



FROM CHANGING ATTITUDES TO SHAPING BEHAVIOUR: THE RISE OF BEHAVIOURAL SCIENCE

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GAME CHANGERS

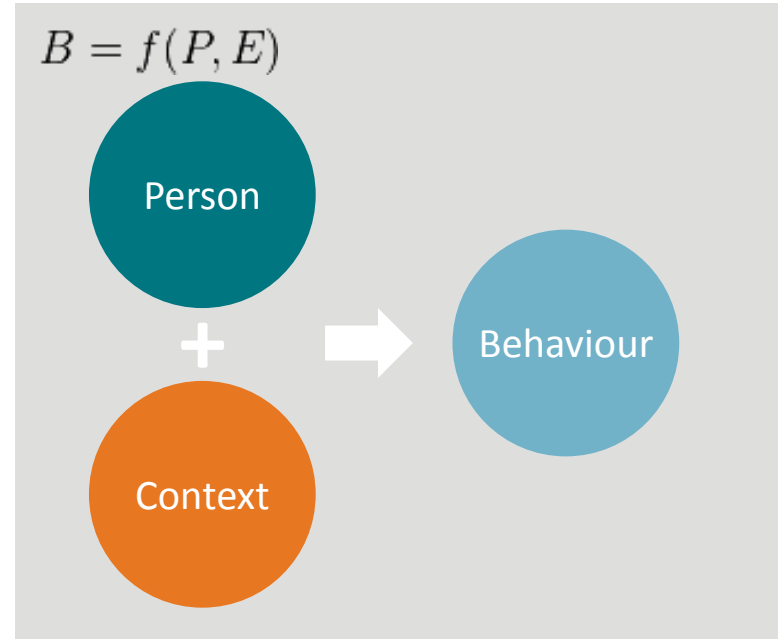


CONSUMERS
ARE **PEOPLE**

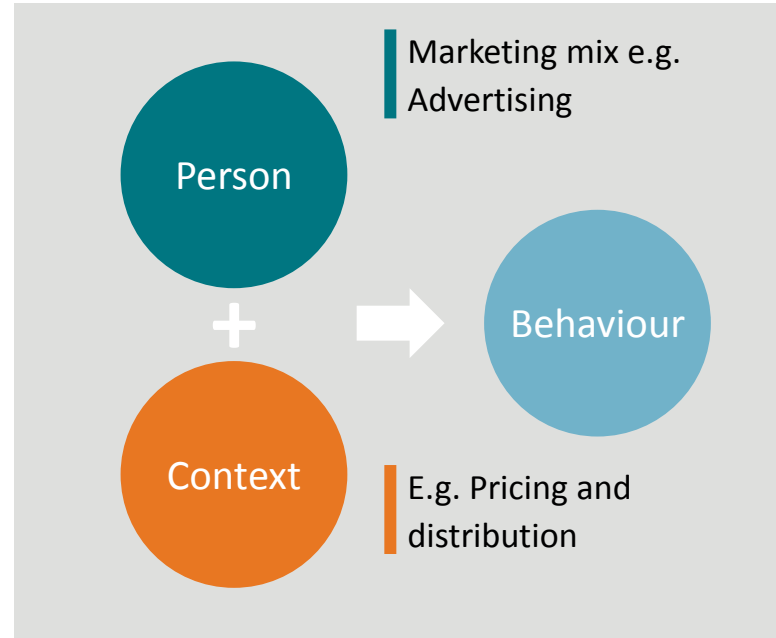


CONSUMPTION
IS A
BEHAVIOUR

**BEHAVIOUR IS
DRIVEN BY THE
PERSON IN CONTEXT
/ SITUATION OR
ENVIORNMENT**



