Influencing decision behavior
Digging into habits, disruptions and triggers

Marcel Slavenburg and Andrea Podobnik

Brand Challenges

Customer Acquisition

Brand Loyalty

Growth

SKIM

What you will learn today

How do people make decisions?

How does this work

How do people choose one brand over another?

What can I learn from that?

How can I make sure people choose my brand?

What can I do about it?

SKIM

1. How do people make decisions

2. How do people choose one brand over another?

3. How can I make sure people choose my brand?

1. **How do people make decisions**

2. How do people choose one brand over another?

3. How can I make sure people choose my brand?

Two systems of decision-making

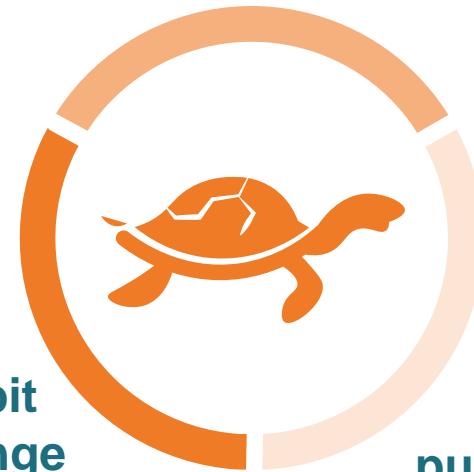**FAST**

SLOW

Unconscious

Precursor

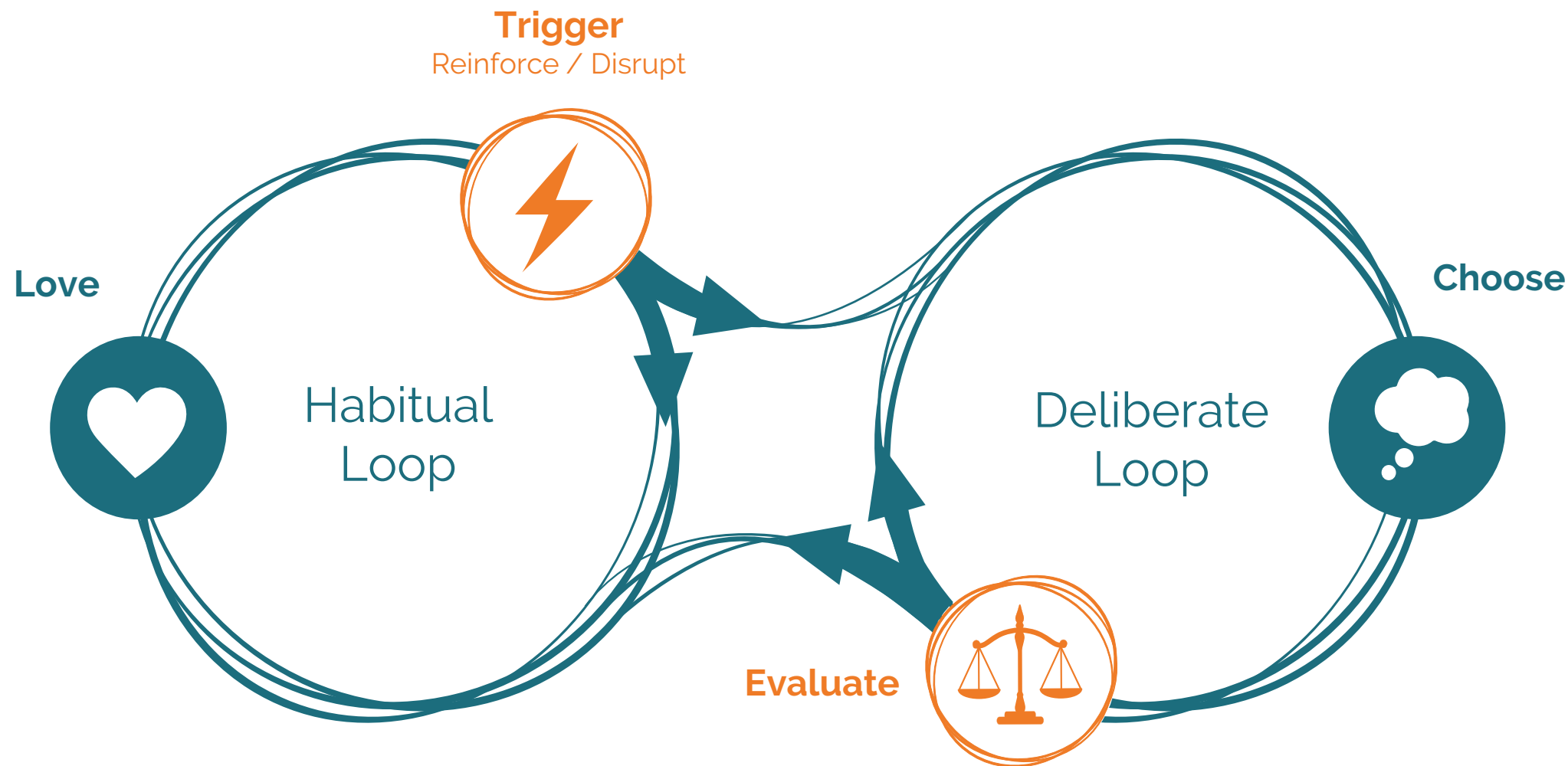Low-Level Purchases

Require deliberation

Habit Change

"Big" purchases

SKIM

For habits to form, repetition of a behavior in a stable environment is crucial

Without a change in context, there is no change in behavior

SKIM

Introducing the Habitual-Deliberate Decision Loop

Trigger
Reinforce / Disrupt

Love

Habitual
Loop

Deliberate
Loop

Choose

Evaluate

SKIM

In summary

1. Decision-making is goal driven: satisfying a need
2. The fast system, consists of unconscious, rapid actions and is the precursor to habitual behaviors
3. Habitual behavior can be disrupted - change of context is necessary to break people's habits
4. The Habitual-Deliberate Decision Loop shows how disruptors and triggers can get people moving

How do people make decisions?
how does this work

How can I make sure people choose my brand?
what can I do about it?

