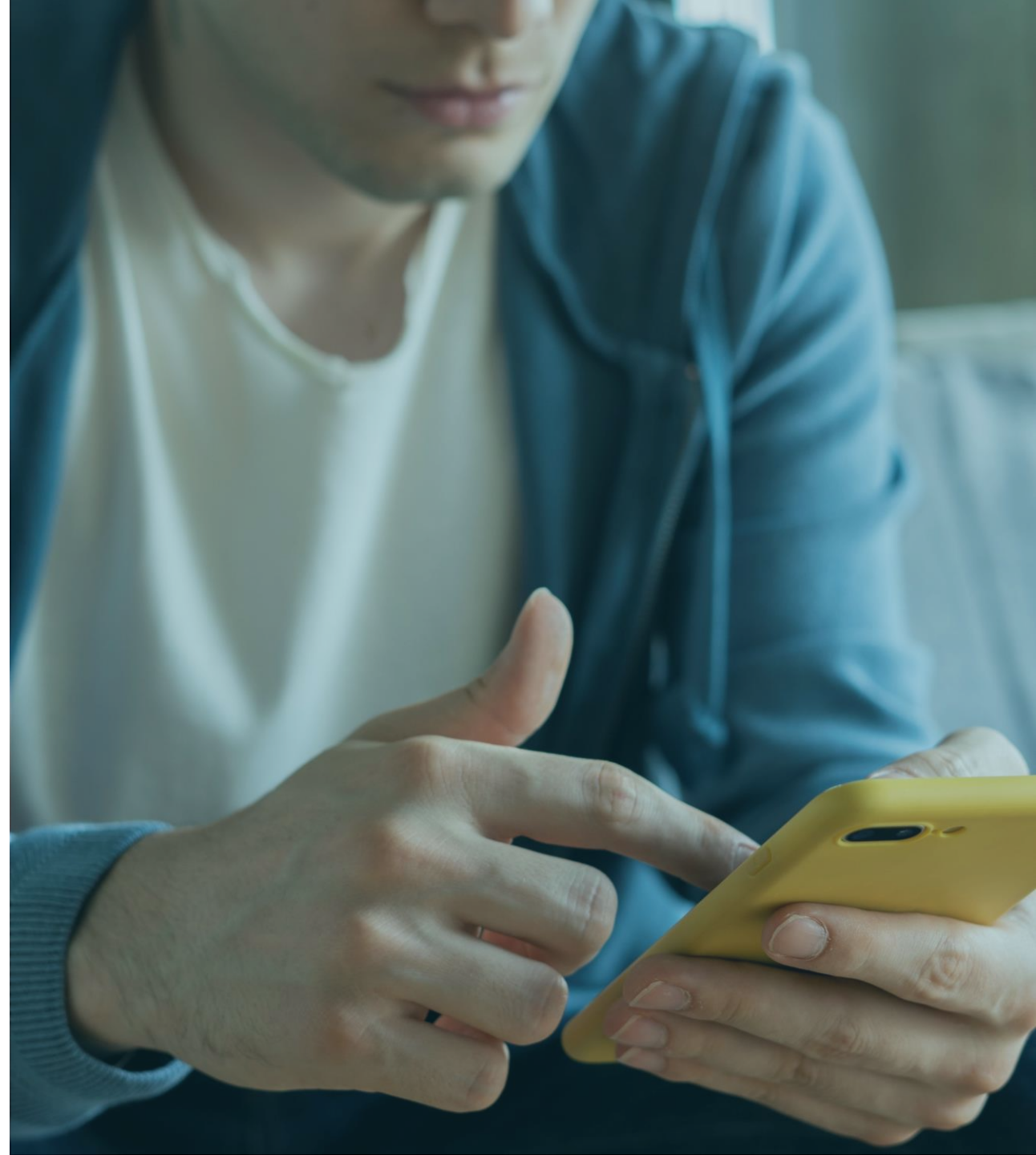# Influencing the online shopper journey by applying psychographic insights
