

Shaking Things up with Behavioral Science

Creating Automatic Behaviors

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Your Presenters Today



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UNDERSTANDING, INITIATING, AND CHANGING HABITS

Today's Agenda

1

**Habits Are
Automatic
Behaviors**

2

**The Ipsos
Habits
Framework**

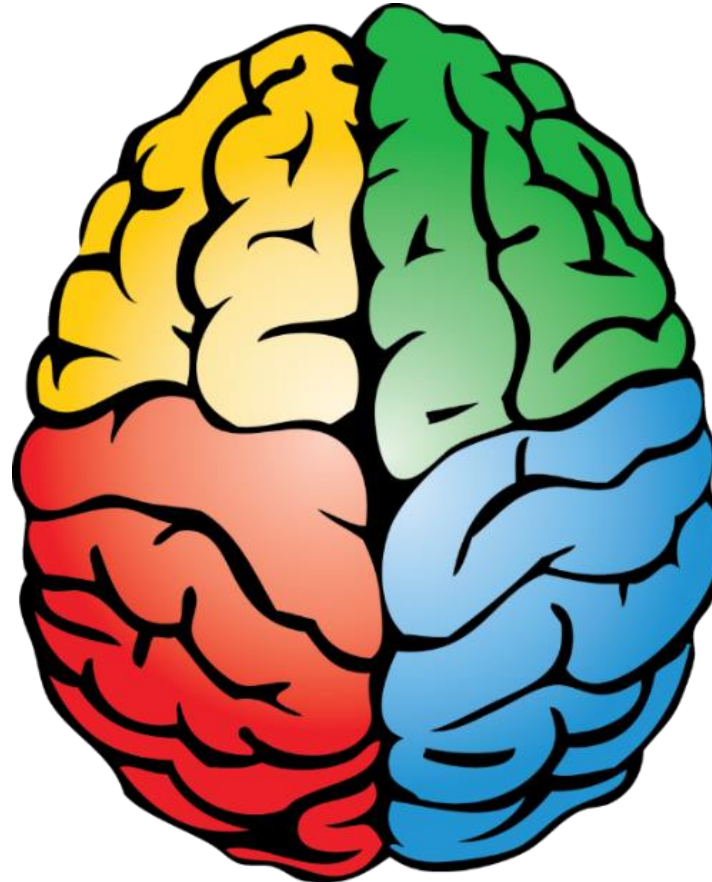
3

**Moments of
Behavioral
Change**

Behaviors Are Shaped By The Brain's Two Operating Systems

AUTOMATIC

Perceptual
Nonconscious
Intuitions
Long-Term
Memory
Seeks Efficiency



REFLECTIVE

Conceptual
Conscious
Declarations
Short-Term
Memory
Seeks Accuracy

Habits Are Learned!

REFLECTIVE (Conscious)

While learning...

Driving Walking
Typing Throwing

Product Usage/Brand Selection

AUTOMATIC (Nonconscious)

With practice...

Habit | hab•it | – *noun*.

An automatic reaction to a specific environmental cue or setting

INFREQUENT SPECTATORS



How many people are in this picture?



