easy to use and adjustable products: resizing, multi-functional, portable, unisex, color changing, gender fluid, reusable, products with sharing capabilities. The gap between different age groups and life stages is reduced, with adults and children alike consuming the same entertainment, participating in the same leisure activities and buying the same fashion items. Flexibility is the name of the game. With a growing remote workforce, consumers’ daily lives are fluid and brands must adapt to lifestyles no longer defined by 9-5 work cultures.” The Aim of this Academic Research is to show the correlation between user’s lifestyle and how they experience fluid products. As a result, companies can design more fluid products and society can transform into sharing economy. In the initial phases of the research, was taken assistance of: Black Tech companies, New Retail Businesses and Trend Research Agencies to participate in formulating solid environment, recourses and parameters for the research planning part. 150 volunteers at the age between 25 and 75, before filtering and 50 volunteers after the second-round filtration actively participated in getting consensus on their perception of Fluid Products, and what triggers changes on their behavior, regarding the product adoptability. The research period was operating in the last year and their consumption status has been tracked within this period. Open Ended Questions were used to define repeating patterns of maximum likelihood. In order to deepen the analysis, Mixed method of empirical and qualitative analysis was used to formulate questionnaires and increase the level of accuracy. Experienced Psychologists and Product Designers were selected as a dimension to estimate the result. This study is also the first, as known by the authors, to examine the direct effect of fluidity of the products on the perceived value of the purchase.

Keywords: Fluid products, collective intelligence, reduction, reusable

1. INTRODUCTION

This macro-economic trend lower down operational costs, simplify know-how transfer and positioning, and increase the acceptance rate, narrowing the choice to one single solution. Generation who is extensively losing hair as a modern disease, minds only one shampoo category to “keep your hair healthy”. Generation who is rapidly aging because of fast lifestyle, cosmetics is expected to just “keep your skin young”. Needs can be translated into one product, instead of countless versions. Digital Natives (millennials) are becoming leading decision makers in buying purchase, and older baby boomers try to imitate their behavior to feel younger. Being an adult once had a standard path of growing up, getting a job and starting a family life’s traditional ladder. Newfound values are directing more and more consumers to choose careers they are passionate about or take on new challenges to create memorable experiences. The market taste in preferred “Lifestyle” is becoming more homogeneous. Genders are fluid, imperfections considered beautiful. We move toward times when all use everything and no one owns nothing. Shared economy products have one single option. In uncertain times, people crave stability and a sense of routine, and yet it seems society is getting the opposite. A desynchronized society is one where people continue to do many of the same things but no longer do them at the same time as others. Observing the latest trends in human behavior, we can notice one macro-social pattern of companies using personal data to influence buying decision. The study will contribute to filling the knowledge gap with the aim to determine the effect of the feature fluidity over the Product/Service likability. The remainder of the paper is organized in the following order: first, literature review and development of hypotheses is presented; followed by methodology and data analysis and results. At the end, conclusions and theoretical and practical implications are discussed.

Multifunctional 360 products where you can work/rest/sleep. We live in a small place, we live fast life and we need adoptable products (Volvo 360c) (see Image 1). The case is often made that although a utopia is immensely desirable, it is impossible to achieve. This is because it assumes we humans can be perfect, yet nothing is further from the truth. After all, how can one create a perfect society for an imperfect species?

Image 1: Volvo's 360c autonomous concept car is for sleeping, working, and hanging out



Source: <https://www.volvocars.com/intl/v/cars/concept-models/360c>, 08.10.2022

Multifunctional 360 products where you can work/rest/sleep. We live in a small place, we live fast life and we need adoptable products (Volvo 360c) (see Image 1). The case is often made that although a utopia is immensely desirable, it is impossible to achieve. This is because it assumes we humans can be perfect, yet nothing is further from the truth. After all, how can one create a perfect society for an imperfect species?

2. LITERATURE REVIEW

Fluid Products: Regarding the change of customers perception and new customers' needs in D

digitalization age, this trend ignoring social constructs and not allowing society to limit us by pushing their stereotypes on us. The gap between different age groups and life stages is reduced, with adults and children alike consuming the same entertainment, participating in the same leisure activities and buying the same fashion items. Flexibility is the name of the game. With a growing remote workforce, consumers' daily lives are fluid and brands must adapt to lifestyles no longer defined by 9-5 work cultures."

Collective Intelligence - It is expected that as it matures and draws upon other disciplines related to COINs, this research will greatly expand the range of tasks addressable by human engineers. Moreover, in addition to drawing on them, such a fully developed science of COIN design may provide much insight into other already established scientific fields, such as economics, game theory, and population biology. (Wolpert & Tumer, 1999)

Dematerialization: We move toward times when all use everything and no one owns nothing. Shared economy products have one single option.