CHANGING BEHAVIOUR COMES FROM ALTERING EITHER ELEMENT



THE IPSOS BEHAVIOURAL MAPS FRAMEWORK



BRINGING CLARITY TO BEHAVIOURAL SCIENCE

The Ipsos 4 I process

Identify

- The problem and behaviour(s) of interest

Insight

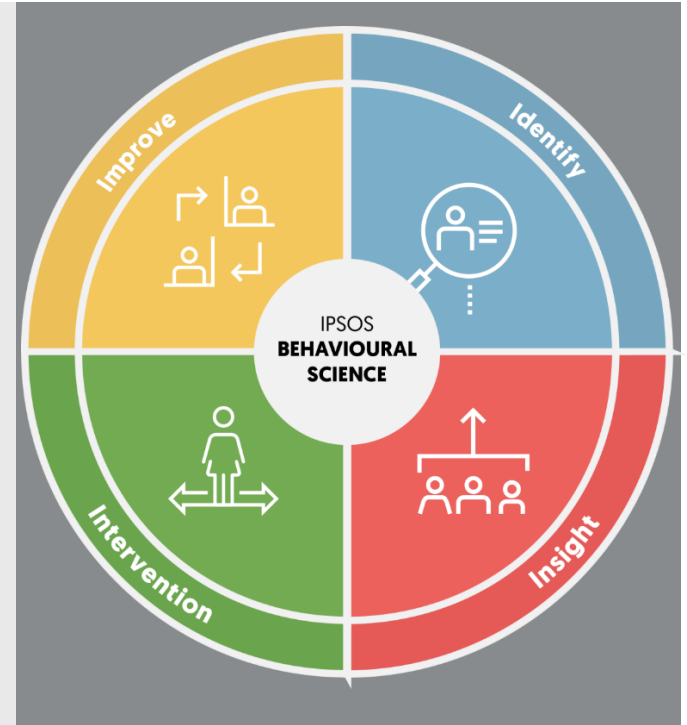
- Understanding behaviour(s) in depth and in context

Intervention

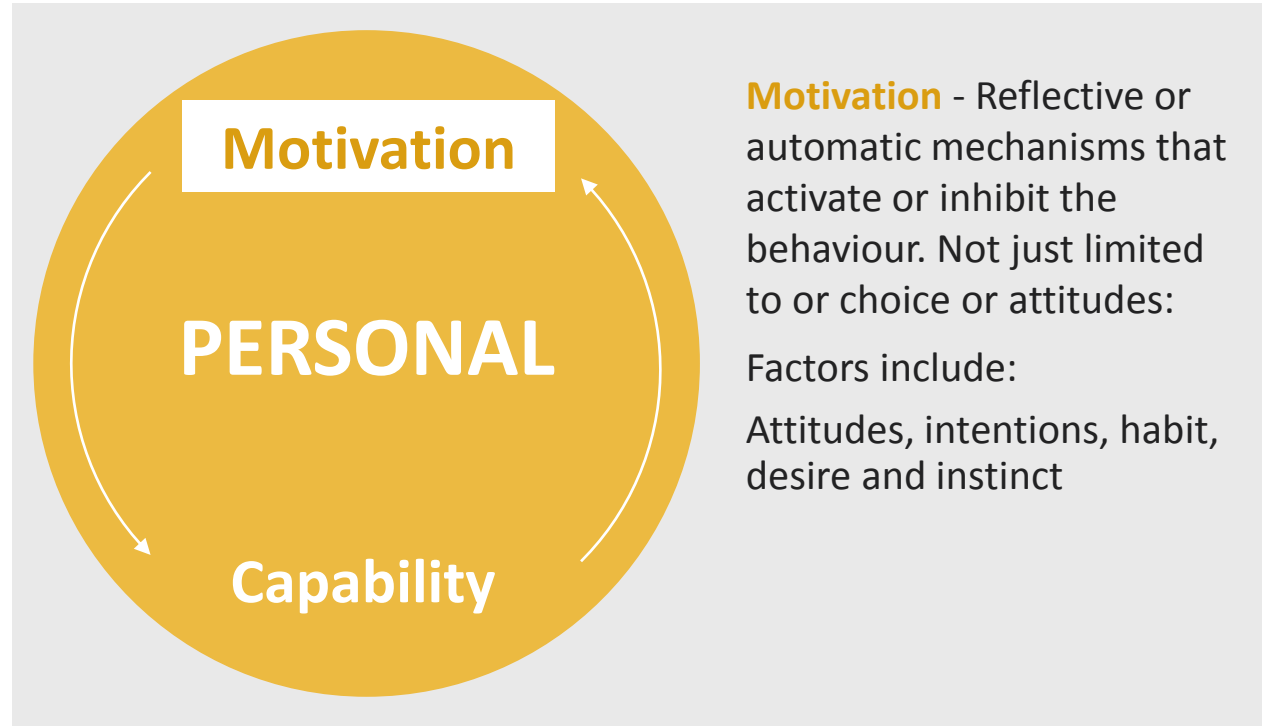
- Design feasible behaviour change solutions

