

Behavioural economics – miten kuluttajat todellisuudessa tekevät päätöksiä?

Gamification – pelielementtien käyttö kuluttajatutkimuksissa

Milla Alanära, Foodwest Oy



Behavioural Economics

Research in a world of irrational expectations

How new thinking from Behavioural Economics changes the way we look at and conduct research

Stephen Phillips & Abigail Hill, Spring Research, UK

Behaving economically with the truth

How Behavioural Economics can help market research to better understand, identify and predict behaviour

Orlando Wood, BrainJuicer, UK

Behavioural economics, the Zeitgeist of 2011?

- In essence BE challenges some of the core tenants of classic economics decision-making theory

Classic Economic theory



Behavioural Economic theory



We too are guilty of using unrepresentative models



Look familiar?

How likely are you to buy this computer?
(Use a scale from 0 to 100, where 0 = "not at all likely" and 100 means "definitely would purchase.")

Lenovo
 3 GHz Processor
 1 GB RAM
 17-Inch Monitor
 \$899

Your Score: _____

We've got a lot to learn

It shows we are actually more like Homer Simpson than Superman

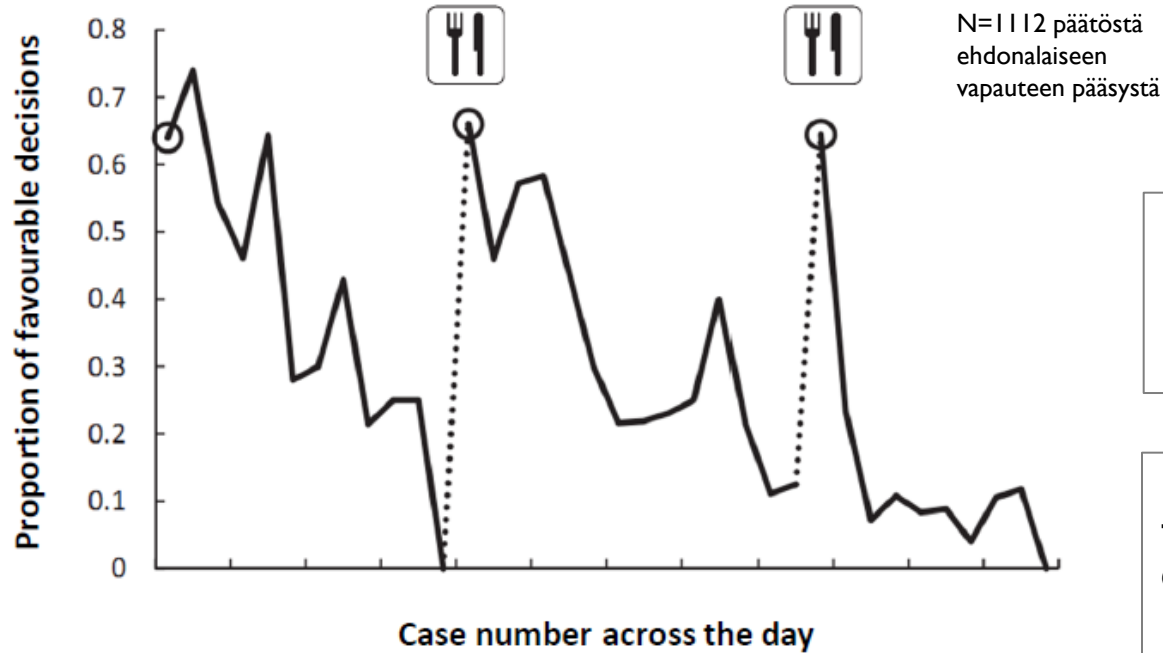


Behavioural Economicsin opit voidaan jakaa kolmeen ryhmään:

- 1. Henkilökohtaiset tekijät**
- 2. Sosiaaliset tekijät**
- 3. Ympäristötekijät**

1. Henkilökohtaiset tekijät

- Ihmiset eivät pidä muutoksesta, vaan pysyttelevät mieluiten tutussa ja turvallisessa, "go with the flow by inaction"
- Ihmiset käyttäytyvät usein impulsiivisesti ja monenlaiset tilannetekijät vaikuttavat päätöksentekoon



Päätöksenteko on raskasta, ihmiset tarttuvat helppoon ratkaisuun aina kuin mahdollista.

