Behavior Change Modelling

A unique psychological approach to quantify, predict and explain a consumer's likelihood to change behaviour.

What you'll understand

How to make more informed NPD and category investment decisions

- Knowing whether there is a real need for what you can offer.

- Understanding how close consumers are to the behaviour which we need them to demonstrate (e.g. buying into a category), in order for an NPD proposition to resonate.

- Knowing which interventions will influence consumers to take action and change their behavior.

- Knowing where potential growth is greatest, but also plan for future upsurge / down surge in interest

What it is

Evaluating consumer decision making, to understand future behaviour

There's a big difference between what people think, what they say, and what they do. By measuring where consumer behaviour is currently, and overlaying our proprietary analytical modelling, we can see where the behaviour trend is (e.g. beginning to purchase the category, take up exercise, etc.).

By removing the need for 'claimed' future behaviour, we can robustly inform and guide commercial strategies, wherever there is a proposition which requires consumers to adopt and demonstrate a repeatable behaviour.

How it works

Five key stages to identifying behavioural change

BCM is applied differently in each client case. Respondents self-segment into one of five 'fact based' stages, based on their current behaviour. The behaviour framing is tailored to explore consumer behaviour linked to the client's strategy or innovation. Statistical modelling is then used to understand which sorts of interventions or 'nudges' people need, to encourage them to move from one stage to the next.

By understanding where people are on the journey, we can then profile demographically and attitudinally to inform strategies which will drive change.

Outputs

- Landscape for each behaviour/ category summarised in a simple one number score, and profiling at each of five stages.

- Size of opportunity and size of prize for category, and also size of risk to current product portfolio.

- Source of volume – increased share or cannibalisation?

- Individual category/behaviour model to pin-point key 'nudges' and inform strategy

Savanta: