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Consumer.ology

How to thrive post COVID

Philip Graves 27th October 2020

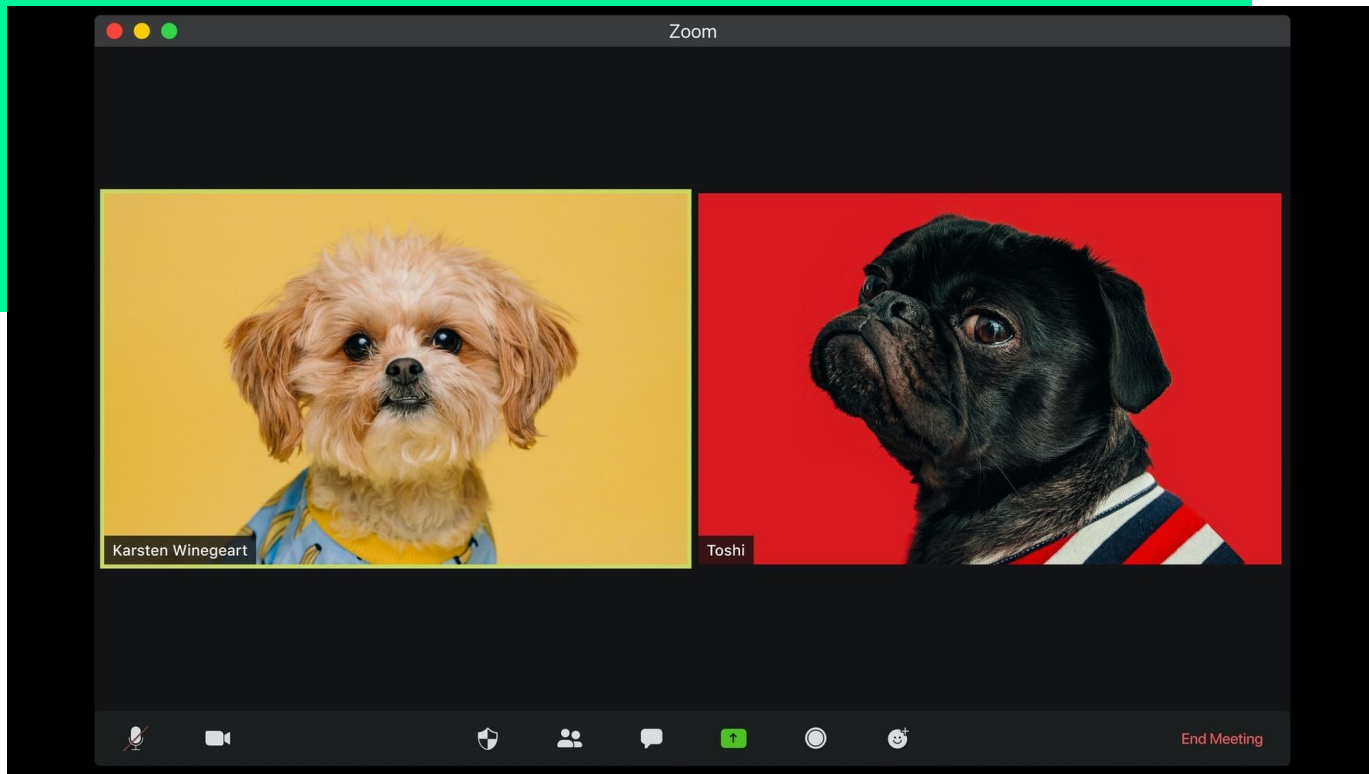


**A dramatic
reduction in
international and
domestic travel
(and related
spending)**



Huge growth in the use of digital entertainment

Disney Plus achieved in 5 months what it took Netflix 7 years to do



20 fold increase
in Zoom
video-conference
participation



**A more casual
lifestyle** (no
need to dress up)



10 years of
online deliveries
in 8 weeks



Consumer Psychology

Implications of
COVID-19 driven
changes

Consumers have
been **forced to**
change habits /
defaults



But the duration of COVID
has meant new habits have
started to form...

... supported by other
psychological shifts...