Improve

- Evaluate and refine solutions (iteratively)



THE PERSONAL DRIVERS OF BEHAVIOUR - MOTIVATION



TWO SYSTEMS OF THINKING

Fast

System 1

- Automatic
- Intuitive
- Instinctive
- Primary
- Rapid
- Blind
- "WYSIATI"

Slow

System 2

- Considered
- Effortful
- Focused
- Secondary
- Slower
- Lazy



AUTOMATIC AND REFLECTIVE BEHAVIOUR

System 1



System 2

17 X 24 =

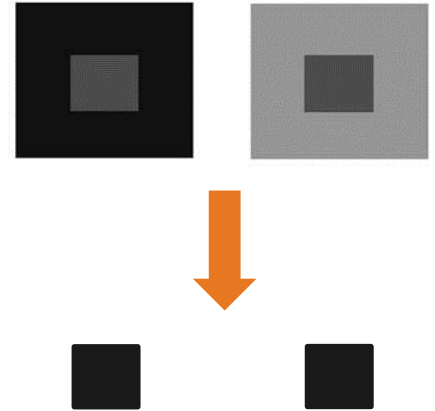
BRANDS AND BEHAVIOURAL SCIENCE

- Strong brands can be unconsciously processed, but this will dictate how far they can stretch

Coca-Cola

Home insurance?

- The brand frame – without it brands can appear identical – cola



Attitudes are very important



Motivational

Habit

Behavioural patterns,
based on learned
context- behaviour
associations
that occur automatically on
encountering specific
contexts.

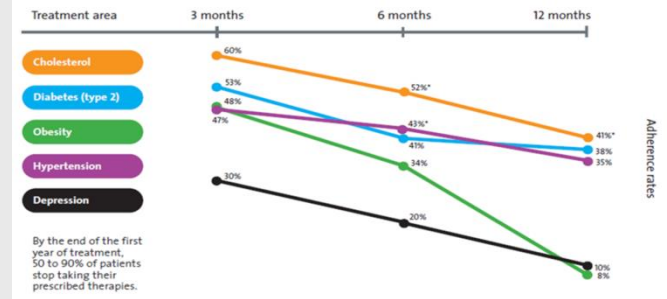
PERSONAL MOTIVATION: CREATING HABITS IS NOT ALWAYS EASY

For many products such as the long term adherence to dermatological care creating habits can be important.

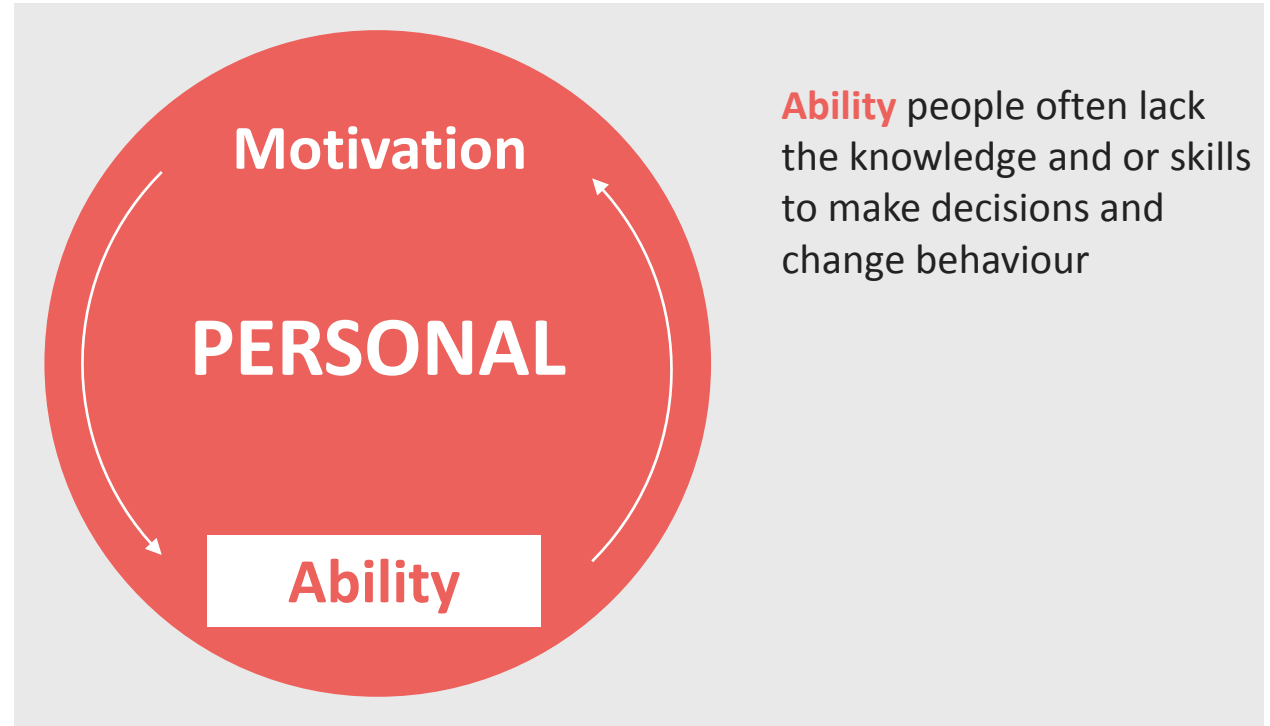
However in an areas where the problem clears up in the short term it is difficult to create the contextual link for long enough to build habitual behaviour

