rethink YOUR UNDERSTANDING OF DRIVERS AND BARRIERS TO PURCHASE

Using a psychological framework for effective action planning
Providing a framework for brand resilience

Consumers and shoppers are increasingly flexing their buying muscle and as the number of retailers and brands continues to increase, so does the complexity of decision making.

It falls to brand owners and retailers to work even harder to win share of mind and wallet, but with so many possible levers to pull and a limited supply of budget to invest in influencing the buyer, how can you size the challenge and invest in the barriers or drivers that will deliver competitive advantage?

HOW DOES IT WORK?

Working with your team, we implement an initial qualitative exploration phase to understand the ‘product in reality’. We’ll utilise a market mapping exercise to understand, in respondents’ own words, the key dynamics that dictate how they navigate your product category. This allows us to understand spontaneously the role of key attributes within a true context of the product.

[Image of a shopper and a consumer]

1. Incorporating a priming exercise, using a shelf display as stimulus, to position respondents within a shopper mindset, in order to identify key drivers and barriers at fixture.

2. Incorporating an ‘in the home’ priming exercise to identify the key dynamics within the consumption environment.
Using Neuro-Logical Levels for effective action planning

Delivering a framework on which to categorise key actions

Adopting the Neuro-Logical Levels model, first developed by Robert Dilts within the psychological field of neurolinguistic programming (NLP), we define the drivers and barriers of purchase against six key criteria to map and categorise a consumer’s behaviour. These levels include; identity, values, beliefs, capabilities, behaviours and environment (see below).

Our approach helps to clarify the drivers and barriers of consumer behaviour, to help marketers to ensure that action planning is targeted at the most effective level to reach the desired target audience. It will help to deliver a framework identifying core differences in drivers and barriers by group including; buyers versus non-buyers, shoppers versus consumers whilst also evaluating your products against key competitors.

The aim for marketers is to then effect a change at higher level i.e. a shopper’s beliefs in a brand/retailer to “radiate” downward, precipitating a change in behaviour at a lower level. Whilst changing something at a lower level can affect the levels above these barriers are harder to overcome.

<table>
<thead>
<tr>
<th>CONSUMER BELIEF</th>
<th>POTENTIAL ACTION</th>
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<tbody>
<tr>
<td>I don’t see myself as a brand X consumer, I’m more a brand Y kind of person.</td>
<td>Understand the underlying need states of your target audience for better targeting.</td>
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<tr>
<td>Quality is more important to me than price.</td>
<td>Align your ATL marketing with overriding value set of your target audience.</td>
</tr>
<tr>
<td>I don’t believe the quality is as good as I’d like it to be.</td>
<td>Ensure your brand values are aligned to those of your consumers?</td>
</tr>
<tr>
<td>There isn’t a retailer X near me or product Y isn’t available in my local store.</td>
<td>Optimise your online offer to drive sales.</td>
</tr>
<tr>
<td>I wasn’t planning to buy anything / I don’t have a need for it today.</td>
<td>Maximise product availability. Ensure pricing is competitive.</td>
</tr>
<tr>
<td>I just can’t find what I’m looking for / the queues are really long.</td>
<td>Ensure availability, queues, store layout, POS are optimised.</td>
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When it comes to understanding drivers and barriers to purchase, we have worked with a great mix of fmcg, retail and media brands across the breakfast, confectionery, clothing, supermarket and technology sectors.

For more information on how to categorise barriers and drivers of purchase, please get in touch with Dan Young, MD Strategy & Innovation.

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Future Thinking takes a consultative approach to market research with commercial focus driving everything we do. That’s why we focus our attention on the three key areas that drive competitive advantage: Launch, Communicate, Experience.

Our mission is to deliver consumer and business insights that tells stories, inspires action and travels within an organisation, long after the debrief. Our expertise leads entrepreneurial and global brands through their NPD and branding journey for in-market success.

To find out more about Future Thinking, please contact: John Whittaker, Head of Marketng
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