Psychological gains for new online shoppers

Loss aversion / status quo bias overcome by necessity

Cognitive ease of websites and access appreciated

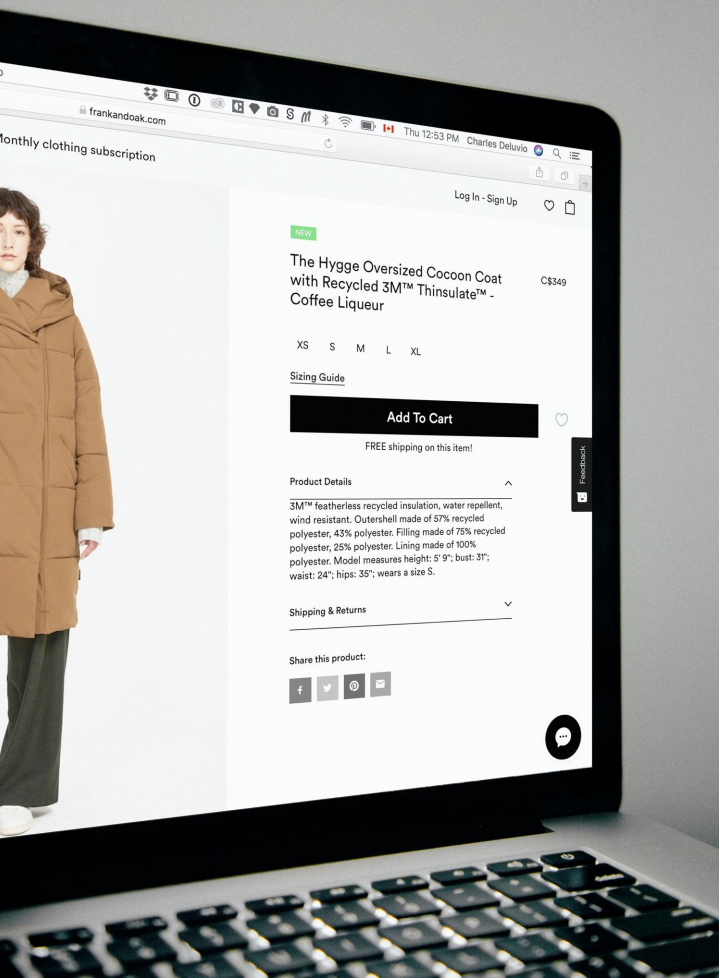
Desire for power rewarded more online

Desire to save triggered more via email

Reduced loss aversion (size unavailable in-store)

Instagram is creating social proof influence

Price comparisons can be made more easily



The effort -
reward equation
that drives human
behaviour has
shifted



New online
relationships are
being created
via apps, email
and Instagram



Psychological losses for new online shoppers

Desire for status is less rewarded than in-store

Misattributed excitement has been lost

Sensory shoppers remain loss averse about online

Desire for power shoppers lose impulse opportunities

The paradox of choice diminishes satisfaction

Store product influence (attention) doesn't work online

Difficulty comparing and combining clothes online

A man in a dark suit stands with his back to the camera, looking at a large white screen in a modern office. The office has large windows on the left and right, showing a city skyline. The screen displays the text 'How to predict the future and thrive' with 'predict the' and 'future' highlighted in green. Below the main text, it says 'Post COVID-19'.

How to **predict the** **future** and thrive

Post
COVID-19







People don't understand their own decision-making

We are "strangers to ourselves"

OPINION POLLS

FOCUS
GROUPS

CUSTOMER
SATISFACTION
SURVEYS

New
Product
Testing

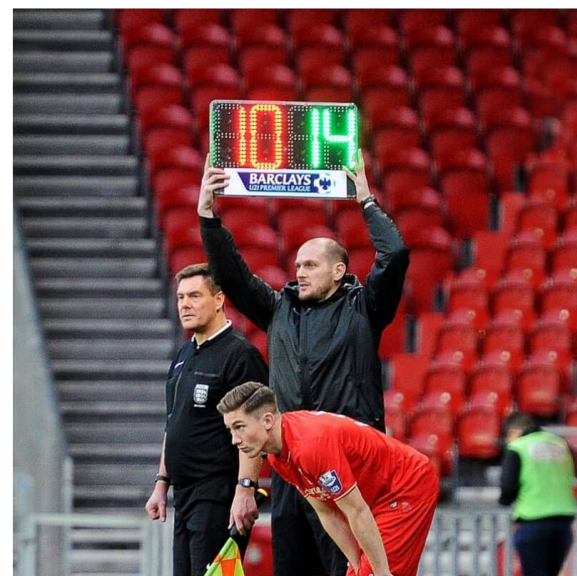
Possession	
44%	56%
Shots	
6	5
Shots on Target	
4	2
Corners	
2	5
Fouls	
12	9