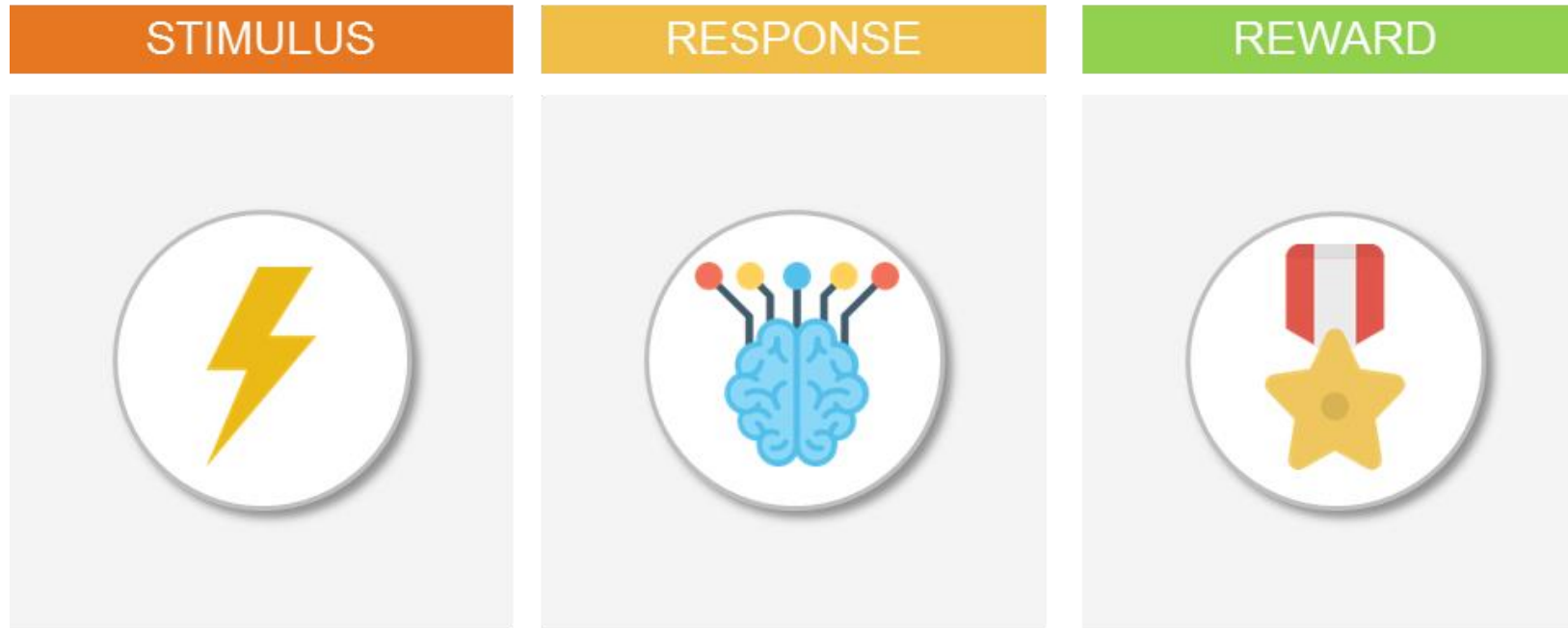
FREQUENT SPECTATORS



How many appliances do you see here?



How Do Behaviors Become Automatic?



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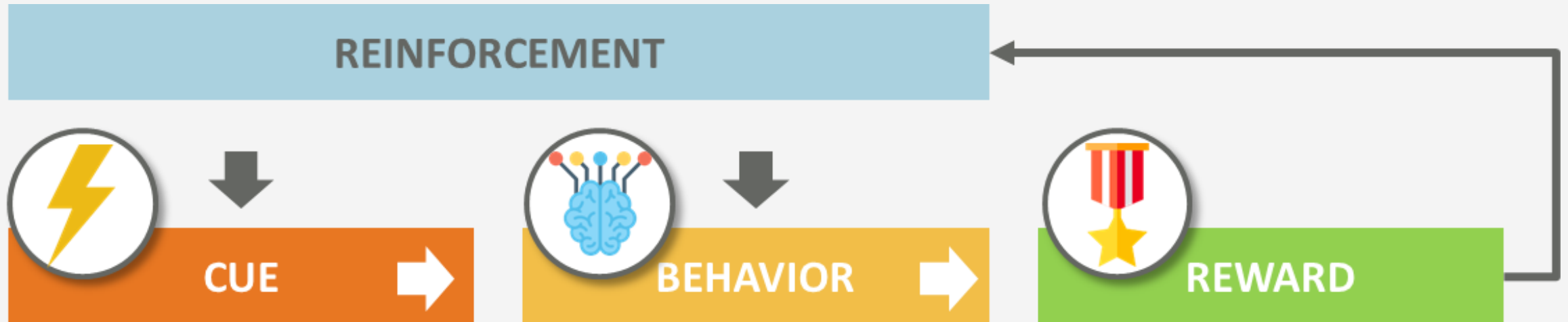
3

