

MARKETING TO THE
HABITUAL CONSUMER

THE SCIENCE OF HABITS

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RECOGNIZING HABITS.

TRY TO:

**Describe to a child how
to tie shoelaces.**

RECOGNIZING HABITS.

TRY TO:

Describe to a child how
to tie shoelaces.

List the letters on the
second row of your
keyboard.

asdfghjkl;'

RECOGNIZING HABITS.

TRY TO:

Describe to a child how to tie shoelaces.

List the letters on the second row of your keyboard.

asdfghjkl;'

Describe what you do when you get into the driver's seat of your car.



PLAN FOR TALK.

1. What does it mean to act out of habit?
2. Consumers of two minds.
3. Ways to work with, not against, consumer habits.

DEFINITION.

Habits form through experience.

At first, driving to work
is goal-directed.

Intentions: route to follow, time to leave home....



With repetition, cognitive associations form, linking context cues and response.



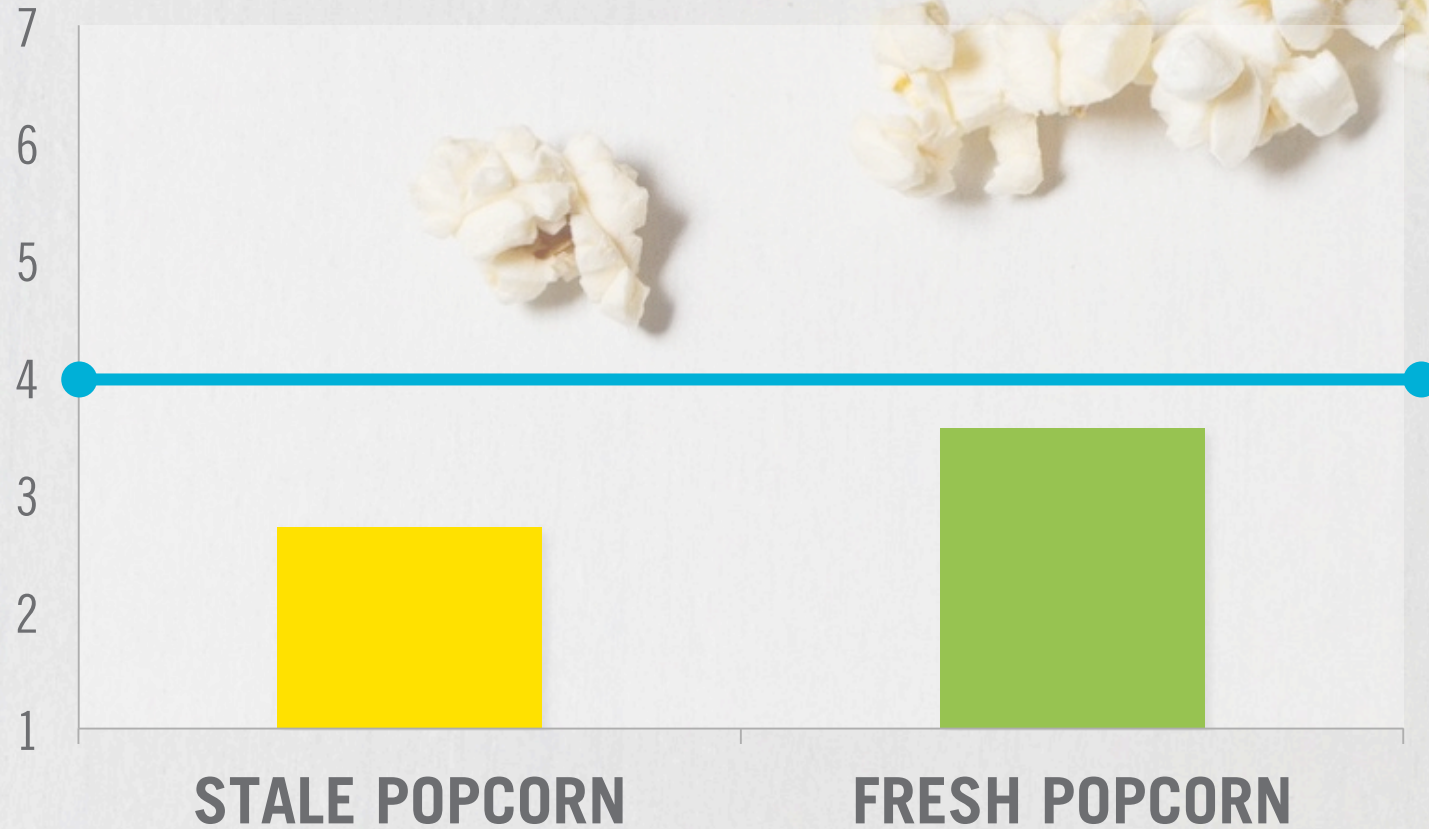
Behavior comes to be activated by context,
less directed by goals.