How do people choose one brand over another?
what can I learn from that?

SKIM

1. How do people make decisions

2. How do people choose one brand over another?

3. How can I make sure people choose my brand?

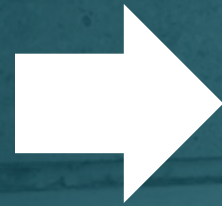1. How do people make decisions
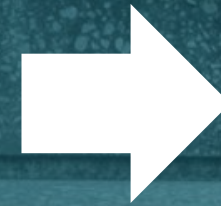
2. How do people choose one brand over another?

3. How can I make sure people choose my brand?

A decision journey is individual and circular

Every decision journey starts from, ends at, and adds to the individual's beliefs and experiences

Behavioral Intention

Decision

Objectives

Past Experience, Knowledge and Information
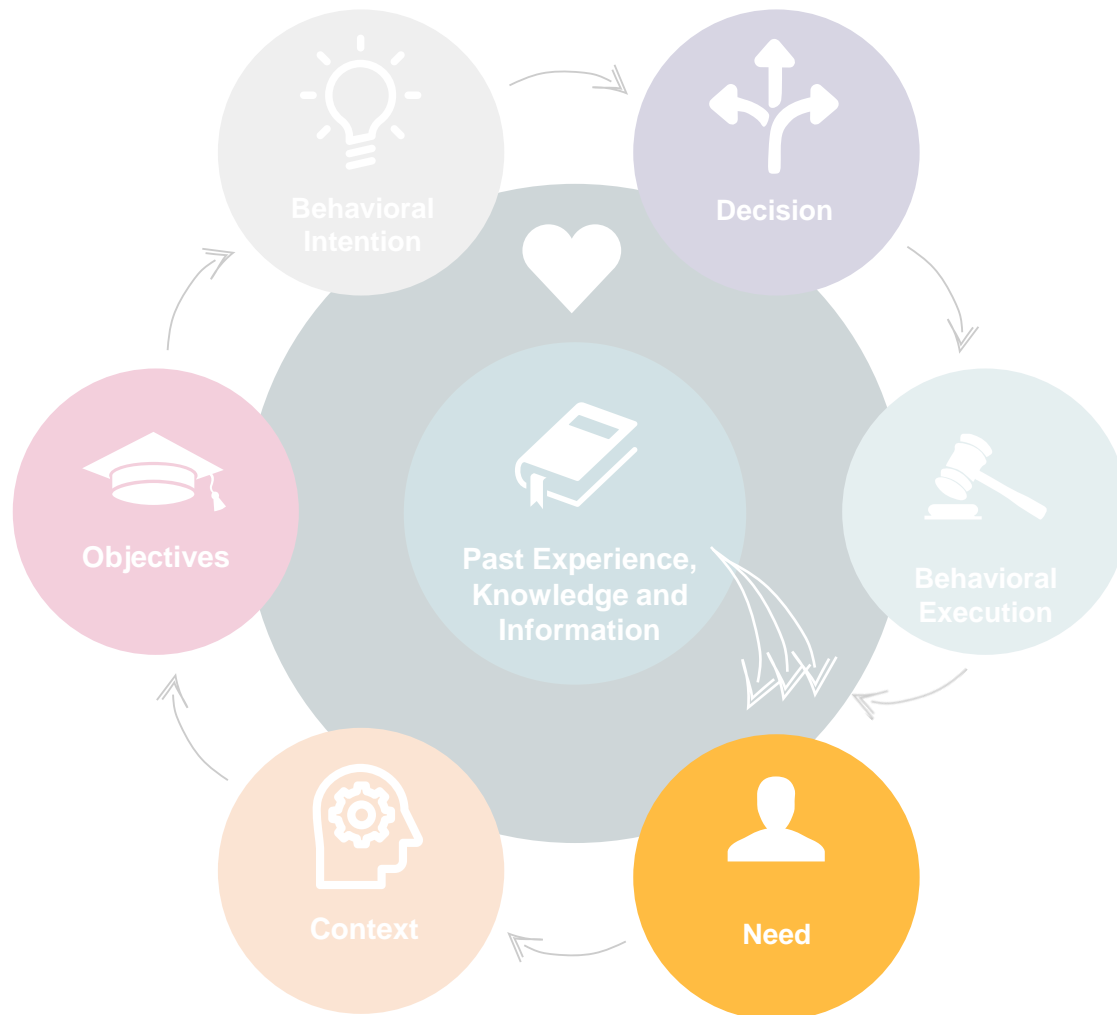
Behavioral Execution