**Moments of
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Why Are Bad Habits So Hard To Break?



The Ipsos Habits Framework



The Power of Cues



Conscious Cues



Locations and Settings



Scripts



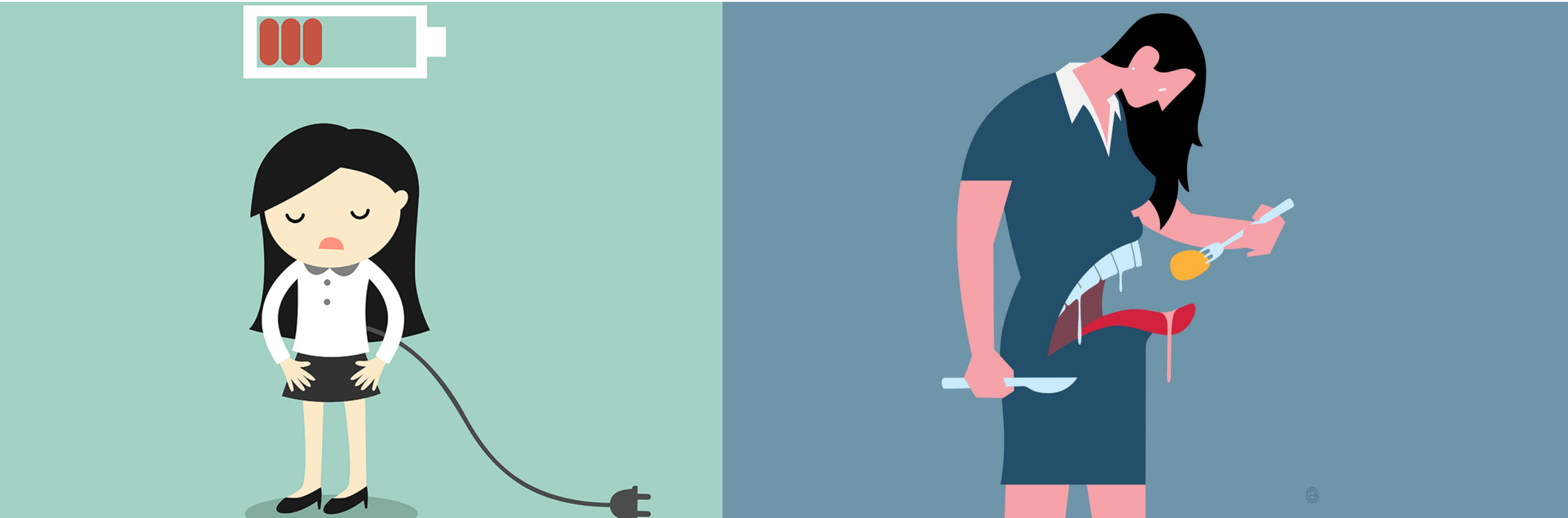
Identities/Roles



Psychological States

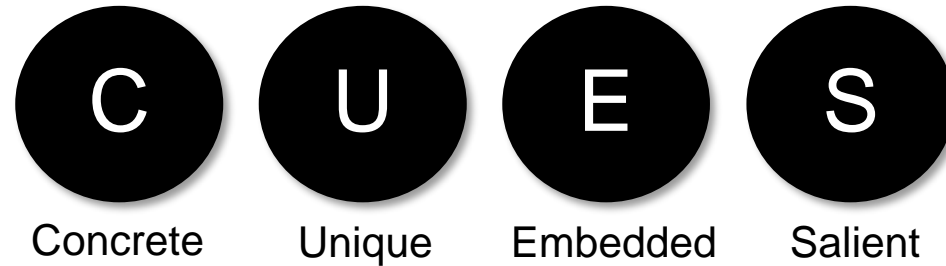


Visceral Physical States



The CUES Framework

Some cues are more powerful than others



C: Make The Cue CONCRETE

Concrete, tangible, vivid stimuli get more attention than long-term, abstract stimuli