**Ihmisillä on luontainen taipumus pitää asiat ennallaan, jos ei ole erityisen painavaa syytä toimia toisin.
"Status quo bias"**

Danziger et al, 2011



Wood, Samson & Harrison, BrainJuicer, UK

2. Sosiaaliset tekijät

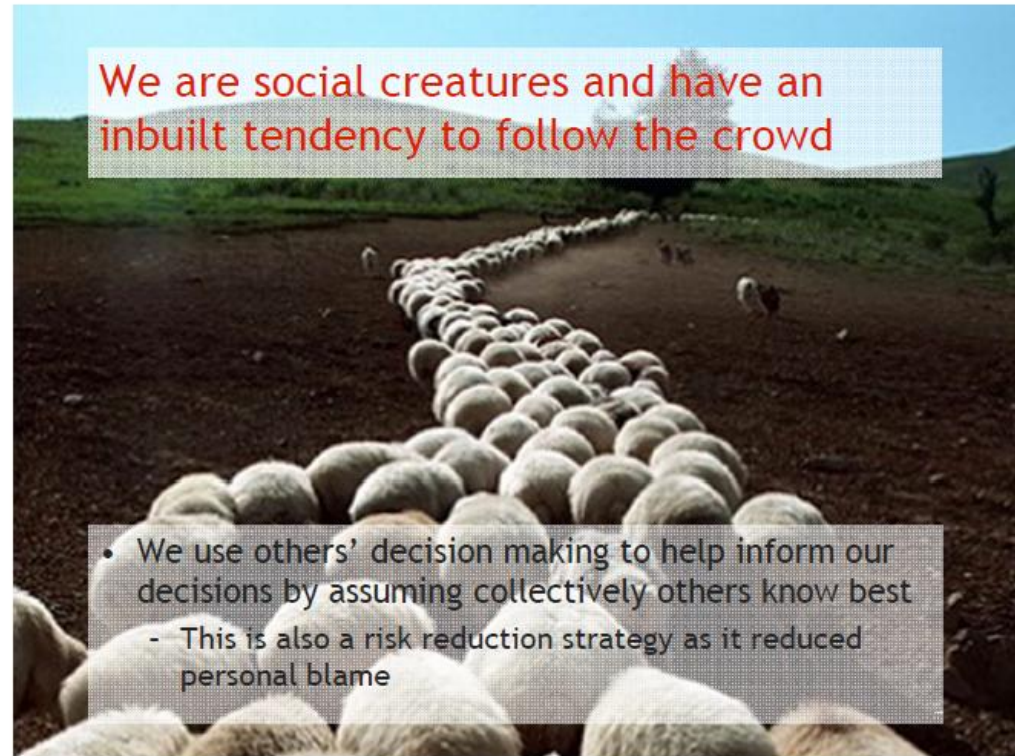
- **Muilla ihmisillä on suuri vaikutus. Ihmiset tekevät usein sitä mitä muutkin tekevät ja sitä mitä muut odottavat heidän tekevän.**

Tutkimukseen osallistuvien piti ilmoittaa, kuinka paljon olisi valmis maksamaan hyväntekeväisyyskonsertin lipusta.