Context
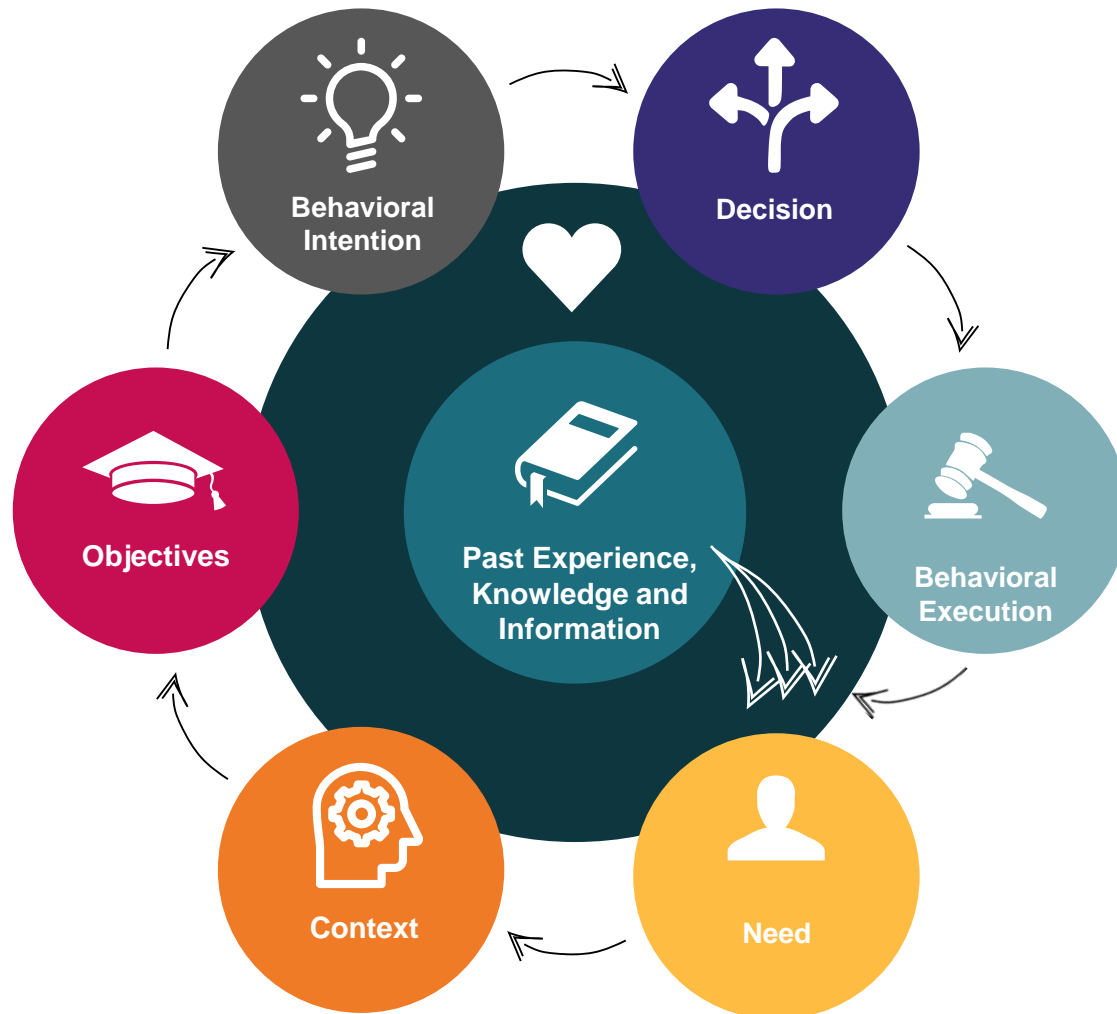
Need

SKIM Tip:

Thorough understanding of **people's beliefs** is an important starting point to understand where, how and when to influence behavior (or not)
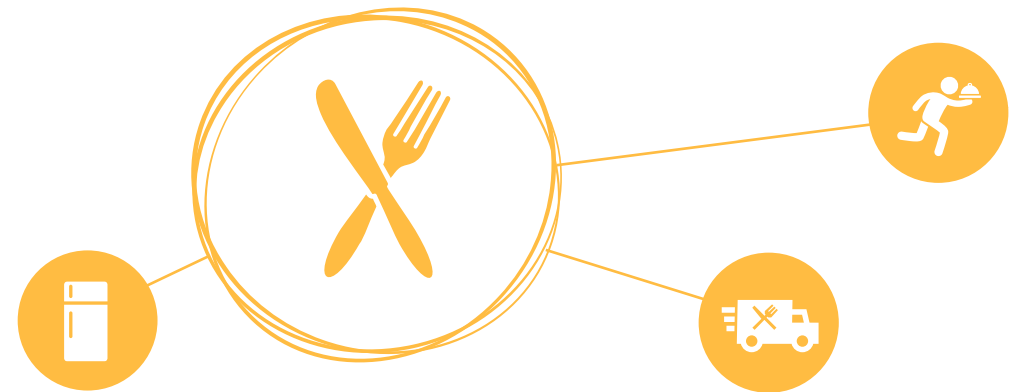
SKIM