Don't Use System 2 "Rules"

Use System 1 cues that reach the consumer directly

- Vivid pictures
- Sounds
- Vibrations
- Tangible objects in your engagement-moment environment
- Personal references

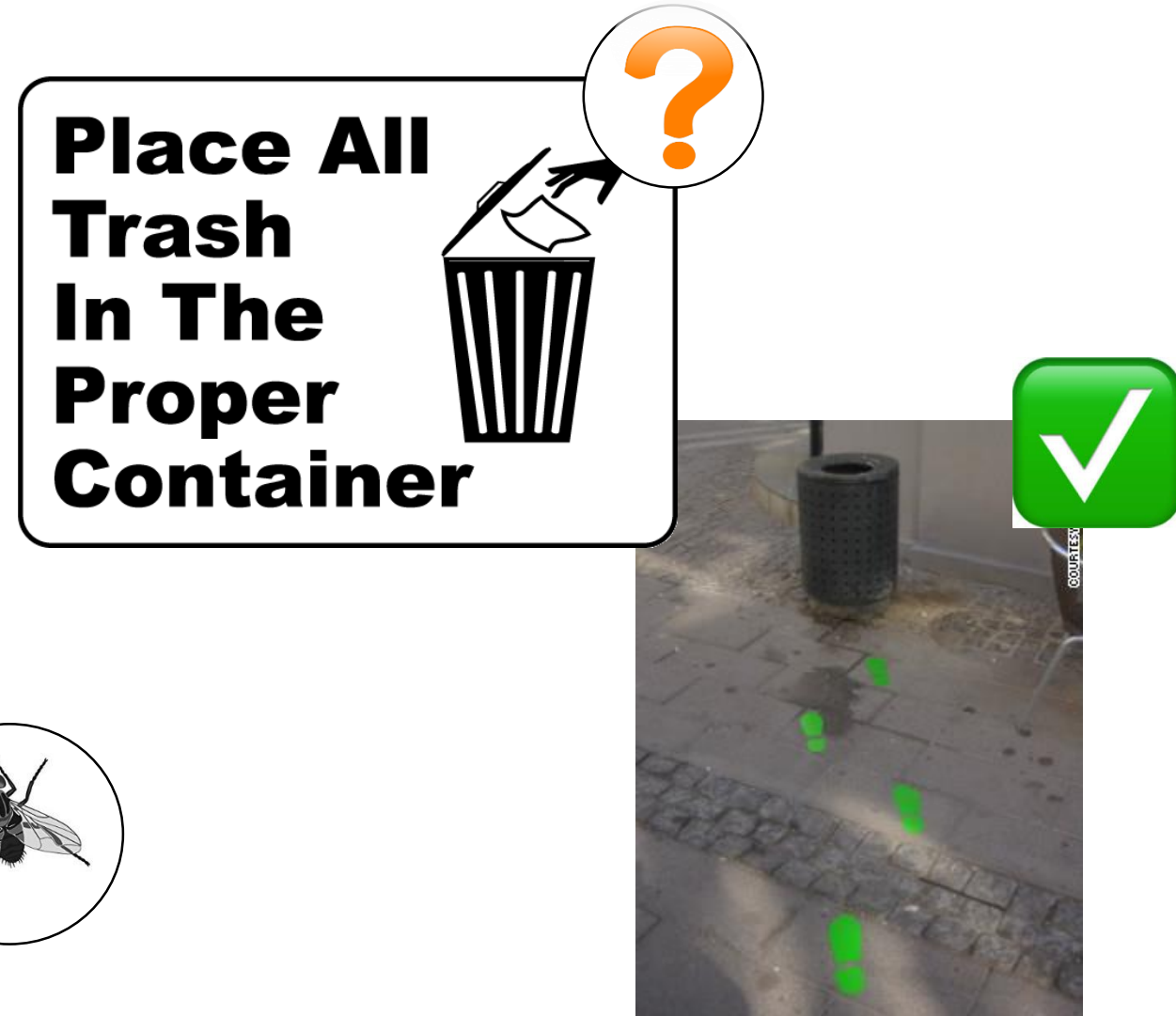
**IT TAKES EFFORT TO AVOID
RESPONDING TO THESE CUES!**



Claim A:
Live the
healthy way,
eat 5 fruits and
veggies a day

Claim B:
Each and every
dining hall tray,
needs 5 fruits
and veggies a
day

Concrete Cues



U is for Unique: Cues Need to Be Specific

- What behaviors does the cue suggest?
- Cues that are *uniquely* attached to a behavior are the most powerful
