Human First Collective

Behavioural Science in Marketing: Understand, Predict, Change

Brunch & Learn Event

THE JUICERO

A £400 juicer, that connects to Wi-Fi.

The CEO was described as the 'next Steve Jobs'.

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THE JUICERO

Raised and lost £120 million in 1 year.

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THE JUICERO

Juicero's product does not consider their customer's **needs and pain-points.**

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Many businesses still miss the key ingredient...

Understanding who their customers are, and why they behave the way that they do.

The average adult makes 30,000 decisions per day.

220 of these are about food alone.

95% of these decisions are habitual and unconscious.

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So, people rely on
mental shortcuts
and other factors to
make decisions.

Factors that influences decisions...

PERSONALITY

EMOTIONS

BIASES

RISK APPETITE

EXPERIENCE

SOCIAL FACTORS

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What is behavioural science?

The study of human behaviour and decision making to make the unconscious, conscious

Other companies use behavioural science...

Our Framework...

UNDERSTAND

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PREDICT

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Framework

1. UNDERSTAND

YOUR CUSTOMERS

Combine **quantitative** and **qualitative research** methods to delve into the **data** and **insights**

2. PREDICT

THEIR DECISIONS

Using **models** and **frameworks** to develop our understanding of **audiences** and **predict behaviours, priorities** and **outcomes**

3. CHANGE

THEIR BEHAVIOUR

Design methods to **intervene** and **instigate change** in our audiences

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1. UNDERSTAND.

2. PREDICT.

3. CHANGE.

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1

UNDERSTAND.

People's decision-making is influenced by many underlying factors.

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Understand key decisions & behaviours

UNDERSTAND

Social Listening

Hypothesis

Interview Customer s

Surveys

Stakeholder Interviews

Mixed-methods research

Website behaviours

CRM analysis

Landscape analysis

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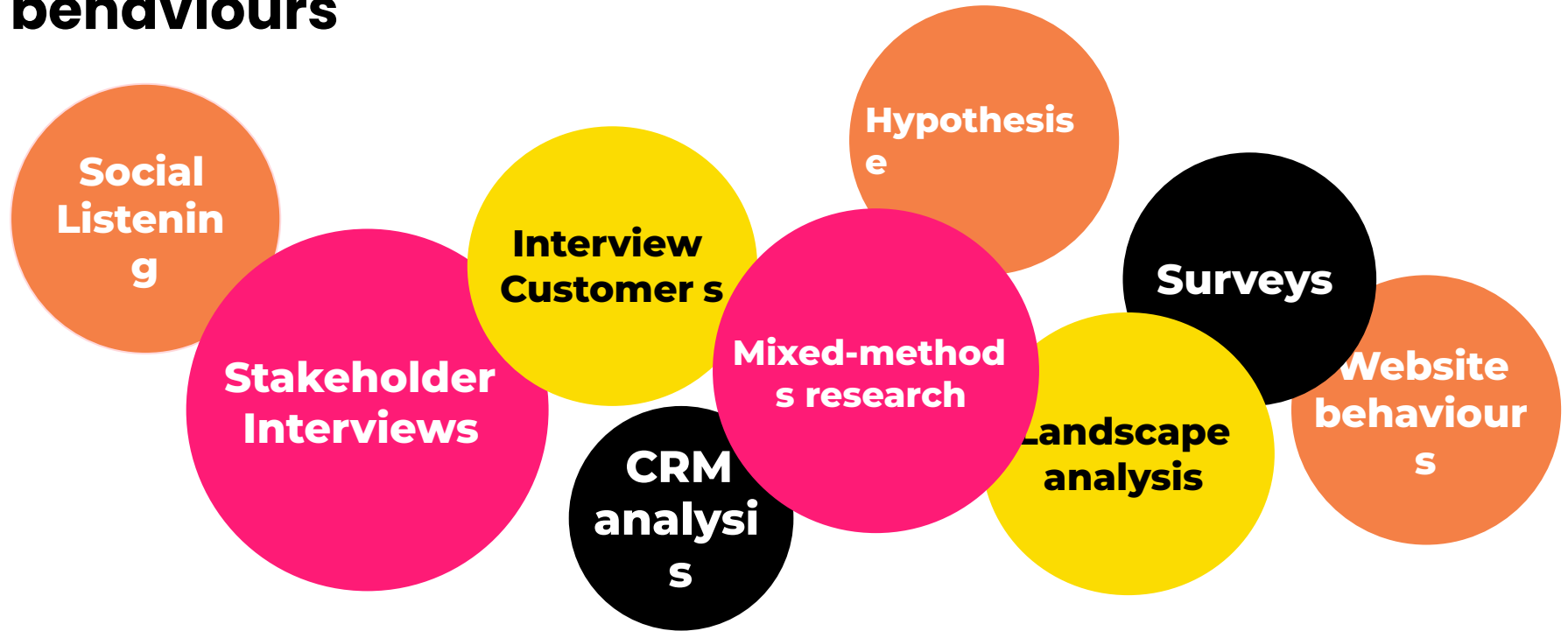
Using relevant research channels.