Many patients stop taking their medications

Adherence rates plummet in just a few months



THE PERSONAL DRIVERS OF BEHAVIOUR - CAPABILITY

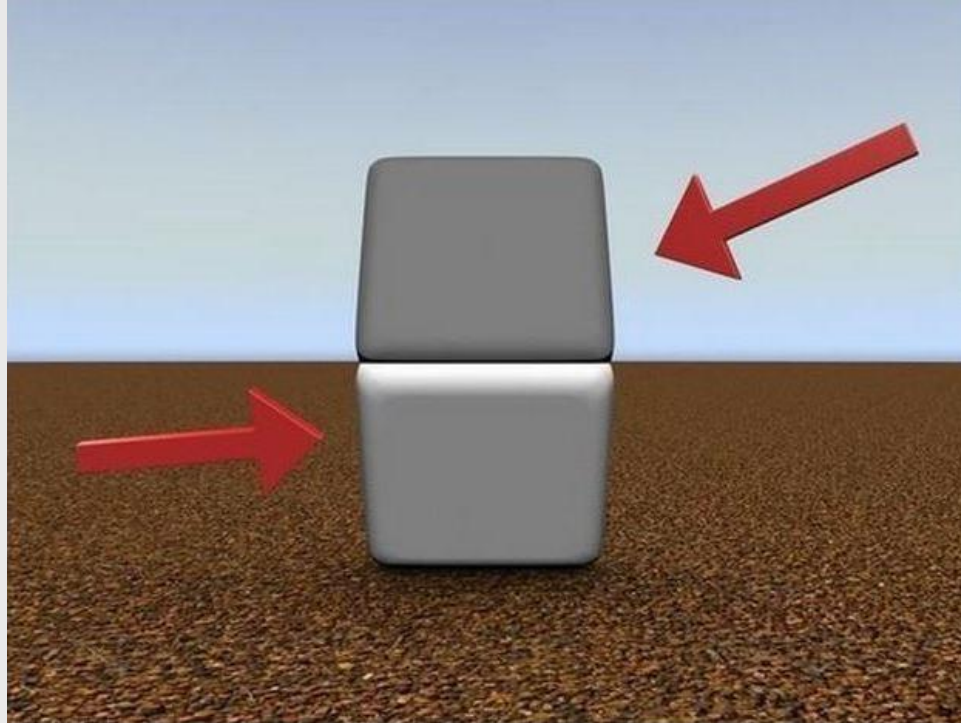


My ability to make decisions

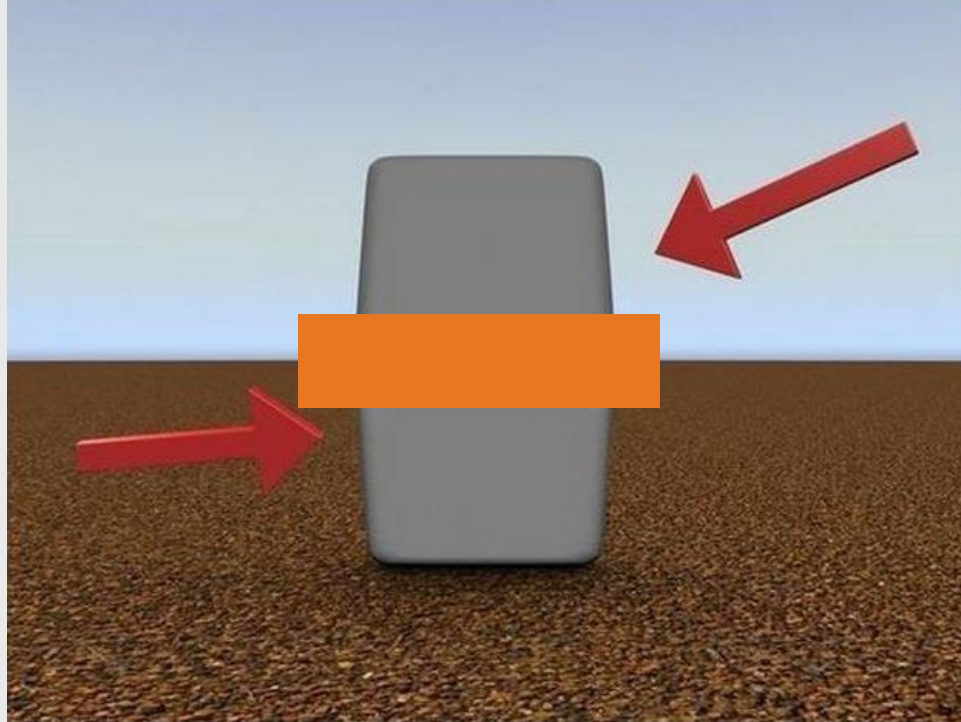


**Memory, Attention,
Decision-Making** The
ability to retain
information, focus
selectively on aspects of