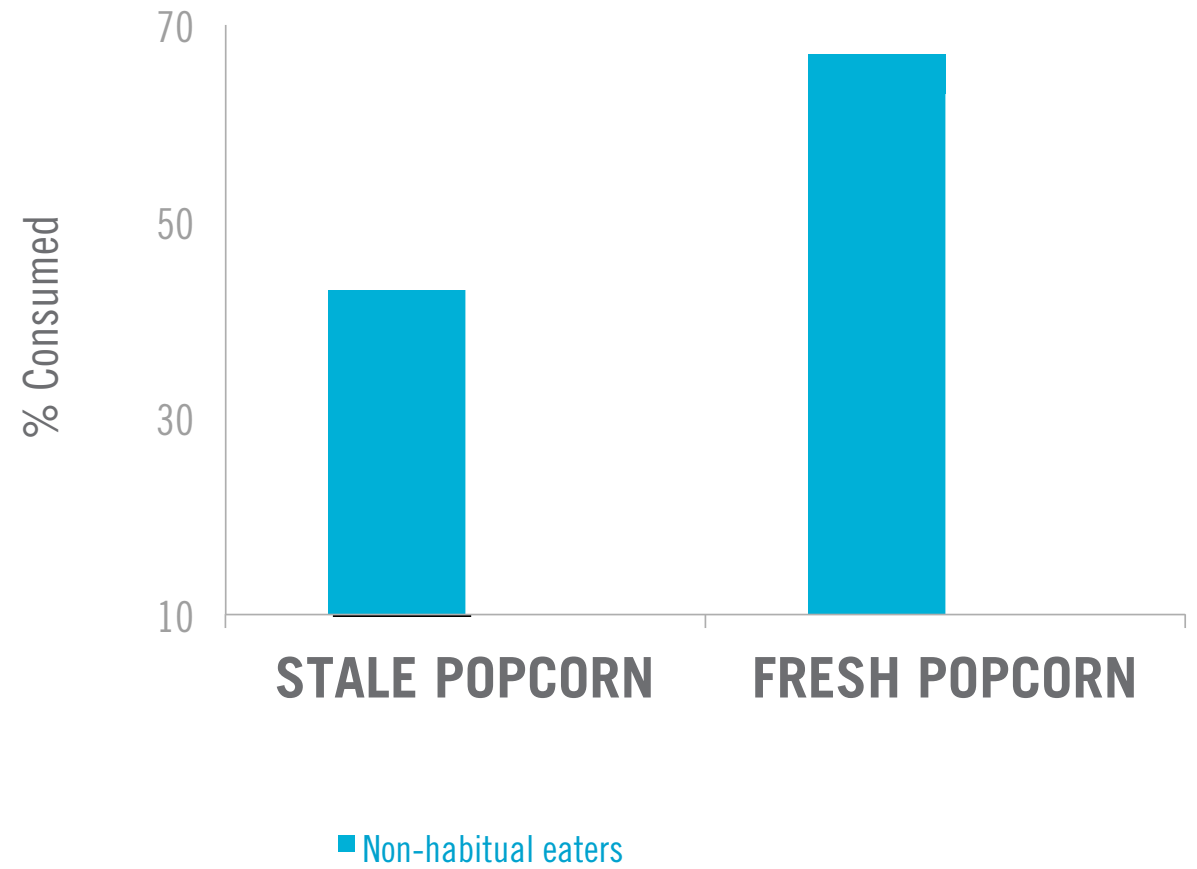
**Once formed, habits
are cued even when
we don't want them.**

NEAL, WOOD, WU, & KURLANDER (2011)