DESK RESEARCH

Who: General overview of the market and population to add any additional insights to enrich the data.

What: GWI and Meltwater research tools provide insights into channel selection and social listening data.

Why: To provide insight into the media landscape for particular topics and how the public reacts and searches.

SURVEYS

Who: Existing and prospective audiences/customers.

What: We'll ask questions around what motivates the customer's decision making.

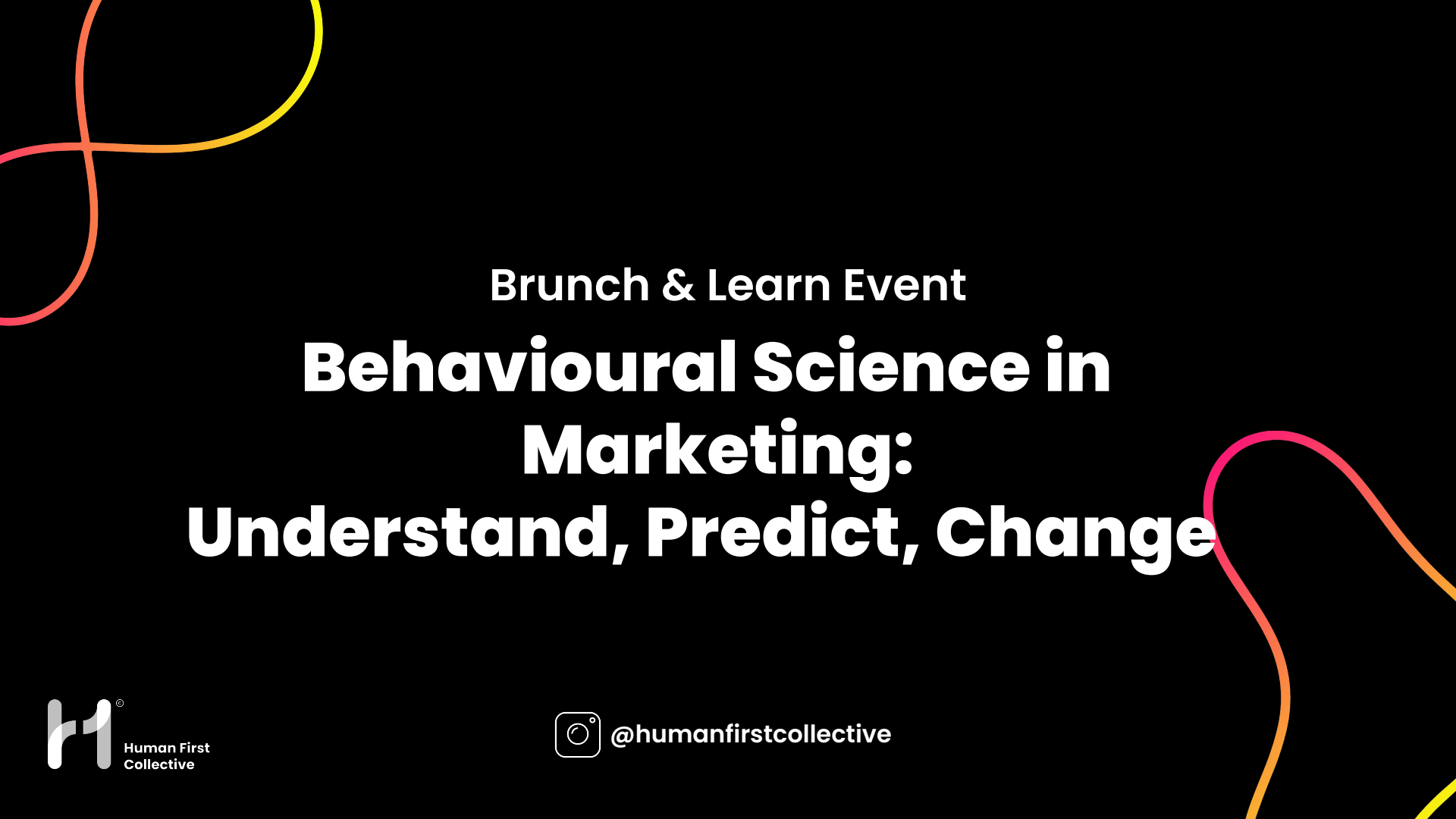**Why:** To acquire direct customer data to identify the barriers to purchase and festival attendance.