Ryhmän A jäsenet kirjoittivat hinnan paperille: hinnat vaihtelivat 15 ja 150 £ välillä

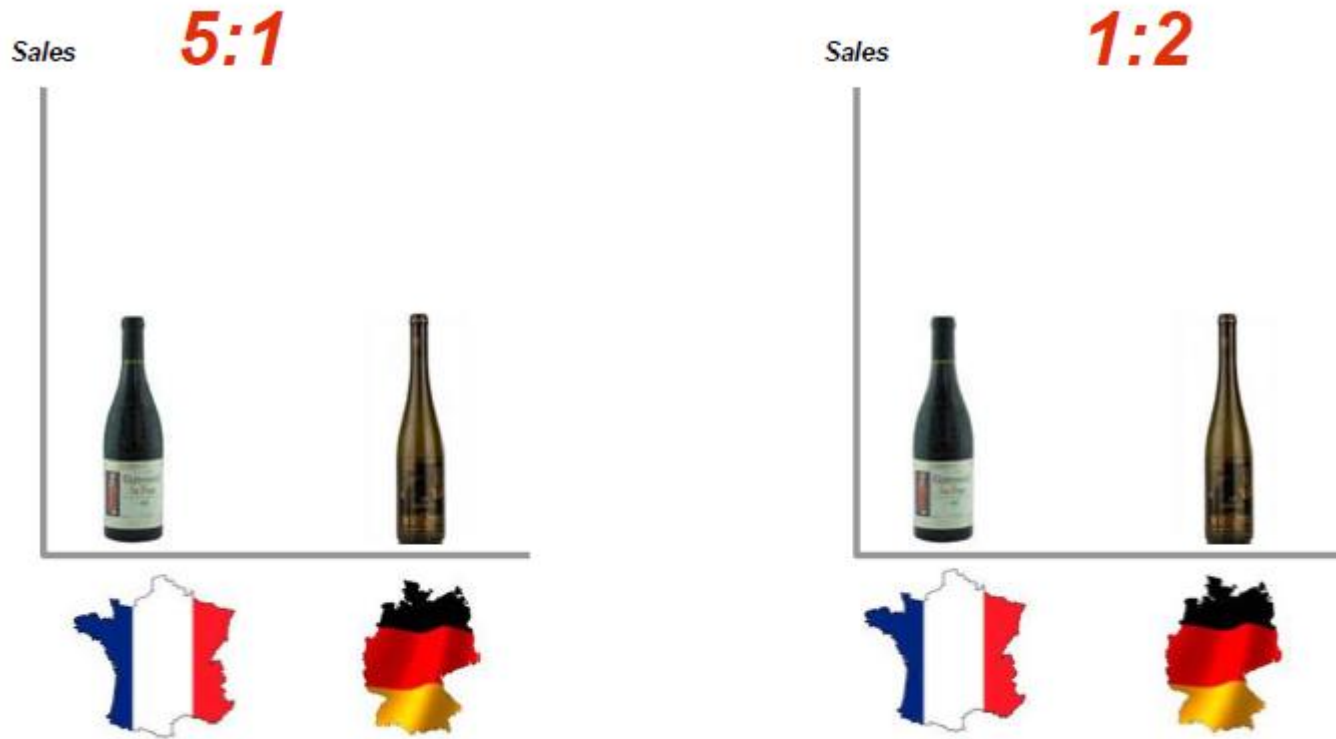
Ryhmä B:ssä yksi henkilö ilmoitti ääneen maksavansa lipusta 50 £. Tämän jälkeen muiden antamat hinnat asettuivat 40 - 60 £ välille

Kodinkoneliikkeen tehokkain myyntiargumentti: ”tämä on suosituin malli”