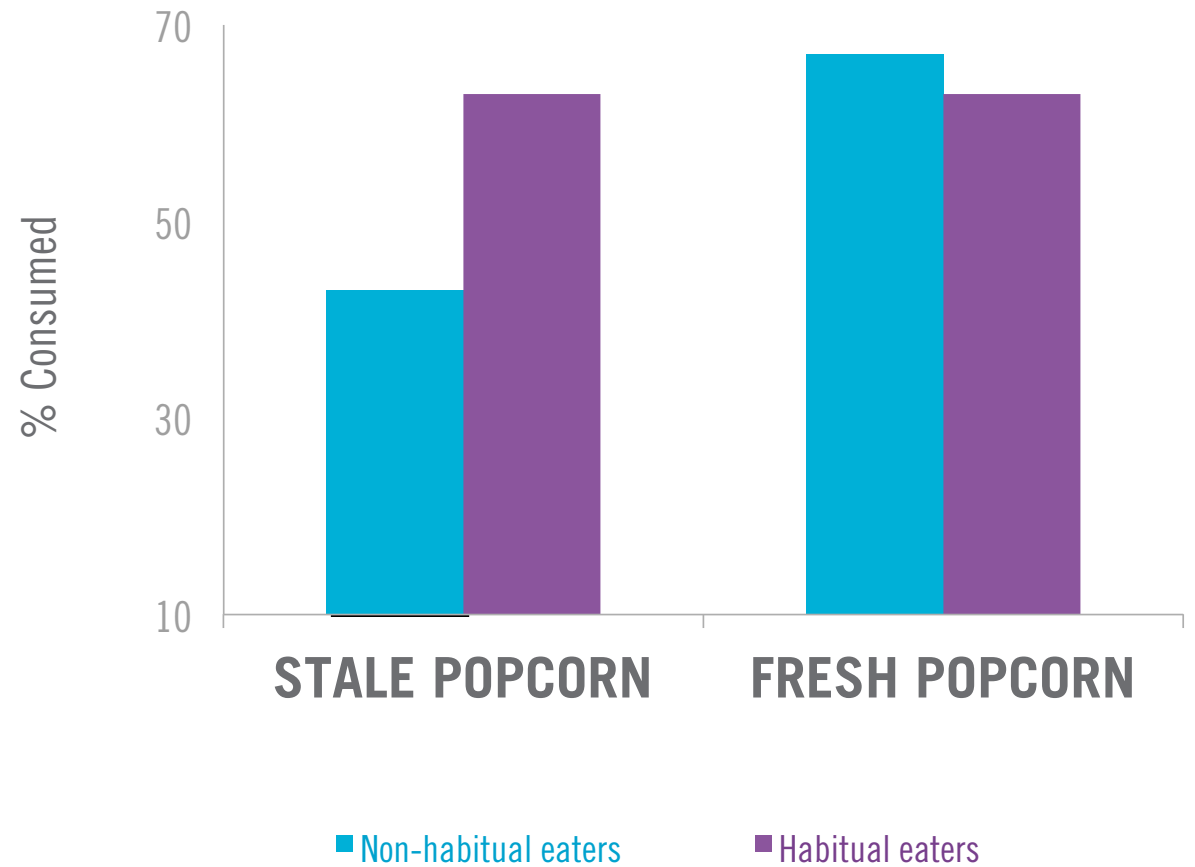
EVERYONE DISLIKES STALE POPCORN.



So, they'd eat less of it...



So, they'd eat less of it...
except when they had
habits to eat popcorn
in the cinema.





Eating habits were activated by associated contexts and not by hunger or liking for food.

THE TWO SELVES

PROBLEM.