Decision-making starts when confronted with a need

Needs help in defining the core product benefits

Behavioral Intention

Decision

Objectives

Past Experience, Knowledge and Information

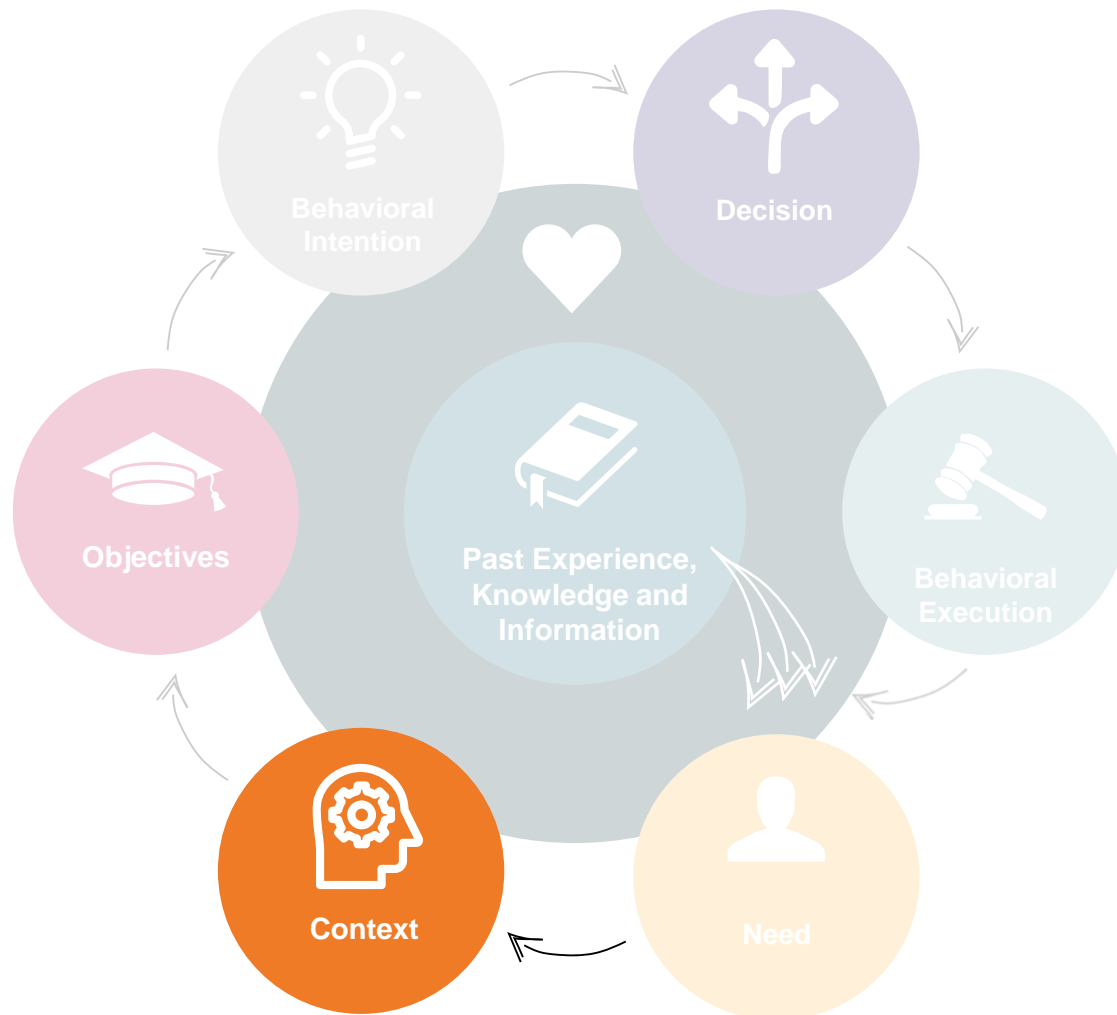Behavioral Execution

Context

Need

SKIM Tip:

A better understanding of a **person's needs** helps in defining the core product benefits as the product benefits are designed to successfully satisfy the needs