- No other response has to be crowded-out
- What is the direct link to your product category?
- Are your brand assets distinctive?



E is for Embedding

Cues that are *embedded* current routine are especially powerful

- Embed a new behavior to an established behavior
- Need for Closure – Zeigarnik Effect
- People feel a very strong drive to “complete” actions
- Cuing people to feel that their behaviors are incomplete can reinforce embedding in the moment



Best Practice: Embedded Cues



S is for Salience

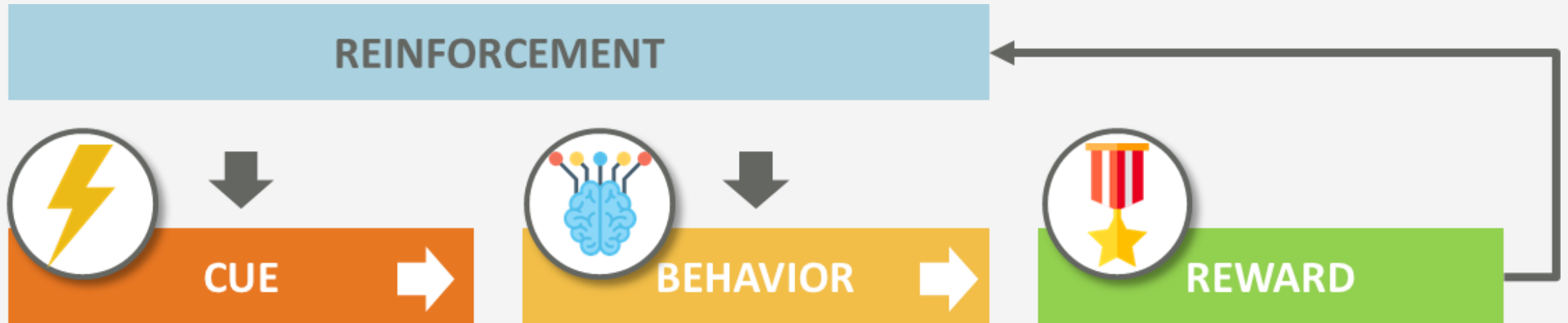
Salience means that the cue **GRABS** attention

What grabs attention?