the environment and
choose effectively

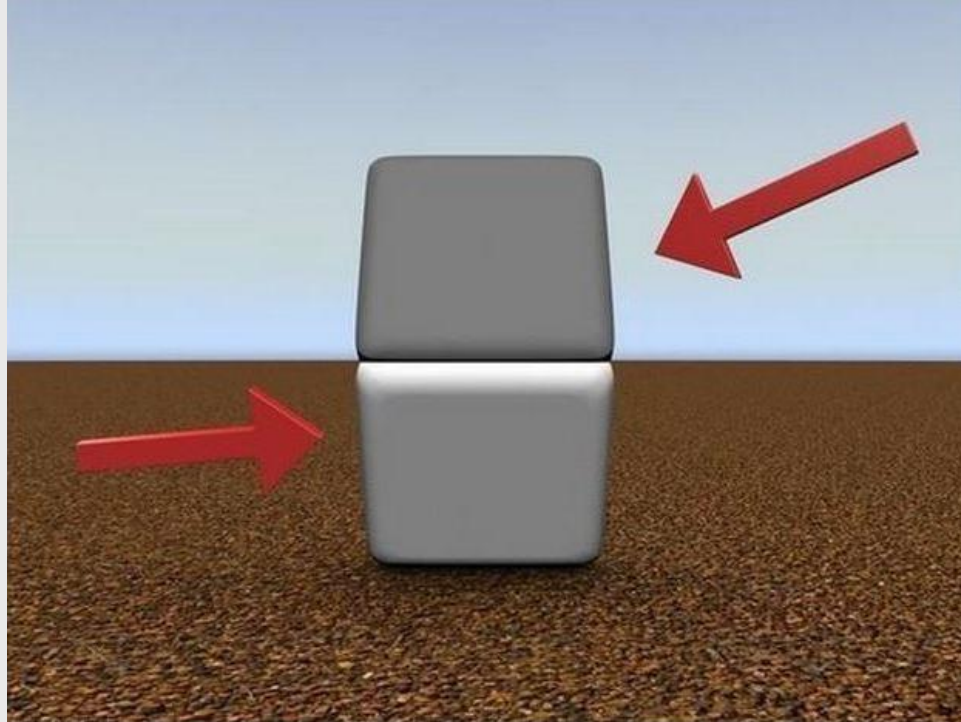
VISUAL ILLUSIONS – AN ANALOGY



VISUAL ILLUSIONS – AN ANALOGY



THERE IS NO WAY TO COUNTER THE BIAS



GOING BACK TO FIRST PRINCIPLES – WE LIKE TO THINK QUICKLY

Biases

A pattern of deviation in judgement resulting in inaccurate judgement and irrational behaviour

