



SKIM

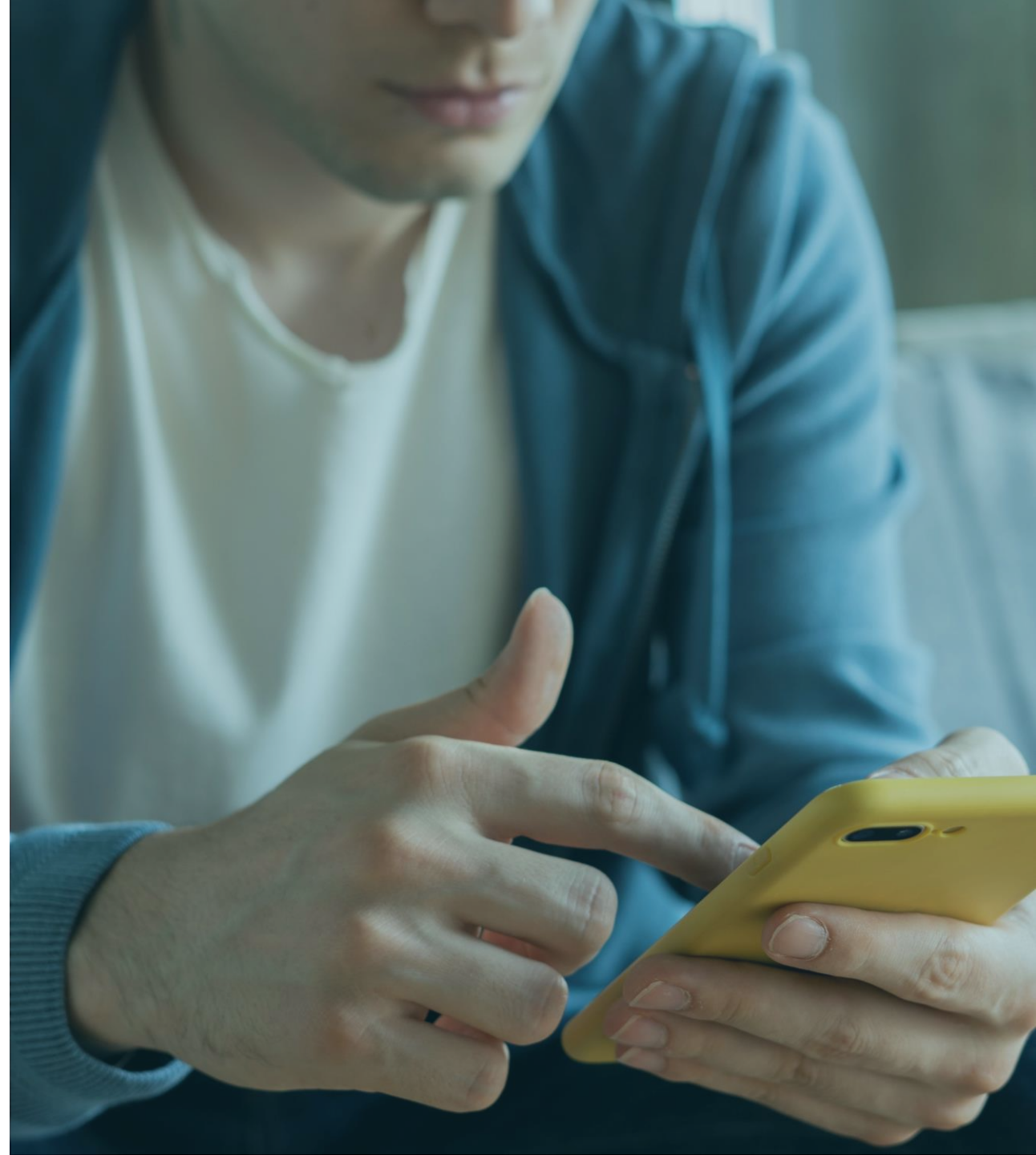
decision behavior experts

Influencing the online shopper journey by applying psychographic insights

Remy Thim – Vice President, SKIM

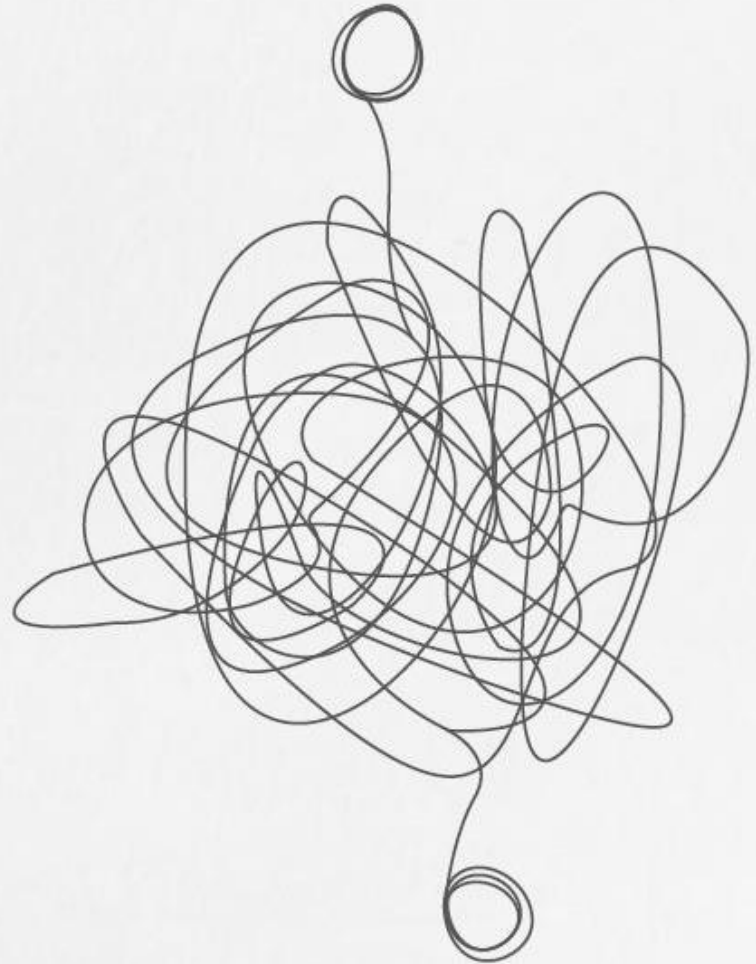
ARF SHOPPERxSCIENCE

March 3, 2021

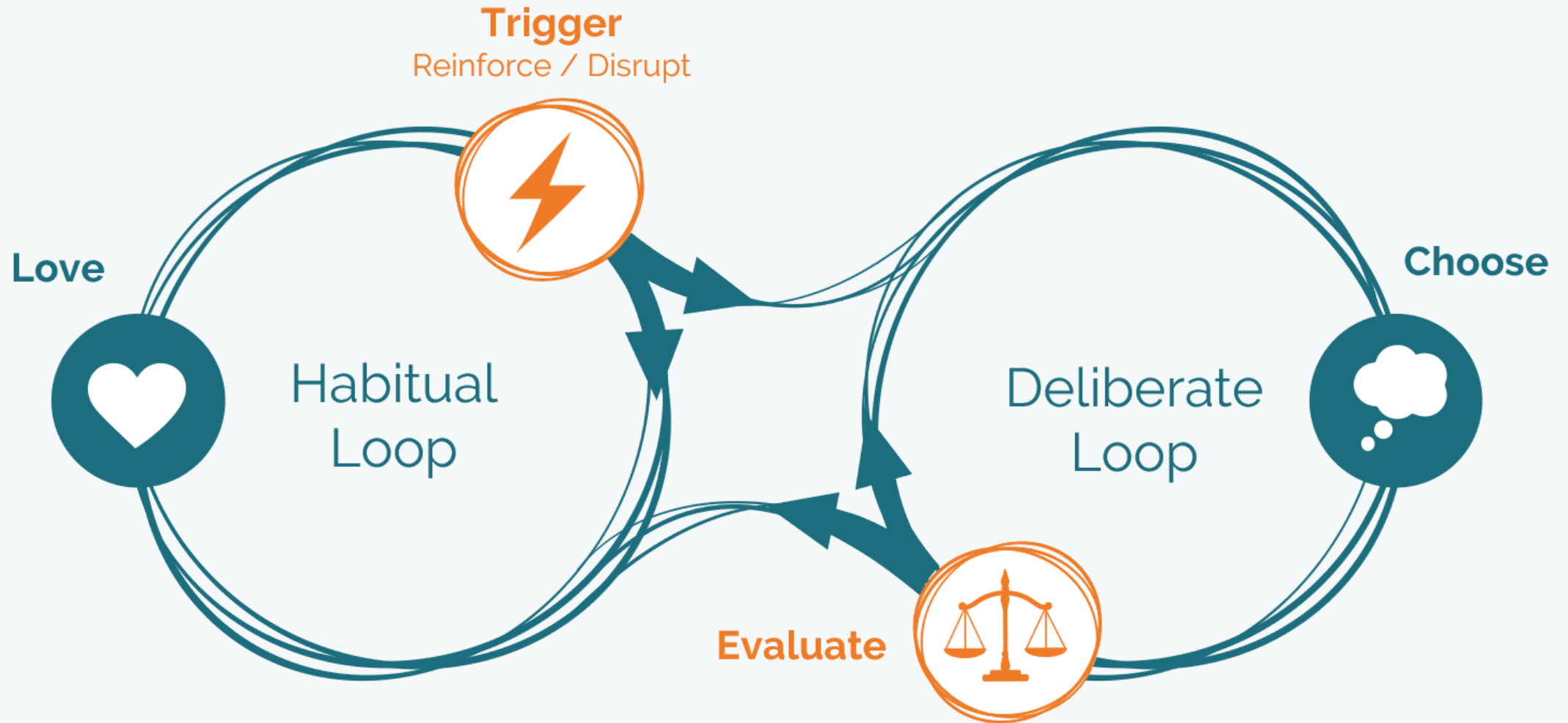


**"The way people
make decisions is
messy —**