INTERVIEWS

Who: Internal stakeholders, customers, prospective customers.

What: We'll explore the insights that these individuals have in the customers' decision-making process.

Why: This insight will both enrich the survey data and uncover additional insights about why participants make their decisions.

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# 1. UNDERSTAND.

2. PREDICT.

3. CHANGE.

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PREDICT

2

Behavioural frameworks can predict your customers decisions and behaviours, and opportunities to create change.

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The COM-B Model

To understand consumer behaviour, it can be useful to look at **_why_ people do what they do** (or why they don't!)

- **Capability**
  "Do I have the ability to perform the behaviour?"

- **Opportunity**
  "Do I have the time/opportunity to do the behaviour?"

- **Motivation**
  "Do I want to do this behaviour?"

Capability

Opportunity

Motivation

BEHAVIOUR

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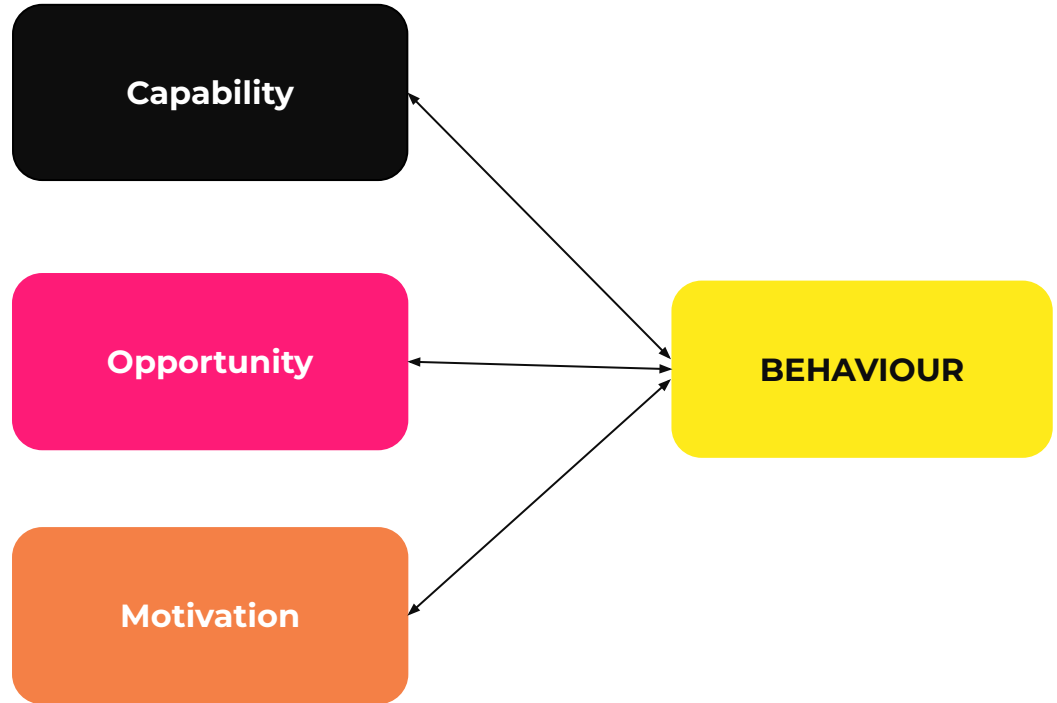