Heuristics

A decision-making strategy – or mental shortcut – that ignores information to make decisions faster, more frugally or even more accurately than more complex methods

Ability

Memory, Attention, Decision-Making

Anchoring & Adjustment

During decision-making we use an initial piece of information (anchor) to make subsequent judgements.



PERSONAL ABILITY: AN EXAMPLE ANCHORING

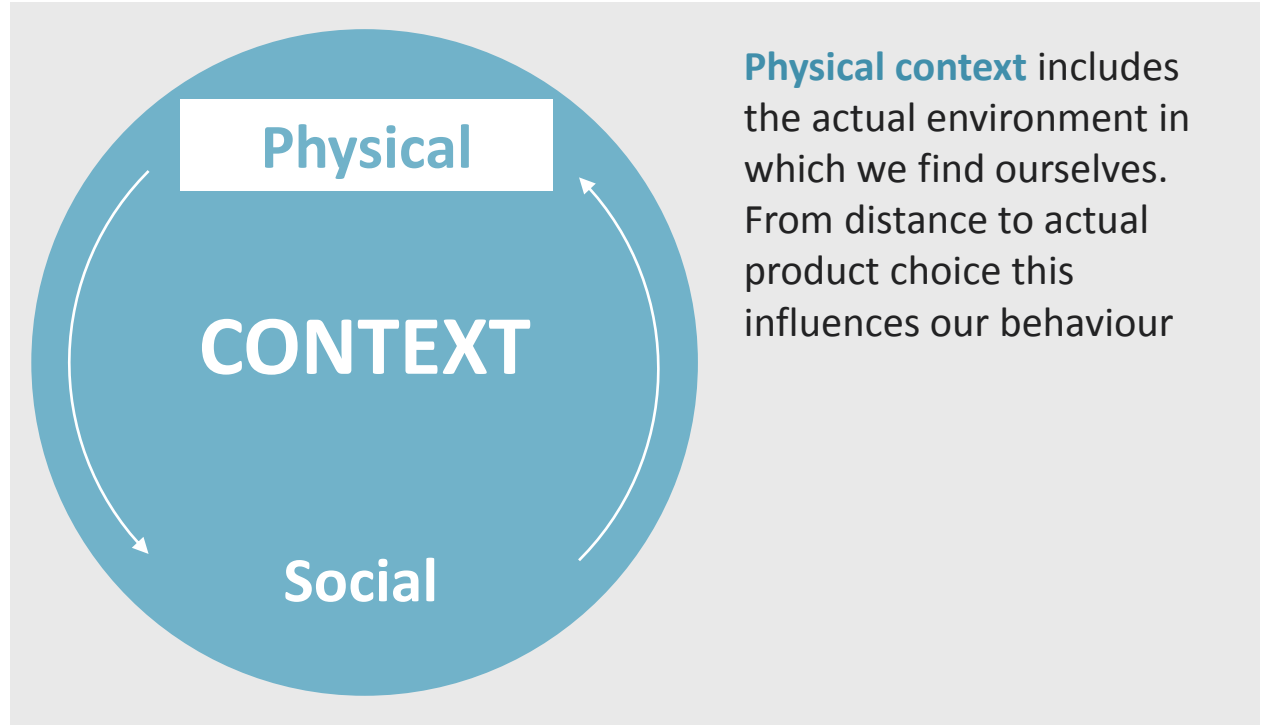
During decision making we use an initial piece of information (the anchor) to make subsequent judgements

Example sales tactics include “start high and end low” strategy to set an anchor for cheaper options

What should we price it at? If you listen to the pundits, we’re going to price it under \$1,000? I’m thrilled to announce that pricing starts not at \$999 but at just \$499.