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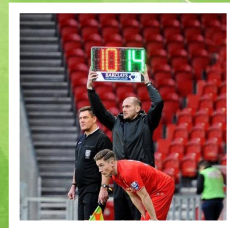


Possession	
44%	56%
Shots	
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Possession	
46%	56%
Shots	
6	5
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12	9



Social Proof

Attention

Ease / Reward

Priming

Habits / defaults

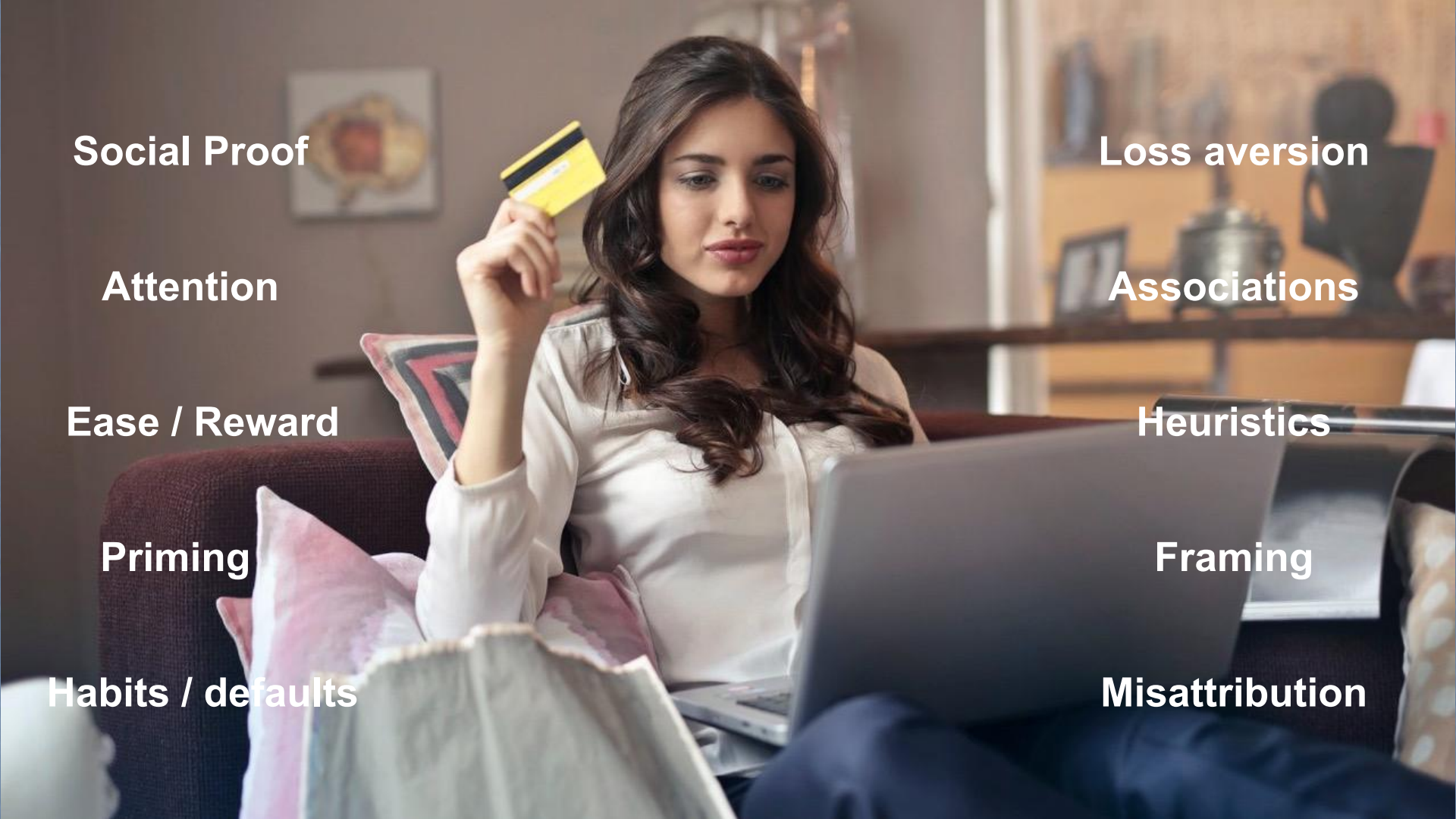