Consciousness: The human must be much more creative in this new type of the social reality where knowledge is the greatest value. Human consciousness is the major element of the economic subject. In comparison with an industrial society where everything was directed by production and consumption of goods, the digital society produces and consumes mainly intelligence.

Reduction: Minimalism is not a full retreat from consumerism or an anti-consumption behavior, but rather a form of a conscious choice, which helps the individual to achieve balance and better quality in the everyday life. Let's summon here another notion by one of the spokesmen of minimalism: "To live is to consume. We all need food and shelter and clothing. We also have passions and purposes that we desire to fulfill. (Cleveland & Ruth, 1998)

Reusable: The number of recycling schemes that will reward consumers for their contributions will increase. These schemes need to be convenient to participate in, like using a pick-up service, or consumers may not buy into them. In addition, rewards should fit people's lifestyles to make such schemes more appealing.

Most utilized features have been "tailoring, tunneling, reduction, and self-monitoring suggestion surface credibility, and social comparison, normative influence, and social learning. In some situations, a persuasive strategy based on reciprocity is more effective than one based on reward", as well as that the presence of social proof features seems counterproductive when using a reciprocity strategy, whereas it seems to improve compliance with a request when using a reward strategy (Miller, 2020). Human creativity develops within the limits of those representations of the world which are dominant today. Thus, user-centered Design should be framed by the standards for fluid products. In order to develop deeper notions in Product's Fluidity as fundamental topic for the future of humanity and the user's new needs, we propose these hypotheses:

H1: There is a mega trend in demand and supply of fluid products;

H2: Fluid products can play as corrective in society (boost shared economy, saving resources and promote inclusiveness).

3. METHODOLOGY

Sample of two extreme society representatives were taken: (1) Hussle Persona and (2) Stabilizer Persona. **Questionnaire:** (1) Empirical (Quantitative) and Focus Group (Qualitative). (Breakwell, at all., 2020, p.366). **Methodology:** Open-Ended Questions in order to generate pain points and new ideas on “How to Manage with fluid products”. Novel mixed-method approach of carefully generated individuals and HR professionals to judge their anonymous profiles, both qualitatively and quantitatively. Also, personal branding challenges throw life changes, when managing multiple audiences. (Lauren at al., 2011) **Tools:** Exploratory factor analysis (EFA) using maximum likelihood estimation (MLE) and principal components analysis (PCA), were used to access the Factors structure of x-dimensional Brand Tribalism scale. **Main Purpose:** The main purpose of the focus group was to reach a consensus agreement which will inform the development of a Fluid products. The results of the focus group were used to develop the survey which was then be sent out to a large representative sample group of businesses institutions, who will spread this finding, with purpose of becoming a mainstream practice. **Personal Data Protection:** Participation in this focus group presented no potential risks to the participants. Participants and their organizations were not named in subsequent write ups and material submitted for publication.

4. RESULTS

The results in this research are useful to understand how people choose products, what standards they use to measure, how they feel about other people tastes, by which criteria they group in tribes and what features they consider as sufficient. Also, fluid product challenges managing multiple audiences, with one single solution. In Step 1:Gathered information were visualized and distributed in chart and forms for further data analysis. In Step 2:Repeating patterns were deepened into second level Questionnaires, which were be tested on smaller sample and spreading the topic deeper to catch more details. Later, Input and Output of the data model will be defined, in a way that businesses and society can take advantage of it.

Image 2 Profiling Lifestyle (Common sense - 2 extreme users as a foundation for fluid product)

(1) Hussle Persona	(2) Stabilizer Persona
	
Source: “Virtual Landscape Persona”- Yang design No 190315.2019-2020 China D.T. Report p.163	Source: “Slow Utopia Persona” Yang design, No 190315.2019-2020 China D. Trends Report, p. 62

(1) Hussle Persona - Age: 25-28 years old

Profile: Asian. Teenage. Male. Gamer. Excited generation with brave heart and visionary mind. They advocate to enjoy the present, hold a dismissive opinion to traditional definition of success. Strong will to start a business for their hobby. They embrace virtual life and tend to get rid of the dependency on parents and friends, worshipping money. Ready players for various virtual games and Apps, such as Player Unknown’s Battlegrounds, Glory of the King, Dub smash, and so on. Self- deprecating, Diss and Emoji are their habitual daily communication ways with everyone, even with their parents. They can rarely resist hot products, limited edition Garage Kits and would queue overnight just to buy a pair of eccentric sport shoes and post them on social media.

Occupation: Curator of new media art/ Game programmer/ Professional electric competitor, etc.