	16 GB	32 GB	64 GB
WiFi	\$499	\$599	\$699
WiFi + 3G	\$629	\$729	\$829

CONTEXTUAL DRIVERS OF BEHAVIOUR - PHYSICAL



Physical

Environmental Context and Resources

Triggers / Prompts

Are there features of a given situation or environment that act as prompts or reminders to perform a specific behaviour?

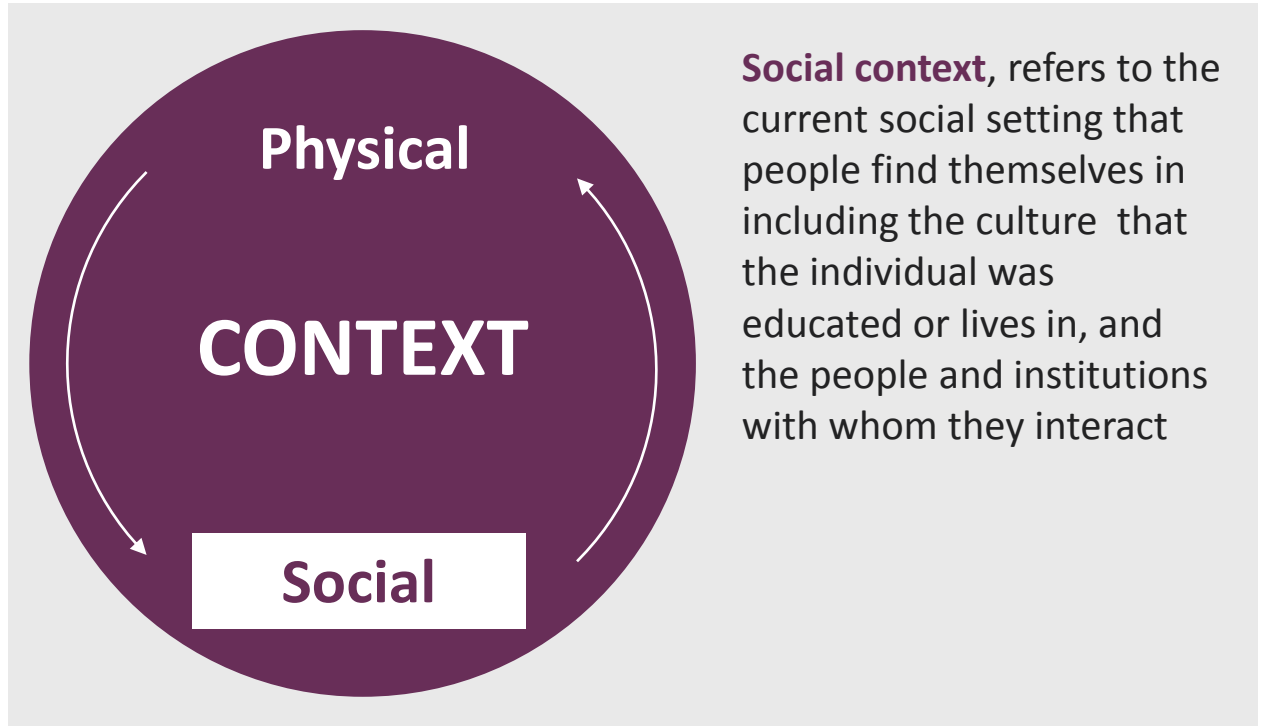


PHYSICAL CONTEXT – AN EXAMPLE SIZE AND SPACE



- Environmental cues are key to behaviour
- Physical size and space is often a determinant of shopping behaviour
- An experiment run by CPG manufacturer found that the most influential factor on penetration of new brands was cupboard space

CONTEXTUAL DRIVERS OF BEHAVIOUR - SOCIAL



Social

Social Influences



Social Proof

People conform to the behaviour of others assuming it to be the correct behaviour (e.g. expert, celebrity, social, media, friends and peers)

SOCIAL CONTEXT – A CLASSIC EXAMPLE SOCIAL PROOF



- Social context is key to driving behaviour
- Using social proof is one of the top 5 tips in ecommerce
- Brands from Amazon though to trip advisor have very successfully used it to help up and cross sell products

THE IPSOS BEHAVIOURAL MAPS FRAMEWORK



Thank you!