Loss aversion

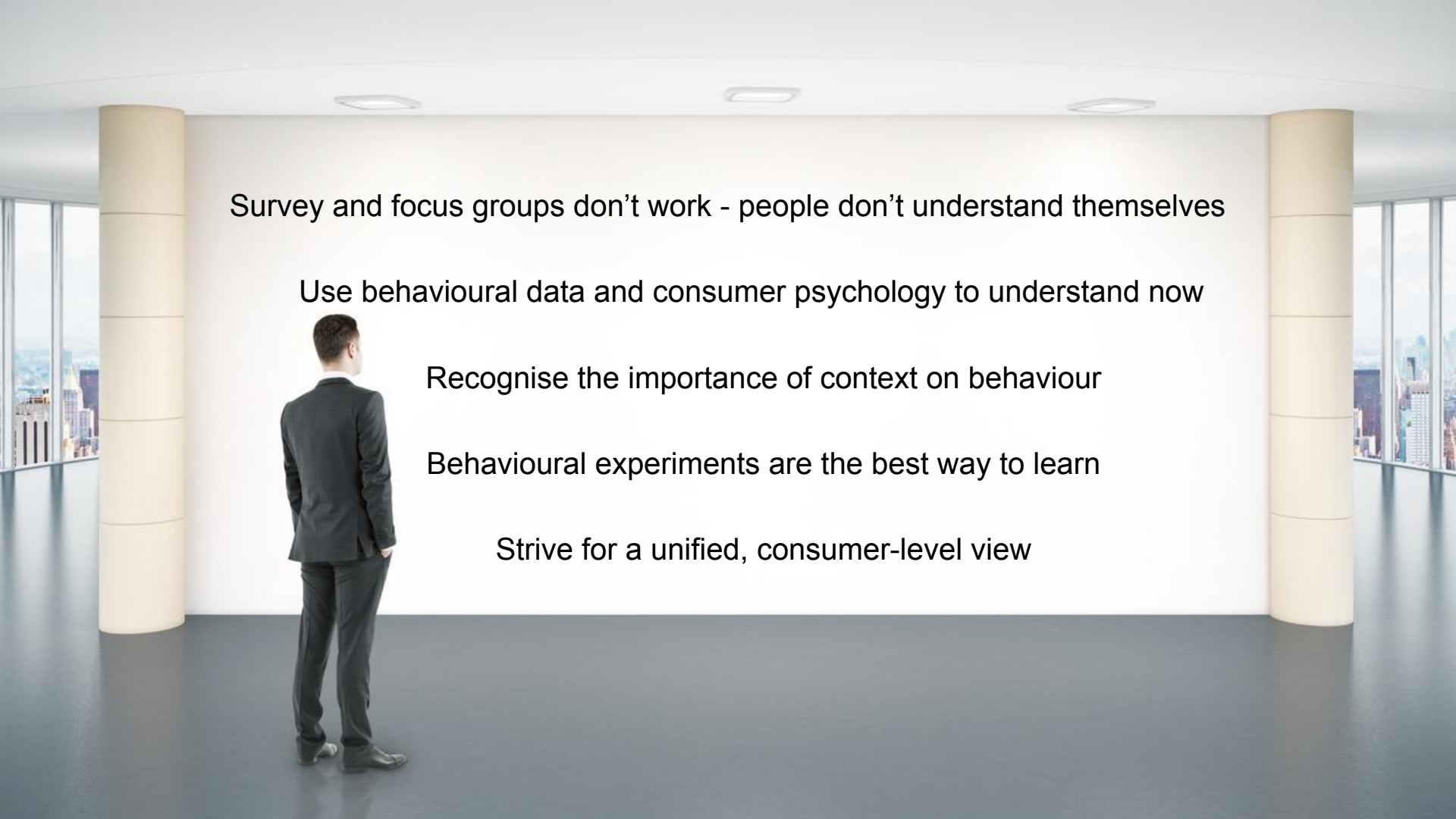
Associations

Heuristics

Framing

Misattribution





Survey and focus groups don't work - people don't understand themselves

Use behavioural data and consumer psychology to understand now

Recognise the importance of context on behaviour

Behavioural experiments are the best way to learn

Strive for a unified, consumer-level view