- Contrast
- Movement
- Brightness
- Loudness
- Size
- Goal Means



The Ipsos Habits Framework



Embeddable Actions

Assess this:
Buy Non-Dairy Creamer



Buy Creamer Every Time I Buy Bags
of Coffee Beans

Assess this:
Use more Breath Strips



Use Breath Strip Every Time I Exit my
Car

Assess this:
Feed wet dog food more frequently



Feed Wet Dog Food When My Family
Sits Down for Sunday Dinner

Assess this:
Eat Healthier

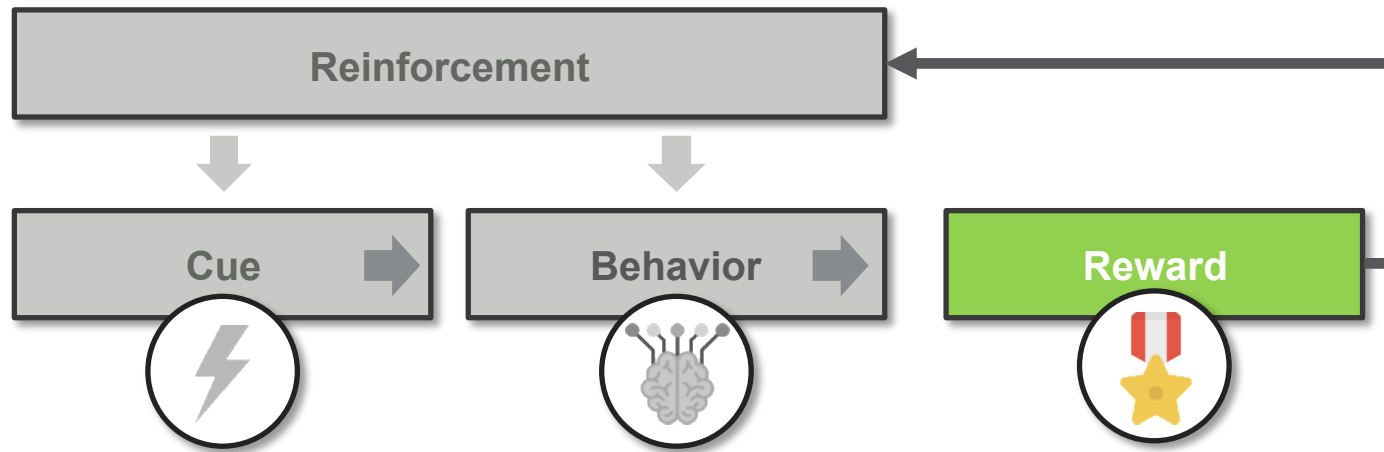


Eat Salad Before Mon, Wed, Fri
Meetings

Rewards Reinforce the Link Between Cue and Behavior

Rewards are required to establish the cue-behavior link

Consciously and Nonconsciously



Remember the Rat!



Consistency

Repetition

“Feels” > “Thinks”

Immediate > Delayed

Negative > Positive

Optimizing Rewards

Maximize Hedonic Rewards



Goal Achievement



Expanded Benefits



Maximize Hedonic Rewards



Ease



Aesthetics



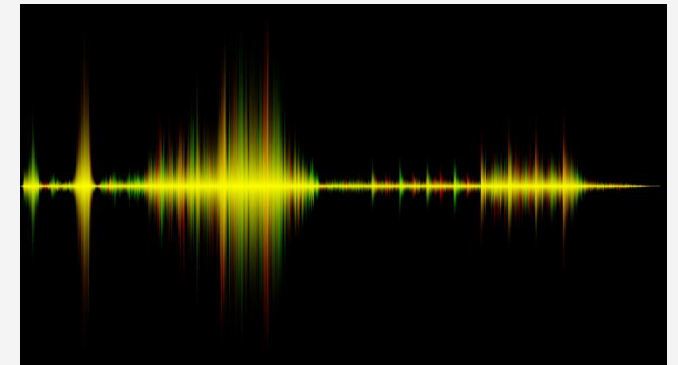
Flavor



Smell



Feel



Sound

Conscious/NonConscious Goal Achievement

Focus on the link between the product and the conscious goals and motivations of the consumer.