SKIM

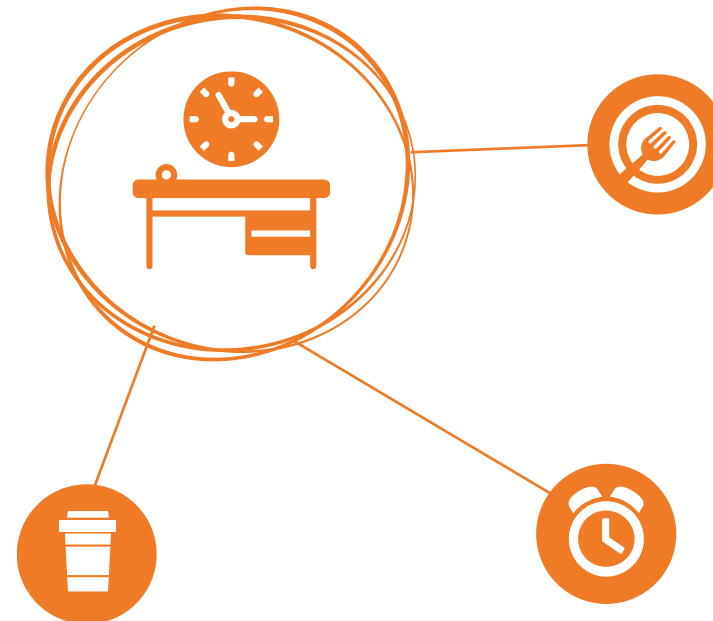# Context defines the *type* of behavior

The deeper the contextual disruption, the more likely new behavior is considered

Behavioral
Intention

Decision

Objectives

Past Experience,
Knowledge and
Information

Behavioral
Execution

Context

Need

SKIM

Objective of the decision should satisfy the need

Hierarchy of needs shape the objective of the decision

Behavioral Intention

Decision

Objectives

Past Experience, Knowledge and Information

Behavioral Execution

Context
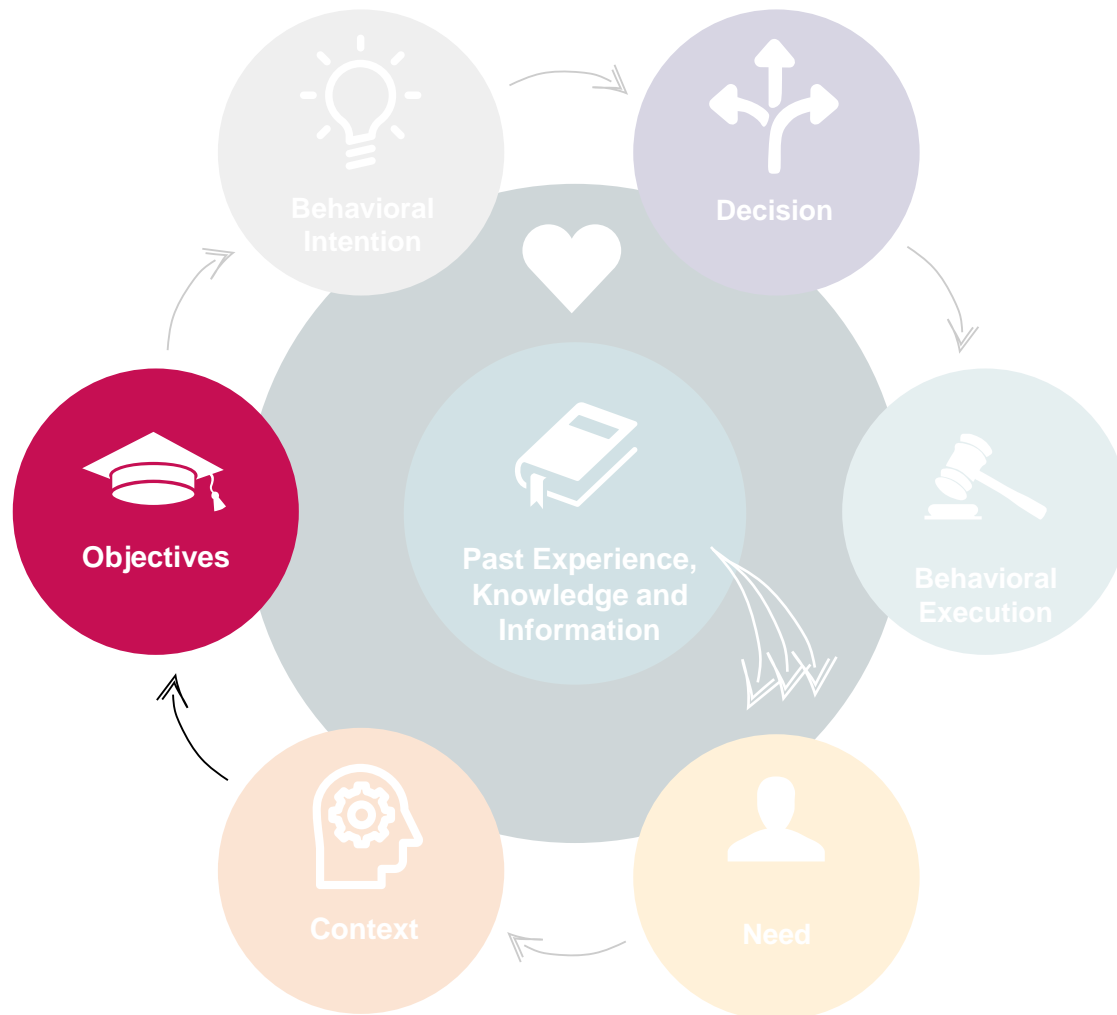
Need

SKIM Tip:

For products to stand out, they should be able to **satisfy additional needs and wants** that people may have

SKIM

Delighters drive choice and impact behavior

The more needs that are satisfied, the better the brand fit
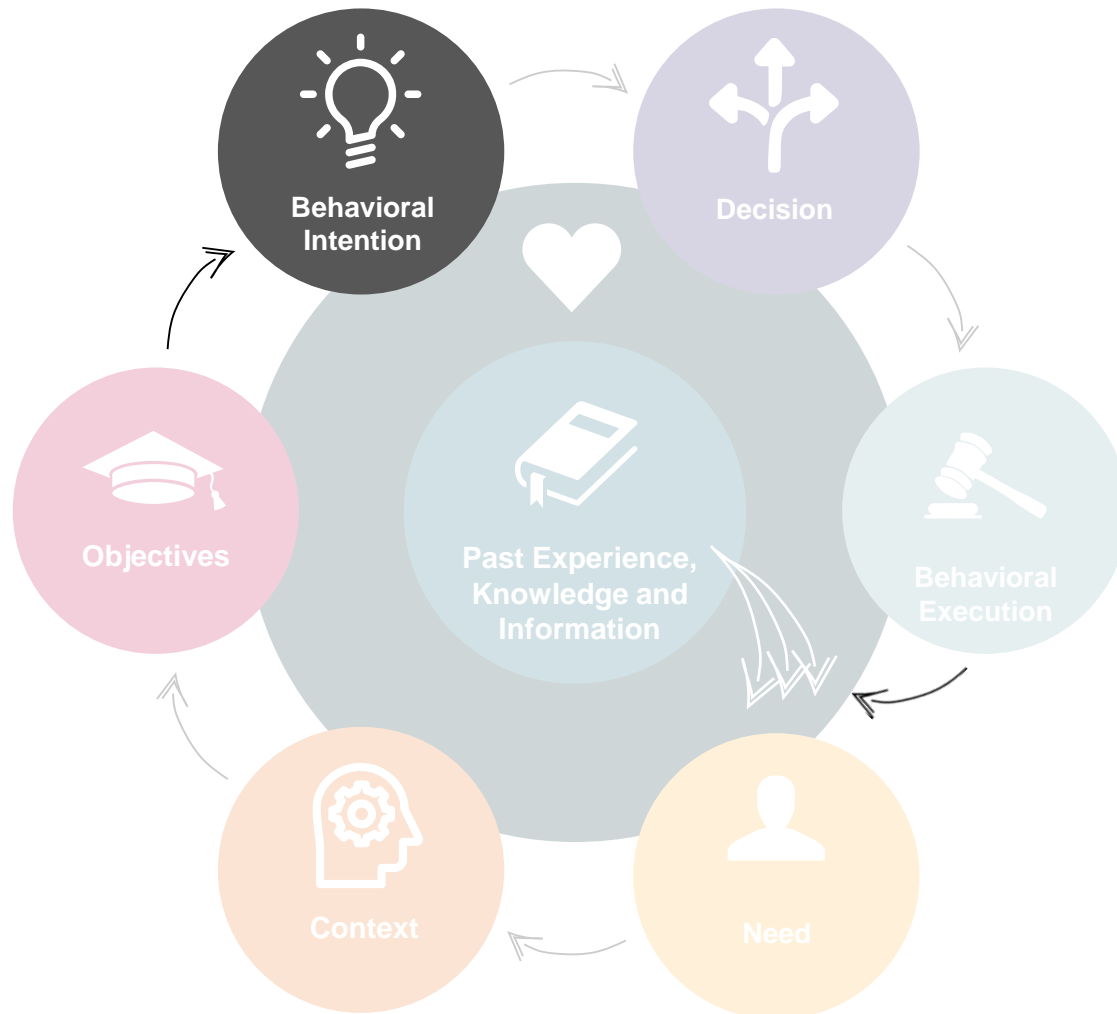

SKIM Tip:

Brands can distinguish their products by **improving product features or offering delighters**
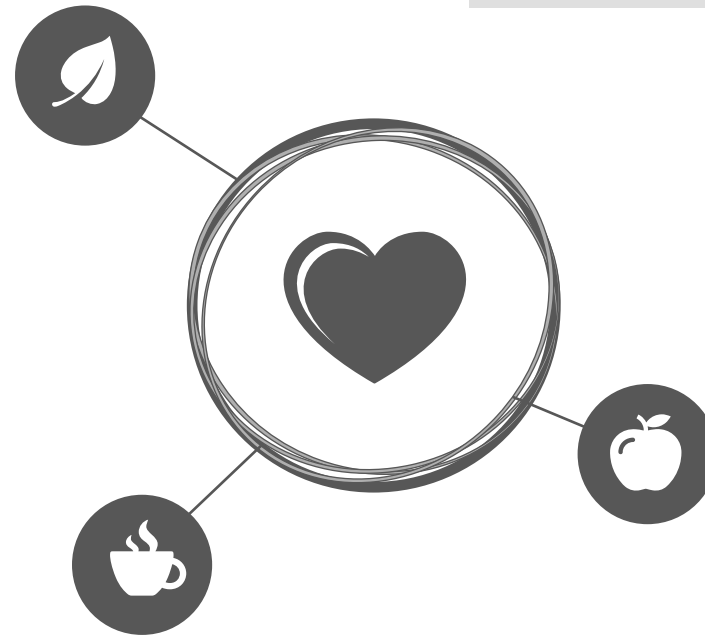
A final decision is balanced and all-inclusive