**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**

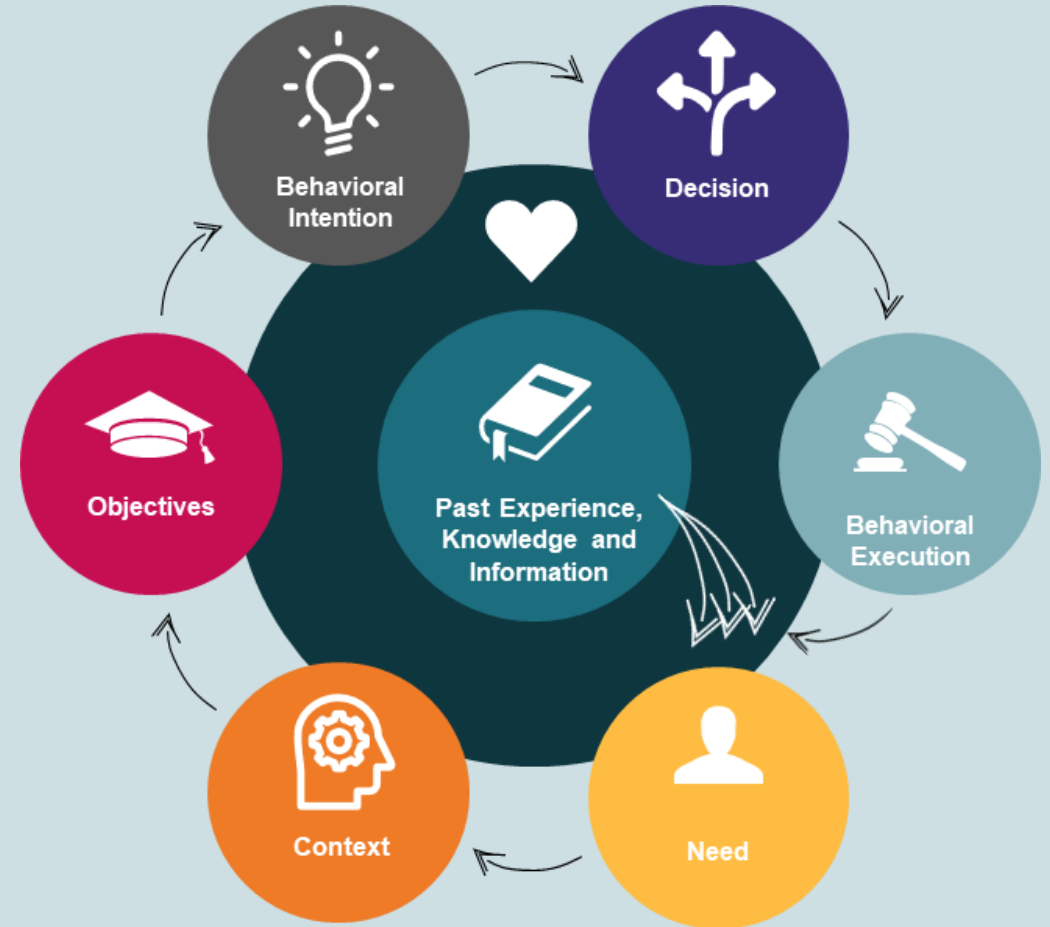
Why Psychographics Matter

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

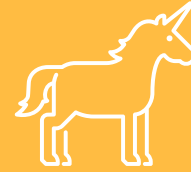




**Need for
Certainty**



**Need for
Affect**



**Need for
Uniqueness**



**Need for
Cognition**

Key Personality Traits



Risk-seeking

Open to trying new products or experiences

Need for Certainty

Risk-averse

Search for credible information. Need validation or reassurance they are making the “right” decision.

Use **implicit mobile-based research techniques** to **uncover** which ad stimuli **subconsciously offers confidence to each segment** (e.g. free trial promo)