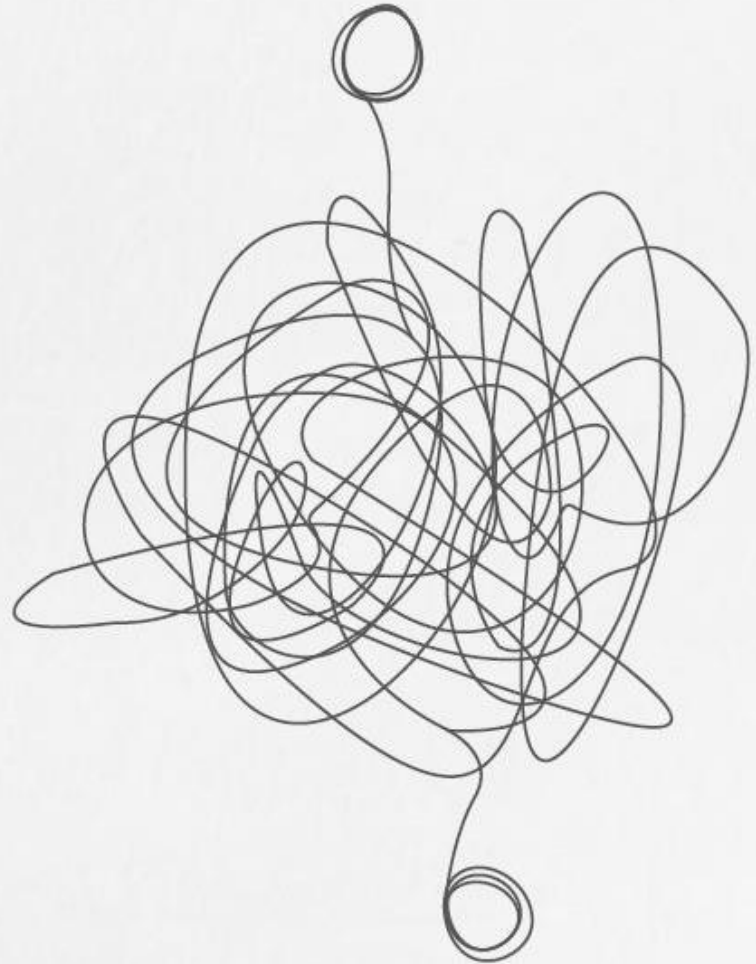
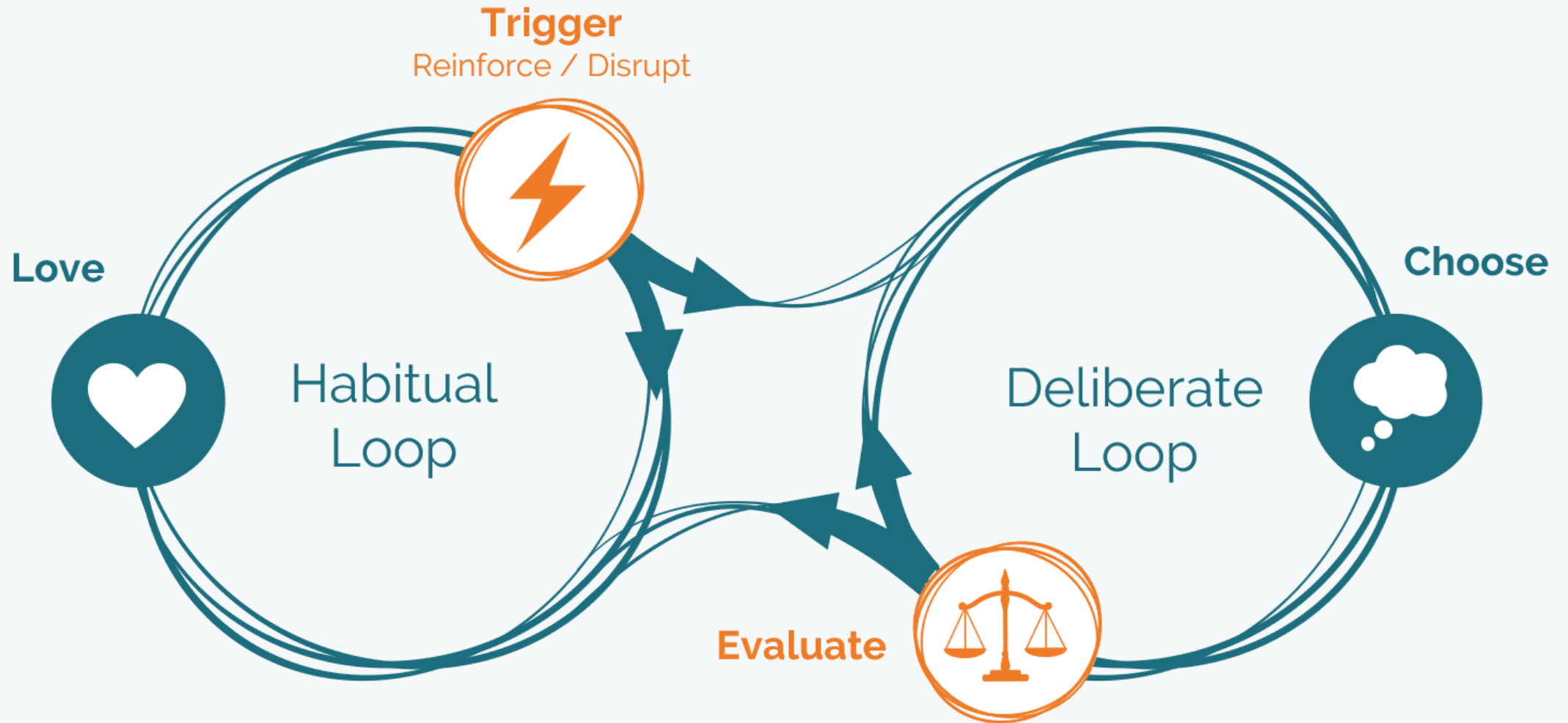**Remy Thim – Vice President, SKIM**