COM-B: Increase Clothes Donations To Shelter
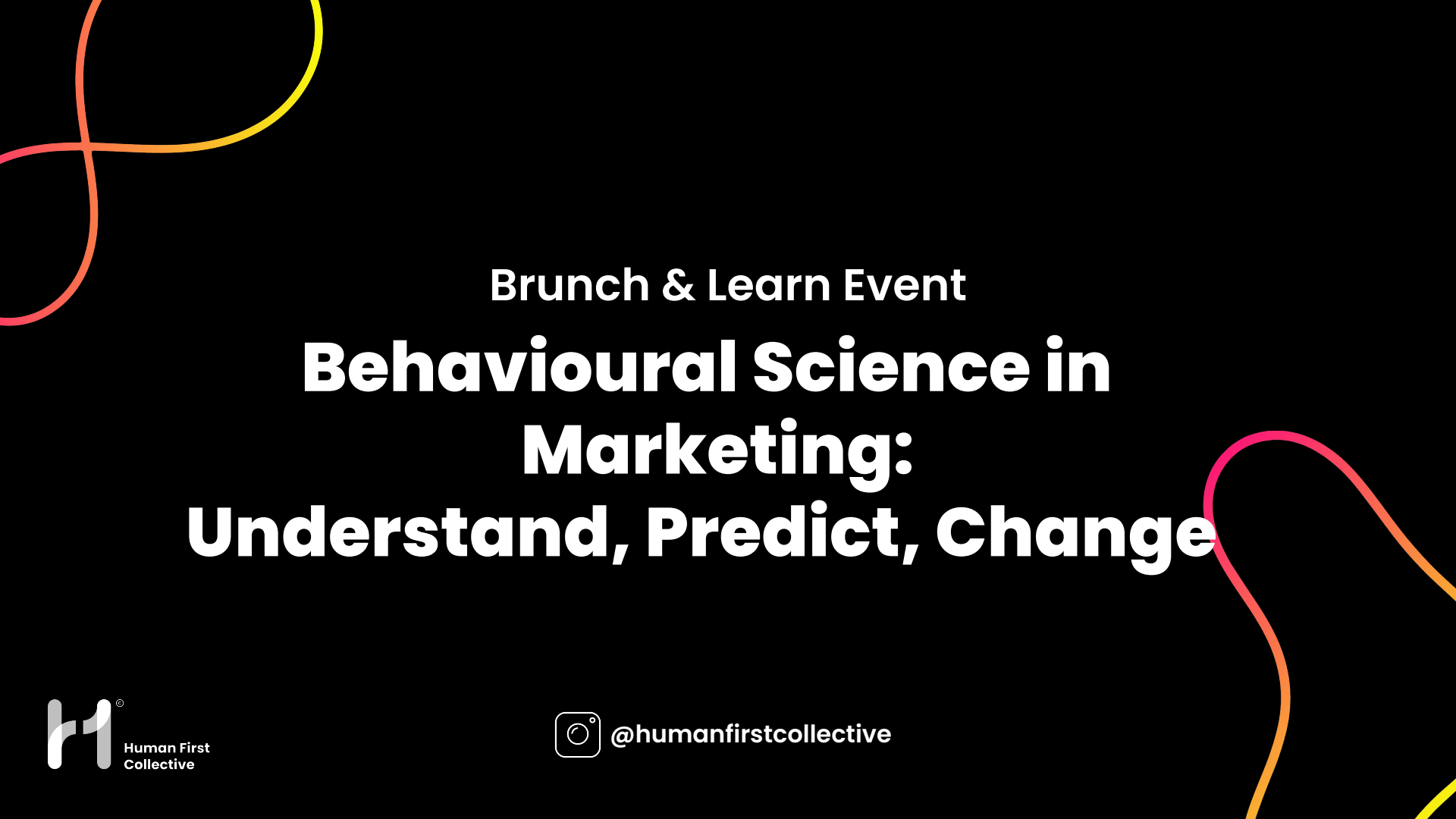
Capability questions

- Are people aware of Shelter?

- Do they know they can donate to Shelter shops online and in-store?

- Do they know how?

- Do they know why they would want to?

Opportunity questions

- Do people live near enough to a Shelter shop?

- Do they have easy access to a postal service?

- Do they know influencers or celebrities who donate?

- Do their friends regularly donate clothes?

Motivation questions

- Do people want to donate?

- Do they know the benefits of donating for themselves and others?

- Is donating to charity part of this person's self-identity?

- Have they done it before?

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SHELTER

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CHANGE

3

We can change behaviour by making changes to the environment in which people make decisions.

Imagine your local supermarket pre 2018...

Changing the choices at the check-out reduced sugar consumption by 20%.