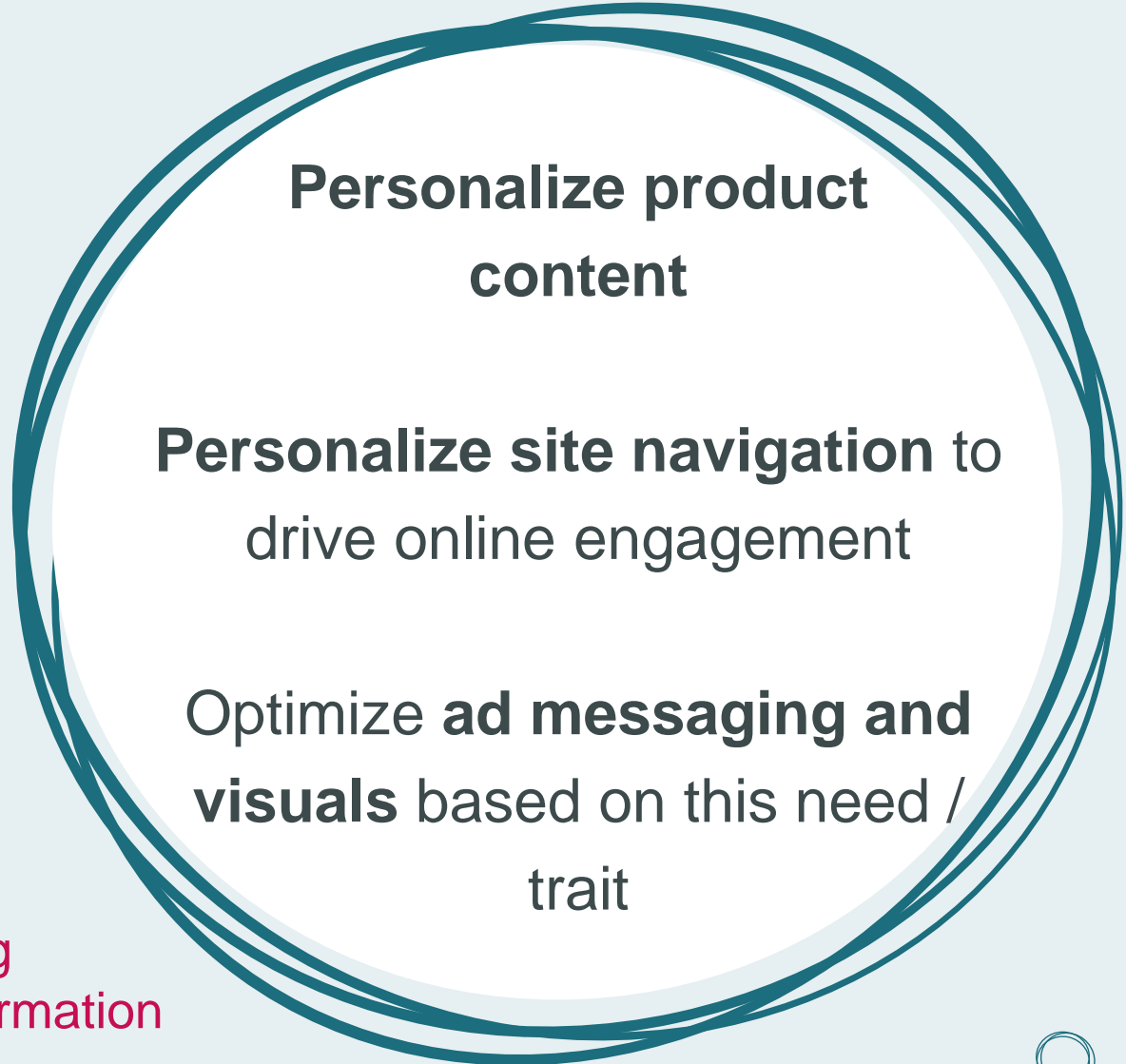
High

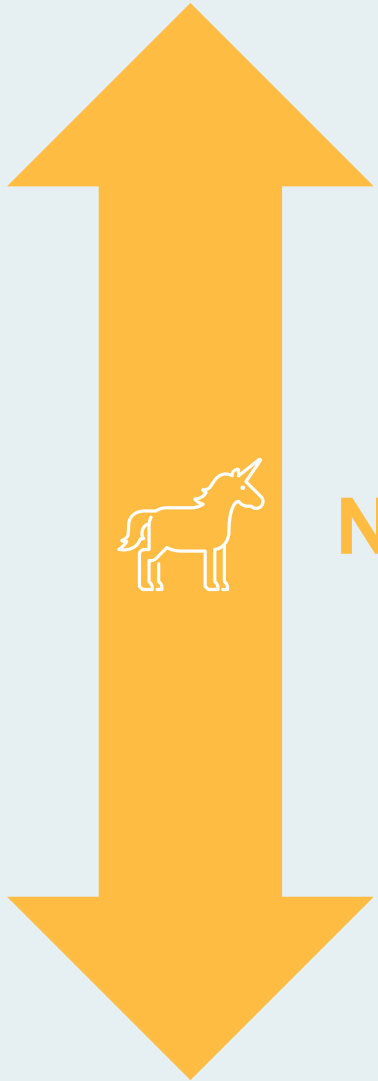
Prefer more visuals and stimuli as emotional appeal vs. logic

Need for Affect

Low

Not motivated by emotion-inducing messages, prefers text-based information





High

In pursuit of “differentness” relative to others and enhancing one’s personal/social identity

Need for Uniqueness

Low

More susceptible to and influenced by the encouragement of what other people do

Consider using the **social influence nudge** to recommend products or actions or on flip side, limited edition products/designs



High

Prefers to engage in extensive cognitive activity

Need for Cognition

Low

Doesn't enjoy or would prefer not to engage in making a choice

For DTC brands or subscription services, consider using **default nudges** to encourage sustainability driven choices