ARF SHOPPERxSCIENCE

March 3, 2021

"The way people make decisions is messy —

and it's only getting messier" Google

Habitual-Deliberate Decision Loop

What We Already Know About Predicting Consumer Behavior

Critical to uncover rational + subconscious drivers
Equip yourself with 360-degree view of the consumer

More holistic decision making

Applying consumer psychology to messaging & visuals
Reduces psychological distance

More in-market success

Integrate different data + information sources
Leverage existing (big data) + predictive (research data)
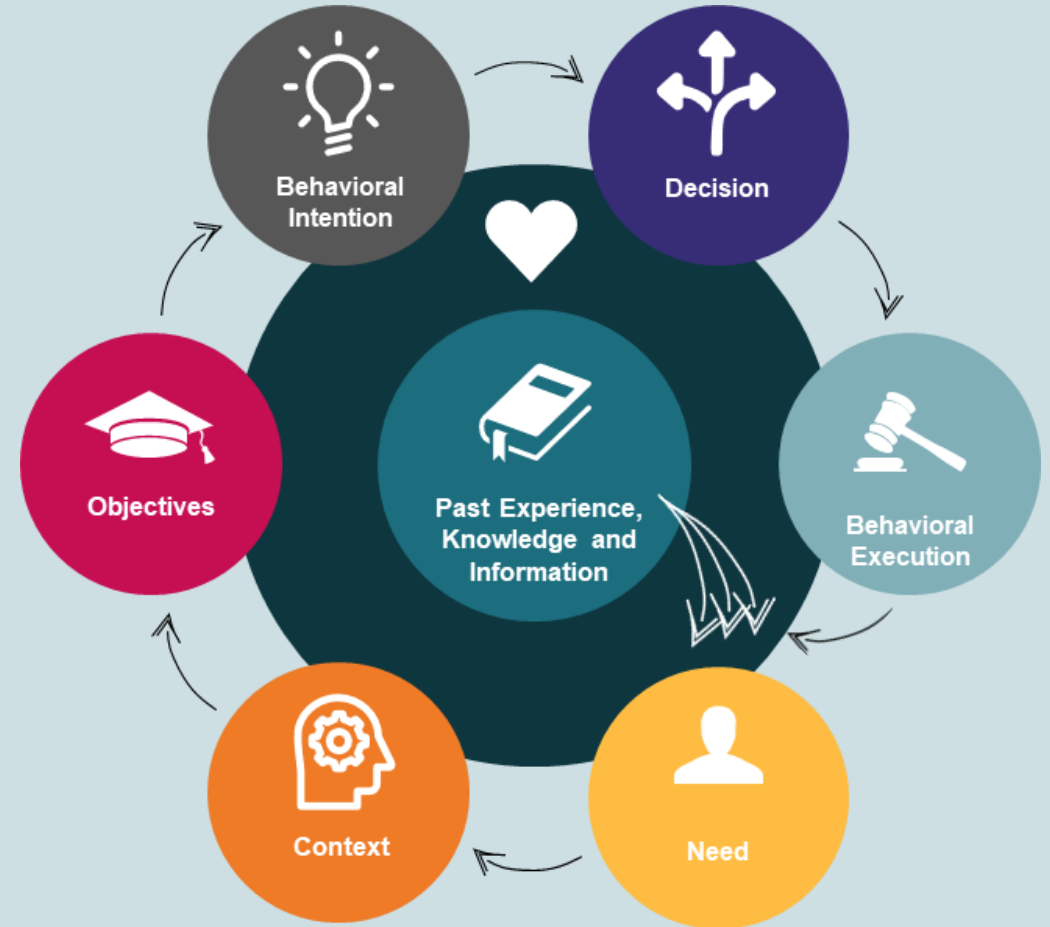
More accurate predictions