All relevant information is integrated and weighed to reach a final decision

Behavioral Intention

Decision

Objectives

Past Experience, Knowledge and Information

Behavioral Execution

Context

Need
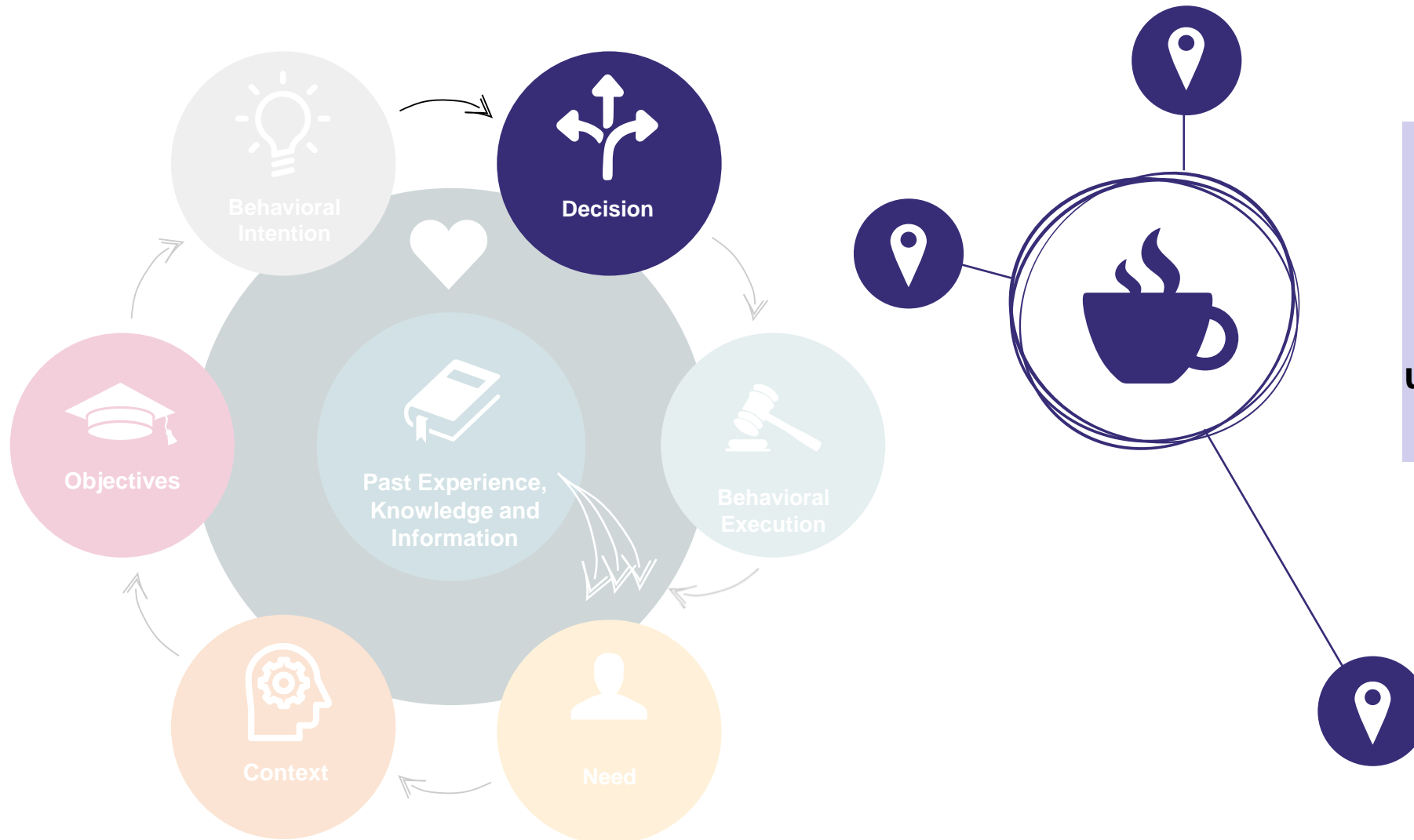
SKIM Tip:

Brands can shape the decision by making product **benefits (very) easy to understand**. Communications should fit consumer beliefs.