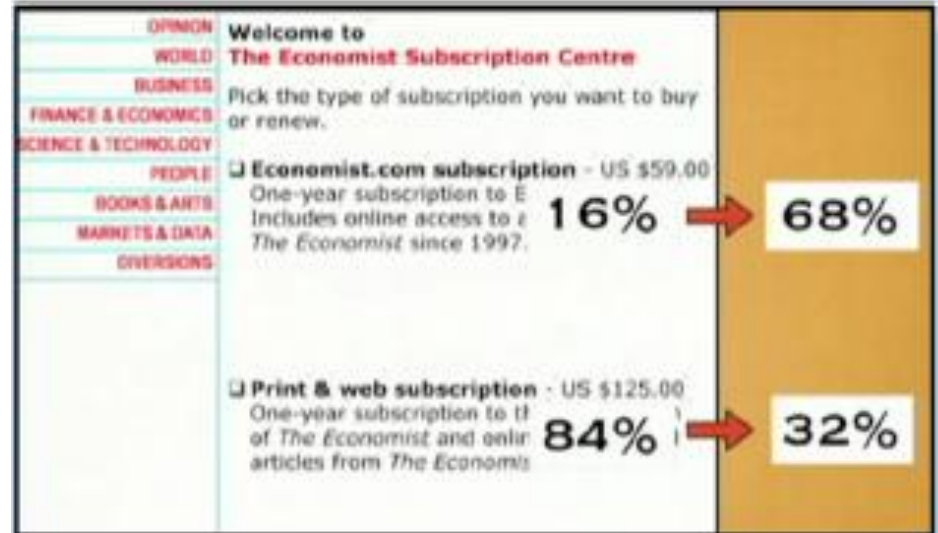


3. Ympäristötekijät

- **Ympäristö vaikuttaa ihmisiin, usein tiedostamatta**
- **Ihmiset eivät pysty käsittelemään kaikkea saatavilla olevaa tietoa, joten päätöksentekoa yksinkertaistetaan helpoilla nyrkkisäännöillä**
- **Valinnat ovat suhteellisia: vaihtoehtojen esittämistavalla on suuri merkitys.**



„ A. North, D. Hargreaves and J. McKendrick (1997)



“A gin and tonic please.”

“Double?”

“Two beers please – can I pay by card?”

“Sure – minimum spend £10 on the card though”

“OK – I’ll get four beers then, please”