INTENTIONAL SELF

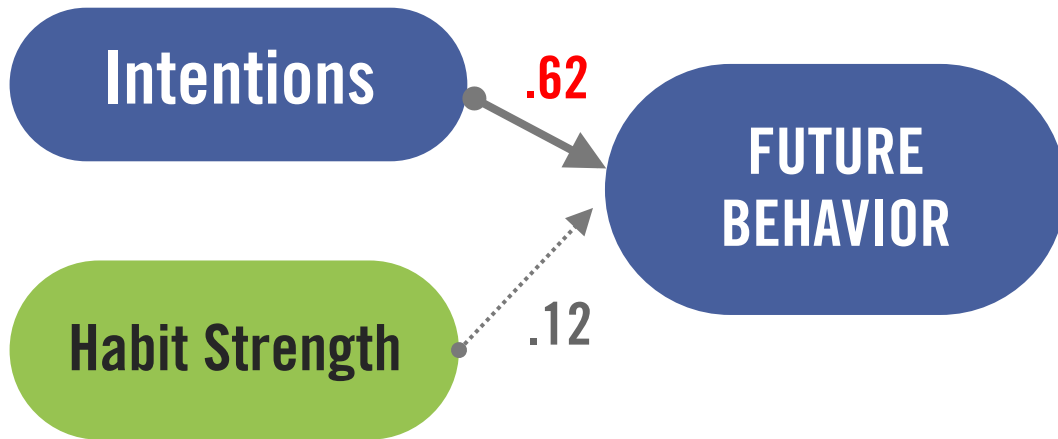
- Guided by attitudes and intentions
- More conscious
- Can verbalize
- Changes quickly via decisions

HABITUAL SELF

- Guided by action cues
- Less conscious
- Doesn't verbalizable
- Changes slowly via experience

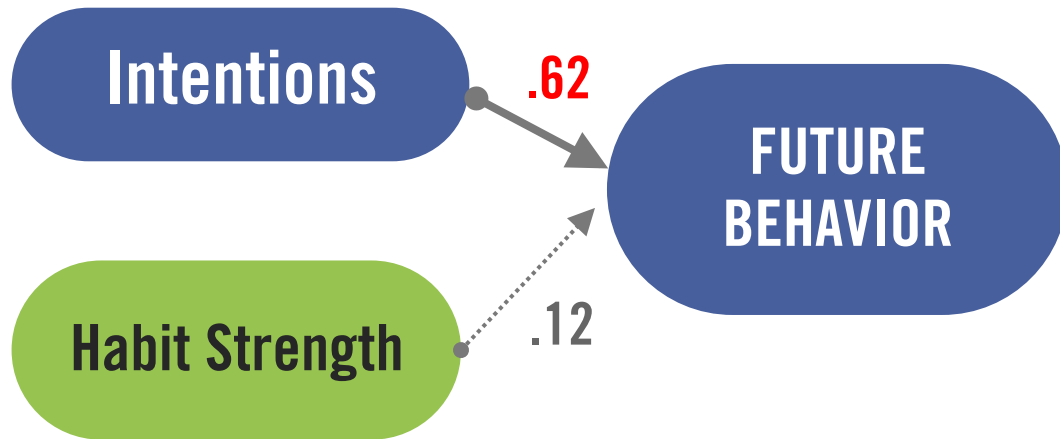
Here's why it matters...

Things we do rarely **or** in different environments...

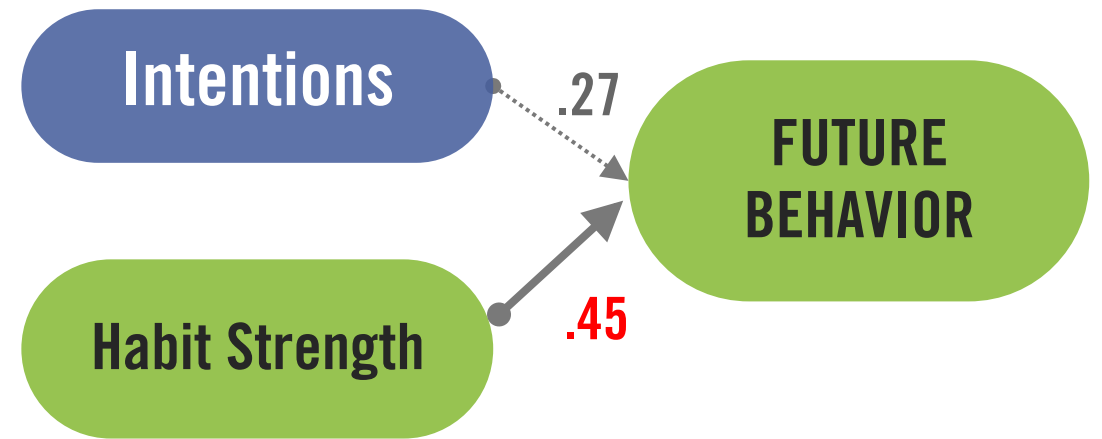


Here's why it matters...

