



How to Understand
and Influence Consumer
Behaviour in

2013

Jan Worsley, Head of Quantum Lab
SPA Future Thinking



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The start of any new year brings about new opportunities, new ways of thinking, new ways to understand and influence consumer behaviour .

Here at SPA Future Thinking our Quantum Lab team are continually developing better ways to understand consumers using the latest thinking and technology.

Quantum Lab is our think tank of new ideas, approaches and products. Methodologically there is currently an 'explosion' of new ideas in the market research world and we are constantly devising customised approaches and products to deliver state of the art thinking.



Highlighted below are **ten innovative areas of research** which can help you answer key questions and stay ahead in 2013.

- Subconscious Emotional Response
- 3D Visualisation
- Qualitative Analytics
- Data Visualisation
- Mobile Ethnography
- Mobile Video Diaries
- Trend Setters
- Gamification
- Online Communities
- Ethnomethodology





1 Gain an implicit measure of consumer perception

By using the length of time taken to respond to questions as well as the response itself, we gain another, more implicit measure of consumer perception.

Timed Response uses specially designed survey software which measures response time to the millisecond to give an understanding of which answers are automatic and which are rationalised.

We use key presses rather than mouse clicks to maximise accuracy and responses that are faster than the brain can process or are very slow are removed to avoid skewing the results.



2 Maximise reality in an online environment

3D visualisation and computer generated animations allows realistic conceptual mock-ups or environments to be presented online.

These can often be interactive, with participants able to explore and manipulate them online – bringing concepts alive and maximising comprehension of complex prototypes, in a very cost-effective way.

We have found this technology useful across a wide range of areas including reactions to packaging, evaluating technical concepts and behavioural response to retail environments.





3 Make sense of vast amounts of free-text data

Studies can increasingly generate large amounts of data through traditional, social media and community methods. This can be time consuming and difficult to collate and understand.

We're using multi-language real-time automated text analytics to understand customer sentiment. The verbatim outputs are run through our automated text analysis algorithms which analyse the verbatims for key words, categories, products/ brands and sentiment.

Our system automatically codes the raw text so the results can be then be combined with the rest of the survey data for full data interrogation.



4 Bring presentations to life

Research findings don't have to be dull. Data visualisation is key. The more visually stimulating and engaging they are the less likely they are to bore the marketing department to death. We are increasingly incorporating the use of advanced technology from HD flash reporting to real-time online reports to enable our deliverables to come to life in a user-friendly and creative way.

Particularly useful when reporting back to a varied and dispersed audience. Our bespoke web based portals give clients immediate multi-level access to data. This is as relevant for tracking studies where the format of reporting remains the same, as it is to providing ad-hoc results with a rapid turnaround, including same day concept testing.





5 Identify real consumer behaviour

Be-There™ is our qualitative mobile approach which allows us to get closer to consumer behaviour than ever before. Participants download the Be-There™ app to their mobile phone and complete a series of tasks, recording their actions through video, photo, text and audio-notes, to establish their thoughts and motivations.

Our innovative mobile ethnography tool enables us to capture rich moment-of-truth experiences directly as they happen and deliverables include an engaging multimedia visual landscape of your consumers world.



Mobile Ethnography



Mobile Video Diaries

6 Capture a visual narrative of consumer life

See-Me™ provides a visual diary of consumer life. It delivers an uninterrupted and unedited visual narrative of consumers lives by tracking where they go, what they do and what they are exposed to through a range of different cameras, suitable to the task.

The unobtrusive nature of the camera allows consumers to carry on with their everyday activities without interference and, importantly, without the presence of an interviewer. Footage from the camera is used as stimulus during a face to face session to establish participants' thoughts and motivations to the activities captured on camera. These are distilled into key insights and a summary multimedia output created.





7 Identify and understand those consumers that drive new product launch success

Our research on Trend Setters has helped us to identify and understand which consumers drive innovation success. We have created a specific segmentation to understand and target this unique group of individuals.

By incorporating a number of key questions the Trend Setters segmentation can be identified within any specific sector. Generally they account for around 20% of shoppers and have three key characteristics. They actively seek out new products, are enthusiastic advocates of products they like, and have the credibility and large social networks to spread those ideas.

Trend Setters can help avoid killing off great ideas that are just ahead of their time, identify the concepts with the strongest potential to spread quickly, tailor communications strategy to a new product or message and ultimately understand the importance of innovation in your category.



Trend Setters



Gamification

8 Keep respondents engaged and interested whilst answering a questionnaire

Gamification aims to ensure we get richer responses from respondents to reduce survey fatigue as well as engage respondents in longer term studies such as on line communities.

Our Quantum Lab team are currently working with our on line survey suppliers to identify the right question presentation and game mechanics for the specific needs of a project, to maximise the contribution of each respondent and the quality of the data produced.





9 Keep groups engaged in long term studies

Providing innovative and effective insight into the lives of consumers. Digital methods are now used as standard as a way of providing enhanced and more efficient research solutions, which offer cost savings as well as greater flexibility.

Whilst communities can be used for short-term ad-hoc studies (20-30 respondents over one to four weeks) we also adopt them for longitudinal studies with hundreds of participants contributing on an on-going basis. In either format they can be used as a standalone study or ideally to supplement quantitative projects.

There are numerous applications for online communities and we design and manage projects to include bulletin boards, chat-rooms, blogs, mobile data collection and video life journals as required; providing ideal ways to capture moment of truth experiences with powerful multimedia outputs through engaged participants.



Online Communities



Ethnomethodology

10 Identify the norms of social behaviour

Trying to identify the hidden etiquette and 'rhythms of life' is not easy.

Ethnomethodology is a new research technique that seeks to disrupt and challenge. It can be used to identify and understand those rules that are learned and absorbed sub-consciously over many years dictating how we behave.



About the Author



Jan Worsley
Head of Quantum Lab

Jan heads up the Quantum Lab team developing creative insight solutions that get to the very heart of business questions and deliver greater consumer understanding. His expertise includes the use of analytics, behavioural economics and gamification. Prior to joining us Jan was head of customer insights at innocent drinks.

jan.worsley@spafuturethinking.com

+44 (0) 1865 336 400



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With combined industry experience of over 40 years and offices in the UK and Europe, SPA Future Thinking provide genuine research expertise and understanding across a wide range of industry sectors. Our staff have a mix of agency and client side experience, providing you with a better understanding of your business needs; we have the confidence to deliver not just findings but business recommendations that deliver success.

For more information about the company please contact John Whittaker on +44 (0) 1865 336 400 or at john.whittaker@spafuturethinking.com

www.spafuturethinking.com