Learn during consumption – reinforce with communications



3 customers for Campbell's coming up

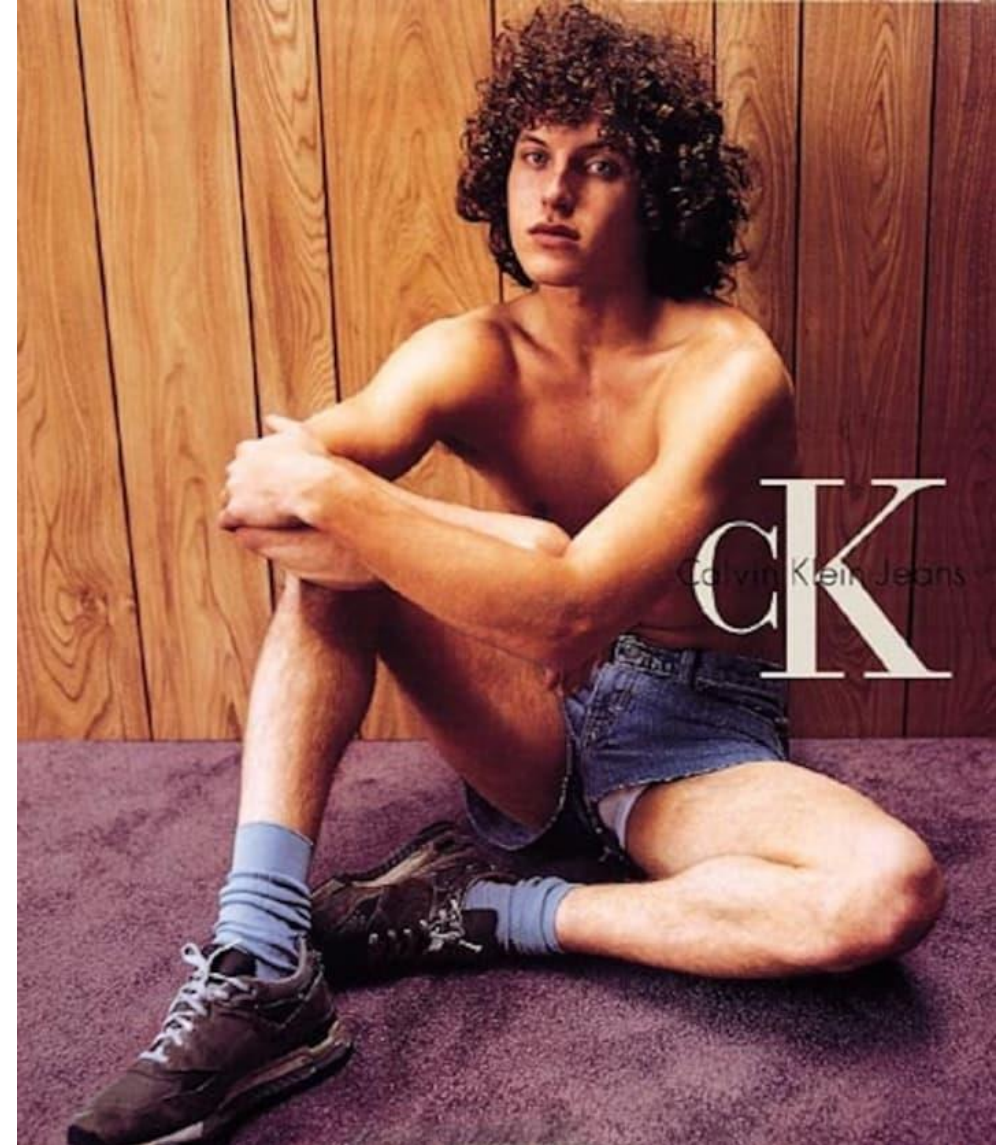
Pretty soon now, they'll be good and ready for something good and hot. Make it Campbell's Soup. Campbell's Tomato Soup, or Chicken Noodle, or Vegetable. Nothing else takes the chill out of children quite so fast. Nothing quite so warming tastes so good. And it heats in just 4 minutes.

Soup this good just has to be Campbell's

Let it rain a little,
Let it shine a lot,
Either way, in Springtime,
Good soup hits the spot!

- Here's a thick and hearty soup of plump tender beans, made extra-good with the tangy taste of bacon. Just try this grand old-fashioned bean soup. Substantial eating? Your spoon holds the answer! Why not try it soon?
Campbell's BEAN with BACON SOUP
- "The soup most folks like best." Luscious, specially grown tomatoes, Louvain, specially grown tomatoes, all the table butter, gentle seasoning—blended according to a matchless recipe. Seasonious add milk. Instead of water, for an extra-delicious cream of tomato.
Campbell's TOMATO SOUP
- Mothers have long called this veg, "stale soup," about a meal in itself. With its fifteen garden vegetables in a good beef stock, it's a hearty and warming soup that's always sure of a hearty welcome. Had it lately?
Campbell's VEGETABLE SOUP

My bonus is faster than your bonus.