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Why Psychographics Matter

Consumer behaviors are not homogenous

Consumer journeys depend on traits, habits, context

Psychographic segmentation adds another level of accuracy to predicting online decision behavior

Applying these insights to marketing strategies generates greater online conversion, engagement and loyalty
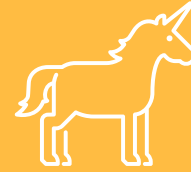

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Need for
Certainty

Need for
Affect

Need for
Uniqueness

Need for
Cognition

Key Personality Traits

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Behavioral Insights + Psychographics = eCommerce Success

1

Get behind walled gardens

Conduct research replicating eComm
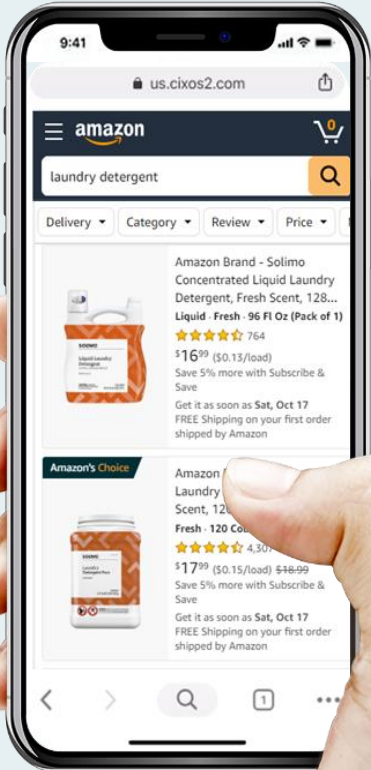
2

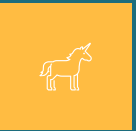**Realistic testing means you get real behaviors which enables more accurate insights and recs**

3

In-context testing best way to uncover Psychographic Segments

Need for Certainty

Need for Affect

Need for Uniqueness

Need for Cognition

SKIM

Questions?
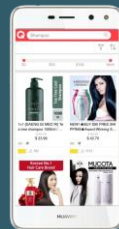
Remy Thim
Americas

Marina Georgieva
EMEA

Chrislyn Tang
APAC

For more SKIMspiration …

Check out our communications framework and how the theory works in action
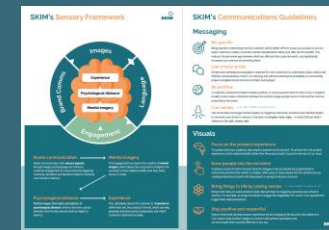
eCommerce success:
Increasing online conversion by reducing psychological distance

skimgroup.com/ARF1

SKIM Guidelines:
Driving conversion through better brand communication

skimgroup.com/ARF2

SKIM
decision behavior experts