Things we do rarely **or** in different environments...



Things we do often **and** in the same environment...



**Much of the time,
what we do is
what we do much
of the time.**

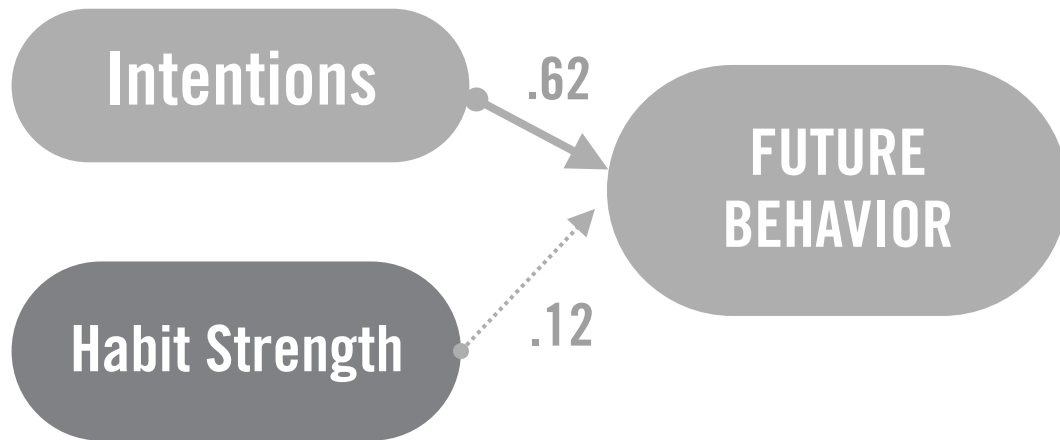
- People “beeped” every hour, reported on what thinking, doing, feeling
- 43% actions repeated almost every day, in same location
- 47% acting while thinking about something else

WOOD, QUINN, & KASHY (2002)

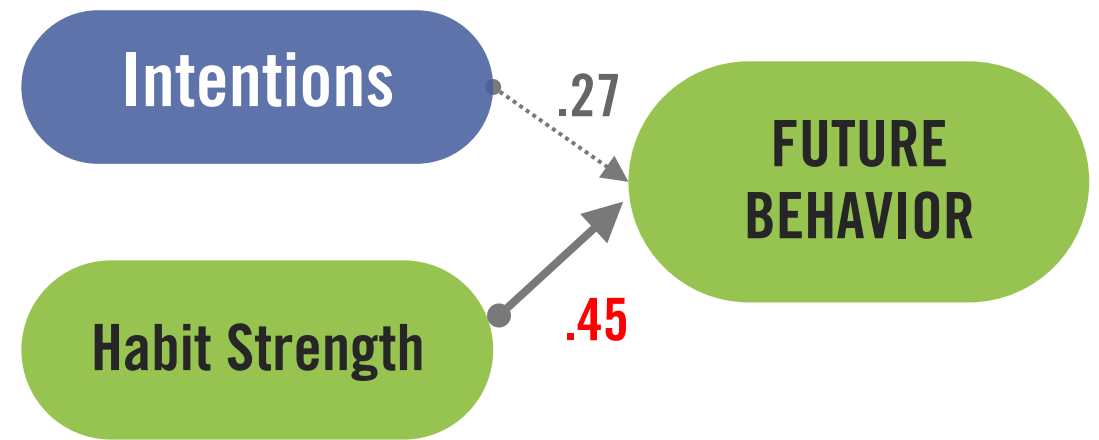


Here's why it matters...

Things we do rarely **or** in different environments...



Things we do often **and** in the same environment...



- Market research surveys, focus groups, consumer interviews: emphasize conscious and intentional self
- We know less about marketing to the habitual self
- When unrecognized, consumer habits are problematic
 - But also can promote new product use

Newly purchased
products intended
to use...but
actually used
rarely or not at all.

WHY?

Fell back on my old habits: did what I used to before I had the product.

Decided I didn't like it.

Too difficult; I never really learned how to use it.

Newly purchased
products intended
to use...but
actually used
rarely or not at all.

WHY?