Expand Product Meaning With Emotional Rewards



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**Moments of
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Habits are Created and Broken During Disruptive Moments

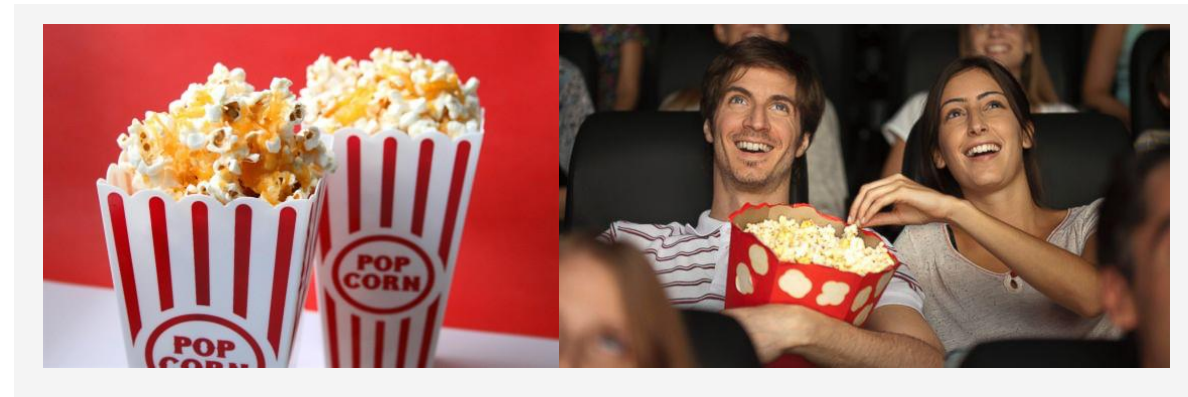
Context matters!

When context changes, we reevaluate prior actions

When context changes, we are open to new solutions

When context changes, we learn

The Power of Cues



Types of Disruptive Moments



Types of Disruptive Moments



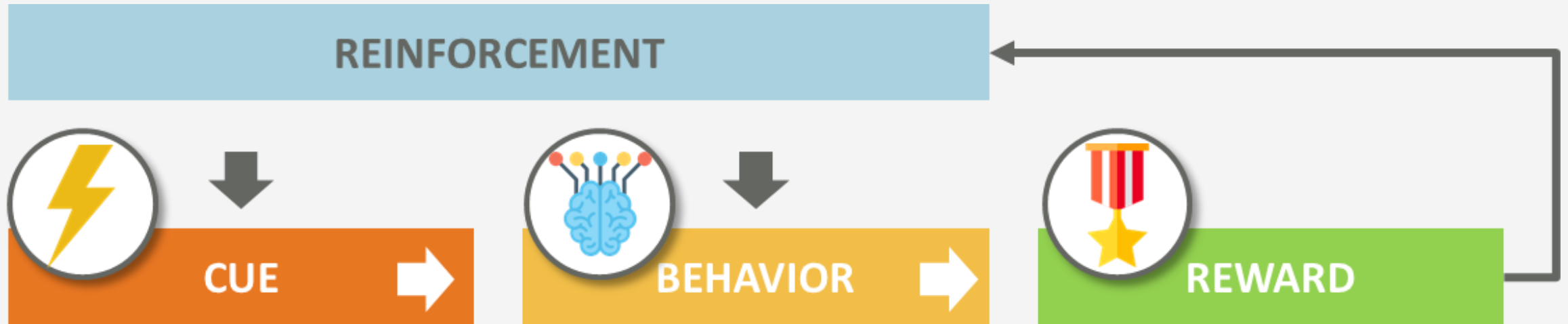
Align Cues with Moment-Based Goals



Align Rewards with Moment-Based Goals



Examining Habits in Market Research



Thank You!



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