Hobbits: Playing games, Cartoon, Uploader on ACG platform, Science documentary produced by BBC, new media installation exhibition, collection of superheroes license product kits, diving.

Consumption Values: Well-informed decision maker, software paid membership, and black hacking skills to support the community. Enjoyment and Showoff Consumption, excessive and customized consumption. Driven by their hobbits, highlight the quality and style rather than the consumption quantities. Having a restless heart, he worships songs with intrusive narrative as "Memory of a future dream" or label himself as “Son of a god” as a personal signature on social media. Always feeling excited to the unknown things, showing strong interests to

innovative application, new technical concepts and new materials. The IoT devices are the standard home appliance to him. Time is as precious recourse. Price unsensitive. On true values of life, prefer quality over quantity, they want personalized service, membership treatment and meaningful added value (gifts that add their knowledge and digital pride). Less sensitive on celebrities, as they live in their own semi-cyber world, entitled as a human-cyborg. Filtered friend circle of people who can bring value in leveling their mindset and career growth. Purchasing power: Strong

(2) Stabilizer Persona - Age: 64-70 years old

Profile: Balkan.Grandma. Female. Retro. The memory makers. Savings collectors, keepers of reusable belongings, likely to be lacking in family support. Prioritize products and services that allow them to age well and fit in the world of their nephews and children. Sensitive to inclusiveness to feel accepted and appreciated. Often living alone, because of a lost spouse, in large houses with a yard. Obsessed with homemade cooking and new recipes to gather their large family. Stay in bed to track TV series, they feel incredibly lonely and scared of intruders. Though it's difficult for them to have extra money at the end of every month, they still highlight the gift tradition for their kid and grandchildren, to strengthen their belongingness and make family keep getting back.

Occupation: Retired elderly/Renting apartment/ Voluntary help to the community/House cleaning and cooking, Keeping kids, etc.

Hobbies: TV series, planting flowers, obsessing of their kids' lives, keeping a pet, traveling in groups occasionally.

Consumption Values: Strict budgeting on living expenses, with focus on how to financially support their children with their savings. Nostalgic, caring, giving persona. Restoring the old living space decoration, or buying used or cheap furniture. Random non-planned visits in the green bazars, like to compare visual appearance, comparing prices, quantity, sensitive to discounts. Distracted by details, feeling gratification when they manage to save on a deal. Love an environment where they can take portrait or nature photos for social media and socialize. Oversensitive and hungry to be respected, appreciated, needed and perceived as a pleasant company. Imitating celebrities' behavior and young relatives, trying to preach a fashion to their kids on "How to dress well" (becoming difficult as they go with the flow and have limited information access): learning from free non-structured libraries, buying mass-production cloths, non-refined friend circles. Glorifying marriage, pregnancy, and parenthood. Purchasing power: Limited

Recommendations:

- ✓ Adopt less-is-more product push. Take cues from single-product e-commerce sites and focus on key product attributes and information.
- ✓ At the most basic level, if the customer is immediately overwhelmed by product pushes, they are less likely to convert.
- ✓ Both profiles expect more value for the same money, both are curious to explore new materials. Style addicts. Products that makes them seem fresh and vivid, because they hate the word "Old". Offer immersive, decluttered experience to feel free of material bounds.
- ✓ Proud and hungry for respect, in eternal chase of social proven badges. Offer smaller range of high-quality products and service that saves their precious time.
- ✓ Communicate delivery of the 3 most basic spiritual needs: connection, competence and relatedness. Human essential need is to stay involved and connected, to be heard when he has to say something, to feel what he says really matters. To fit in environment in which he feels accepted and able to relate with the circumstances.
- ✓ The grandma and the gamer, both like news. They are creative beings, and like easy life.
- ✓ Dedication makes gamer focused, disciplined childhood makes grandma also focused, both are very hard-working individuals, on the edge of phantasm.
- ✓ Colors of NTF and retro are mirroring these both extreme tastes.

Both groups of participants confirmed strong likability of one-fits-all product, demonstrated in different manner and different criteria of values. Hence, adoptive is important for the costumer, but the tools needed for each particular target group shell be adopted accordingly to fit their judgement and feel more native.

5. CONCLUSIONS AND IMPLICATIONS

The "Fluid Product" have great significance for the future of Humanity and should be further explored because of several main reasons: (1) Society Corrective: Metaverse, (2) Design Better Products and (3) Usage of Human Best Potential. Results from the research are based on subjective answers by the examined people. Their answer could be under influence of the momentum: environment, interactions, mood, stage of life, distractions. People don't behave in the same way as they say they do, and it's best practice the user to be observed when interacting with the product/service, instead of asking their opinion.

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