(Ejlerskov et al. 2018)

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A nudge is a small tweak to the environment that can change behaviour, **without restricting choice.**

Nudge Cards

Present Bias

People prioritise short-term rewards in the present over future long-term benefits

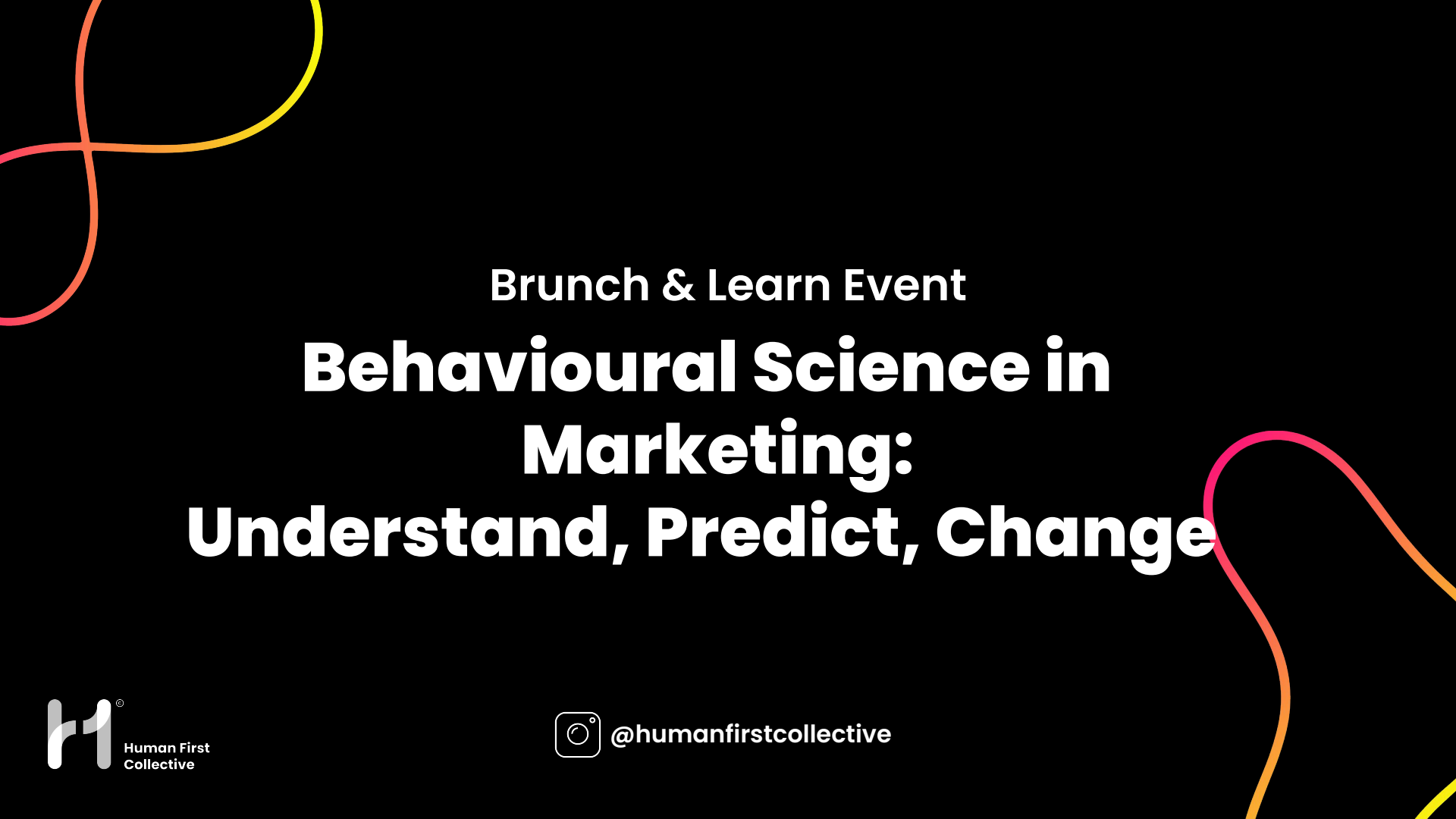Human First Collective

Other companies use Behavioural Science...

Social Proofing/Norms

People tend to conform to the
actions or opinions of others
when they are uncertain about
what to do

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Thank you!

Connect with our speakers

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Isobel Madle

Daryll Scott