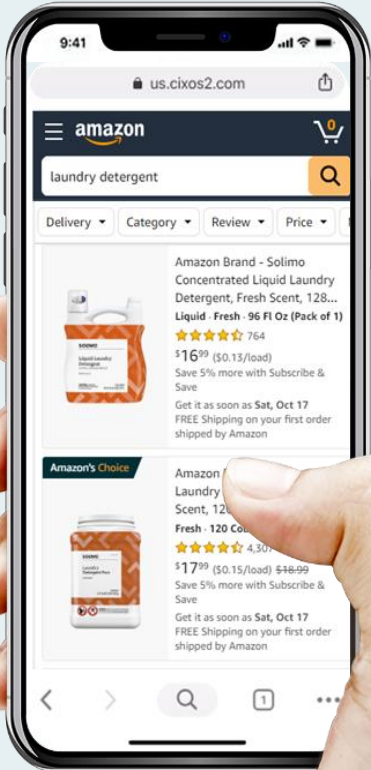
Like paper-free, no cutlery, less packaging options

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

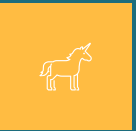
In-context
testing best way
to uncover
Psychographic
Segments



Need for
Certainty



Need for
Affect



Need for
Uniqueness



Need for
Cognition



Questions?



Remy Thim
Americas



Marina Georgieva
EMEA



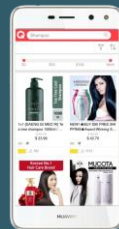
Chrislyn Tang
APAC

For more SKIMspiration ...

Check out our communications framework and how the theory works in action

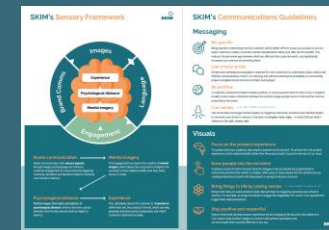
eCommerce success:

Increasing online conversion by reducing psychological distance



 skimgroup.com/ARF1

SKIM Guidelines:
Driving conversion through better brand communication



 skimgroup.com/ARF2