Fell back on my old habits: did what I used to before I had the product.	25%
Decided I didn't like it.	10%
Too difficult; I never really learned how to use it.	27%

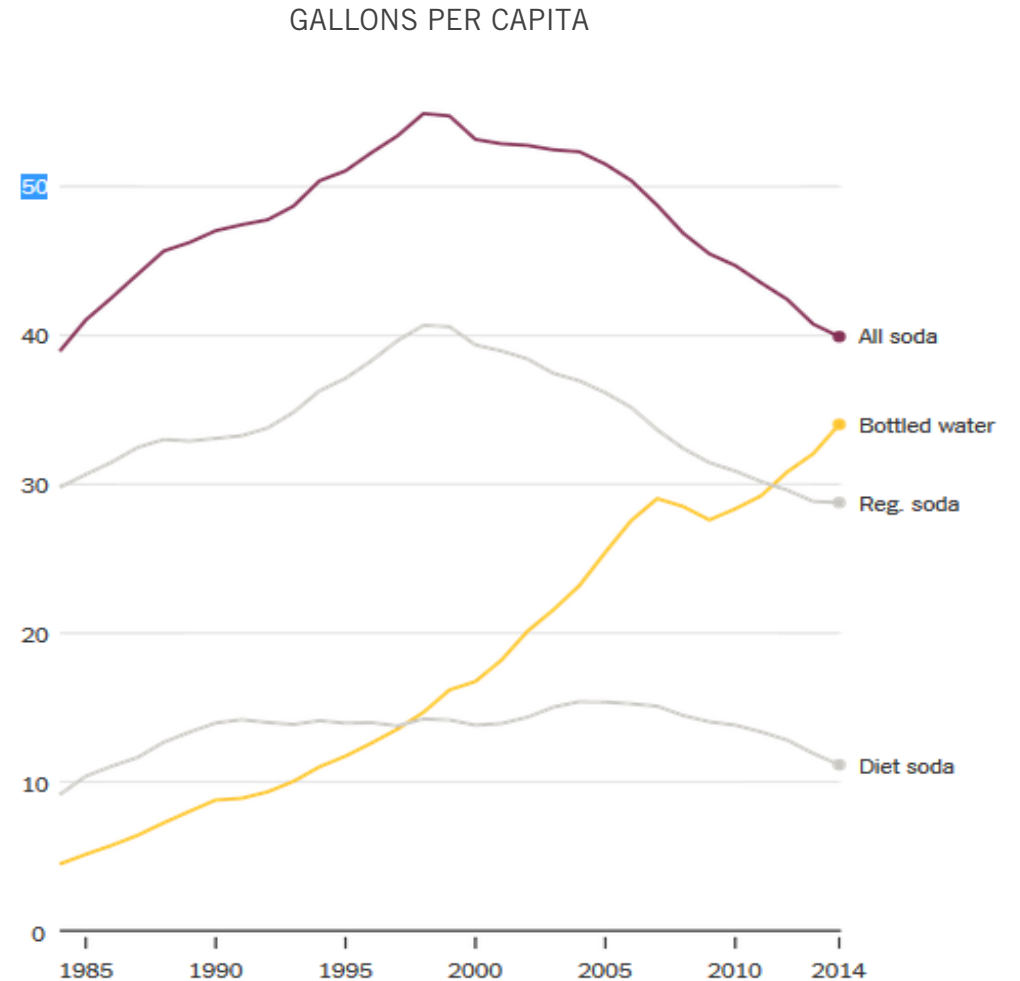
Habit slips: failure to use products.

- Systems perspective—products and services in context of consumers' ongoing habits
- Beyond relying on intentional self
- Tapping habits through:
 - Observing consumers in action
 - Field trials testing consumer response under actual sales and use conditions

Habit slips: leveraging the behavior stream.

- Consumers less likely to slip up and fail to use new product when it completely replaced an existing one
- Products were easily interchangeable

Integrating into habits: soda vs. water consumption





Integrating new product into existing habit **increased use.**




- Some consumers spontaneously planned to use new product every time they did certain habits
- Experimental test: Four weeks using new fabric refresher
 - Used more when new product tied to existing laundry habits.
- Piggybacking

Piggyback through product design.



Piggyback through
product use.



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1. What it means to act out of habit.
 2. Consumers of two minds.
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SUMMARY

