

Our Behavioral Framework

The principles of behavioral science are not new. They are underutilized though as the science of why people make the choices they do, and we believe they should be the science of our industry.

For Behaviorally, in a fast-changing world, where consumers move seamlessly between digital and physical contexts, behavioral science is the constant that can be used to help drive shopper growth.

Leveraging behavioral science shouldn't be complicated or overly academic. We must ground ourselves in deep scholarly research but the frameworks we use must be simple enough to yield clear recommendations for action, urgently needed by brands to address complex challenges in a way that creates value. What too few insights agencies have actually achieved is the direct connection between behavioral theories and the research methods they try to utilize to deliver reliable behavioral insights for clients.

Behavioral science tells us that all human choices (none more so than in shopper) are driven by only two things:

- a compelling **benefit** (e.g., motivation)
- a low **barrier** to act

This concept has been studied and embraced by many of the world's current behavioral thought leaders like BJ Fogg at Stanford and best-selling author, Roger Dooley, who continue to build on the foundations of behavioral science pioneered by the likes of Daniel Kahneman, Dan Ariely and Richard Thaler.

At Behaviorally, we have been inspired by this thinking and it is the foundation of our behavioral framework. We have broken down this model into its two core components to deliver a unique set of metrics for each of our research solutions. Simple but tied to rigorous academic validation, this framework enables us to clearly define and diagnose how your shopper marketing investments measure up on these two clear requirements.

For more of the details on the academic foundation of our behavioral framework and how it can be applied to your specific shopper marketing challenges, contact one of our behavioral specialists for a conversation.

Drive shopper growth