SKIM

Behavioral execution: the ultimate step

Experiences resulting from the execution feed the experience and shape future decisions
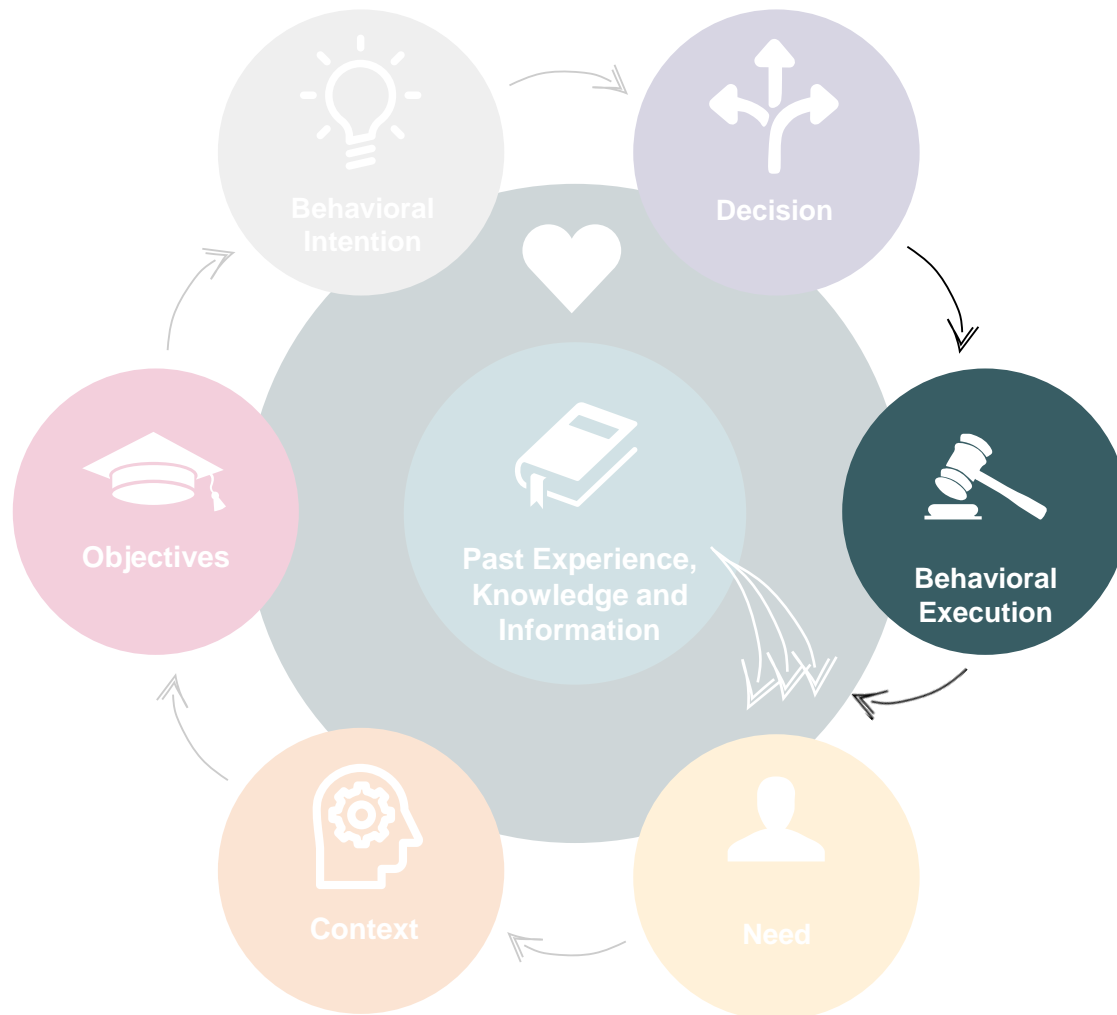
SKIM Tip:

Product availability at the point of sale is necessary to ensure the decision is translated into actual behavior, but even this step can be disrupted…

In summary

1. Decision journeys are circular
2. Brands can play at each step of the journey by introducing disruptors and triggers
3. Disruptors are change agents; Triggers are marketing touchpoints
4. An optimal combination of triggers and disruptors interferes with the decision journey and creates nudges
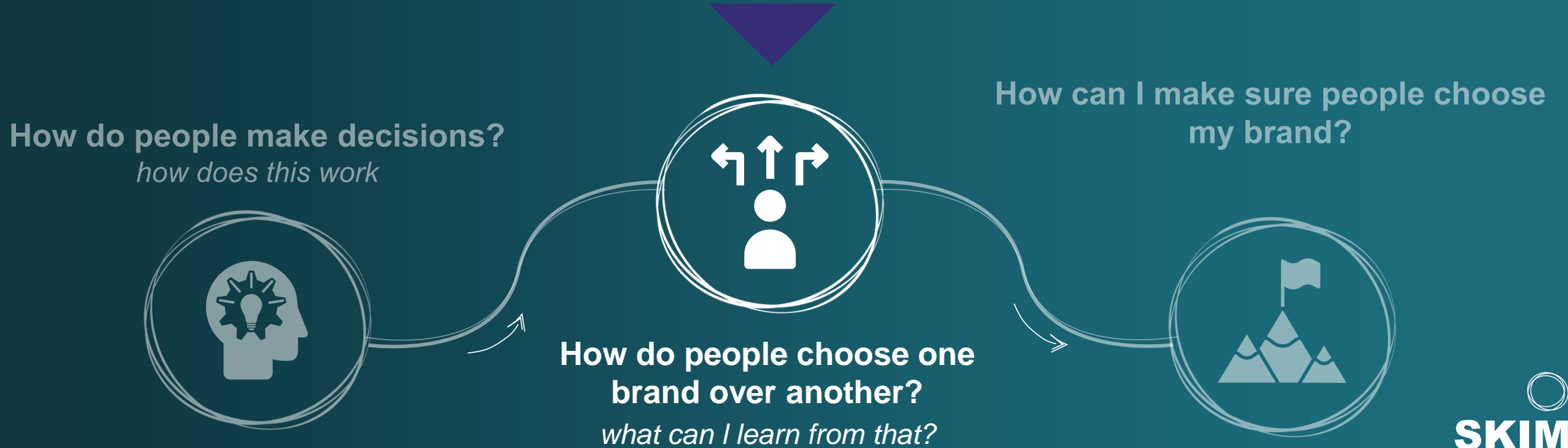
How do people make decisions?
how does this work

How do people choose one brand over another?
what can I learn from that?

How can I make sure people choose my brand?

SKIM

1. How do people make decisions

2. How do people choose one brand over another?

3. How can I make sure people choose my brand?

1. How do people make decisions

2. How do people choose one brand over another?

3. How can I make sure people choose my brand?

Disruptions in the context create a window of opportunity for behavior change

SKIM

Opportunities for brands

1

Map steps in decision journey (per segment / occasion)

2

Understand the association of product benefits and features with different brands

3

Create strategic roadmaps for your customer segments

4

Allocate brand budget towards strategic priorities

SKIM

Opportunities for brands

1 **Map steps in decision journey (per segment / occasion)**

SKIM

Opportunities for brands

1 Map steps in decision journey (per segment / occasion)

▶ Determine which behavioral steps in the Habitual-Deliberate Decision Loop are more relevant than others

SKIM

Opportunities for brands

1 Map steps in decision journey (per segment / occasion)

▶ Determine which behavioral steps in the Habitual-Deliberate Decision Loop are more relevant than others

2 Understand the association of product benefits and features with different brands

SKIM

Opportunities for brands

1 Map steps in decision journey (per segment / occasion)

▶ Determine which behavioral steps in the Habitual-Deliberate Decision Loop are more relevant than others

2 Understand the association of product benefits and features with different brands

▶ Set yourself apart from competition throughout the entire decision journey at each step by focusing on discriminating features

SKIM

Opportunities for brands

1 Map steps in decision journey (per segment / occasion) ▶ Determine which behavioral steps in the Habitual-Deliberate Decision Loop are more relevant than others

2 Understand the association of product benefits and features with different brands ▶ Set yourself apart from competition throughout the entire decision journey at each step by focusing on discriminating features

3 Create strategic roadmaps for your customer segments

SKIM

Opportunities for brands

1 Map steps in decision journey (per segment / occasion) ▶ Determine which behavioral steps in the Habitual-Deliberate Decision Loop are more relevant than others

2 Understand the association of product benefits and features with different brands ▶ Set yourself apart from competition throughout the entire decision journey at each step by focusing on discriminating features

3 Create strategic roadmaps for your customer segments ▶ Make disruptors and triggers along each step in the decision journey concrete in line with brand development in context of competition

SKIM

Opportunities for brands

1 Map steps in decision journey (per segment / occasion)

▶ Determine which behavioral steps in the Habitual-Deliberate Decision Loop are more relevant than others

2 Understand the association of product benefits and features with different brands

▶ Set yourself apart from competition throughout the entire decision journey at each step by focusing on discriminating features

3 Create strategic roadmaps for your customer segments

▶ Make disruptors and triggers along each step in the decision journey concrete in line with brand development in context of competition

4 Allocate brand budget towards strategic priorities

SKIM

Opportunities for brands

1 Map steps in decision journey (per segment / occasion) ▶ Determine which behavioral steps in the Habitual-Deliberate Decision Loop are more relevant than others

2 Understand the association of product benefits and features with different brands ▶ Set yourself apart from competition throughout the entire decision journey at each step by focusing on discriminating features

3 Create strategic roadmaps for your customer segments ▶ Make disruptors and triggers along each step in the decision journey concrete in line with brand development in context of competition

4 Allocate brand budget towards strategic priorities ▶ Invest today in improving communications of product benefits and features, or prepare for tomorrow by exploring emerging trends

SKIM

In summary

Brands can **command brand loyalty and create new products or services that yield greater interest to become stronger by:**

1

Map steps in decision journey (per segment / occasion)

2

Understanding the association of product benefits and features with different brands

3

Creating strategic roadmaps for customer segments

4

Allocating brand budget towards strategic priorities

How do people make decisions?
how does this work

How do people choose one brand over another?
what can I learn from that?

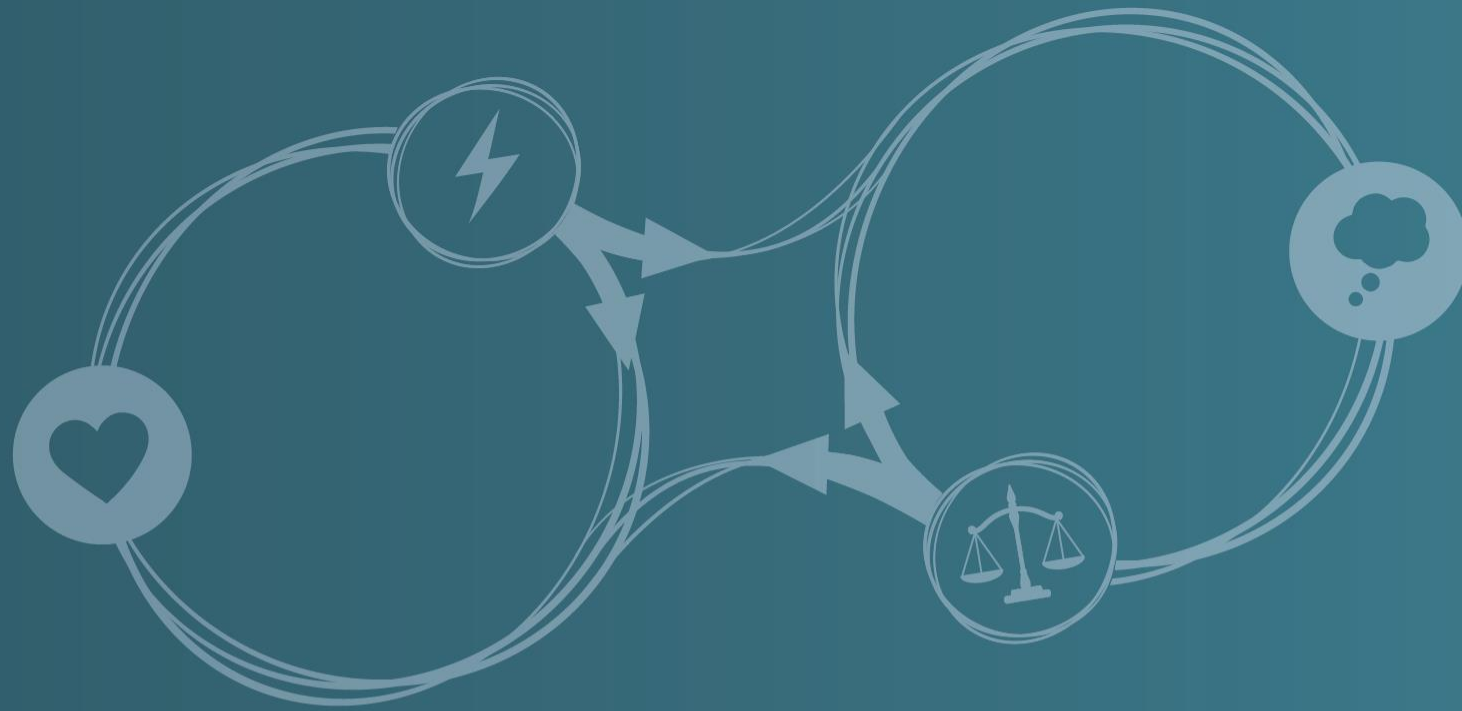**How can I make sure people choose my brand?**
what can I do about it?

SKIM

Questions?

Marcel Slavenburg
Senior Director, SKIM

Andrea Podobnik
Analyst, SKIM

skimgroup.com/contact

SKIM
decision behavior experts