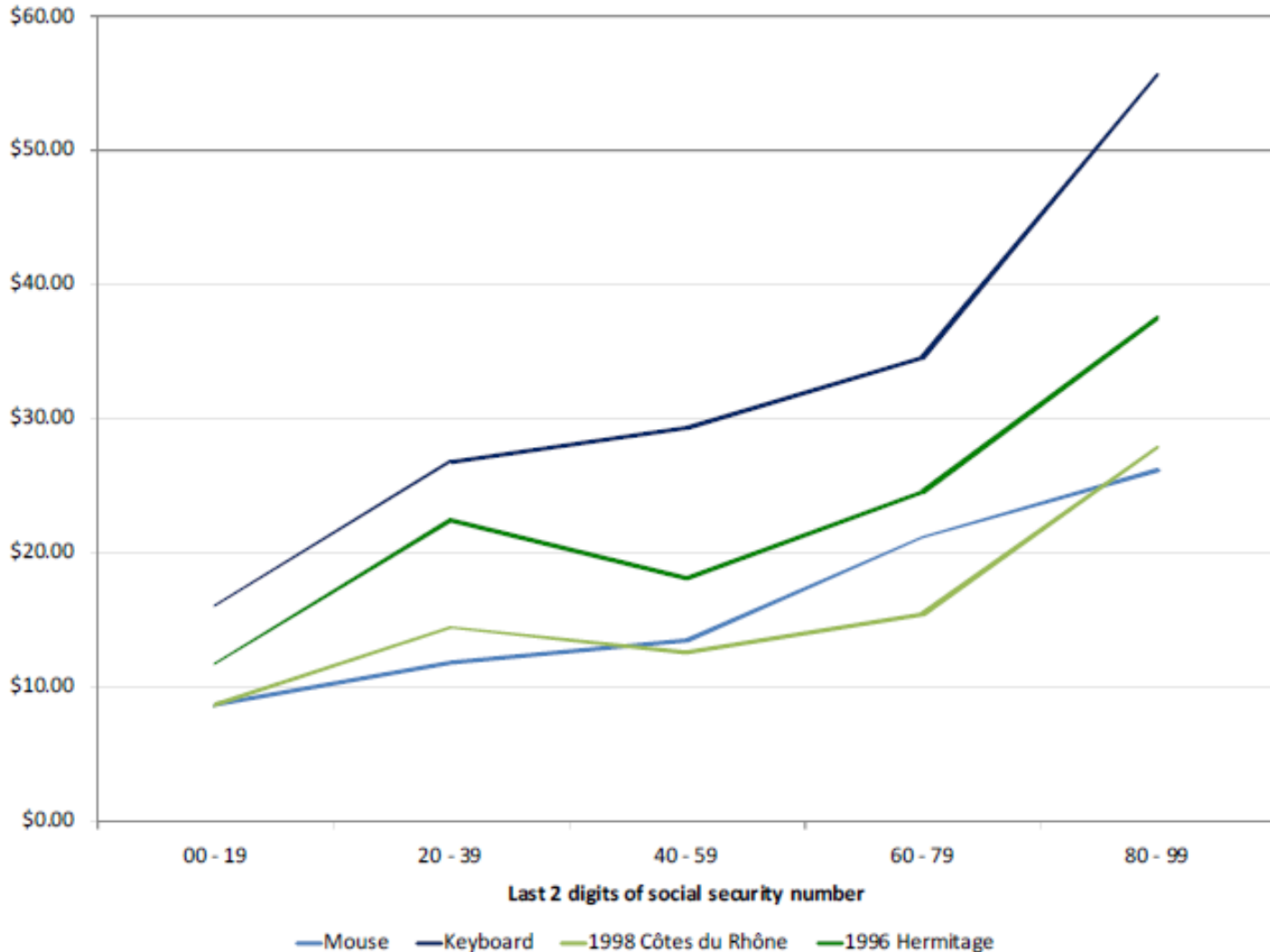


“Could I have a ginger ale please?”

“Did you want gin or vodka with that?”

Anchors are reference points that impact our subsequent opinions





Koehenkilöiden piti kirjoittaa kuinka paljon he olisivat valmiita maksamaan eri tuotteista. Ensin viereen piti kirjoittaa oman henkilöturvatonnuksen 2 viimeistä numeroa.

Behavioural Economics

- 🔹 People's decisions are often influenced in ways they can't really explain or articulate
- 🔹 An appreciation of Behavioural Economics can inspire approaches that help us see, understand and predict behaviour better

Gamification

The game experiments

Researching how gaming techniques can be used to improve the quality of feedback from online research

Jon Puleston, GMI, UK

Deborah Sleep, Engage Research, UK

Gamification

What it is... and what it's not

Kyle Findlay & Kirsty Alberts, TNS Global Brand Equity Centre, South Africa

All fun and games?

Myths and realities of respondent engagement in online surveys

Theo Downes-Le Guin, Market Strategies International, USA

Survey length
Low salience
Poor design

Respondent
burden



Speeding

Random responding

Satisficing
Termination



“Cleaner, higher quality data
Lower costs
Higher completion rates
Lower drop-out rates
Reduction in straightlining
More cognition per question
Richer verbatims
Higher survey satisfaction levels”





Framing

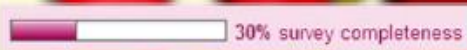
Survey question

Steak au pouivre
Pesto Pasta
fish and chips
garlic chicken

'Last meal' game

"Scotch broth soup as a starter served with garlic bread.
Medium grilled gammon steak with a lightly fried egg on top with chips and side salad. A glass of red wine. A sticky toffee pudding, followed by cheese and biscuits."

Rapid and frequent feedback



Question design

BONUS LEVEL: How effective is it?

Visualising

Which of these do you have in your room?

- TV
- Fish
- MP3 player
- Books
- Radio
- Magazines
- Console
- Camera
- Skateboard
- Stereo
- DVDs
- CDs
- Hampster
- Clothes
- Piggy bank
- Rocket

Which of these do you have in your room?



Source: GMI Interactive

Puleston & Sleep: neljän vuoden aikana yli 100 kokeilua erilaisten pelielementtien käytöstä



Game = Rules

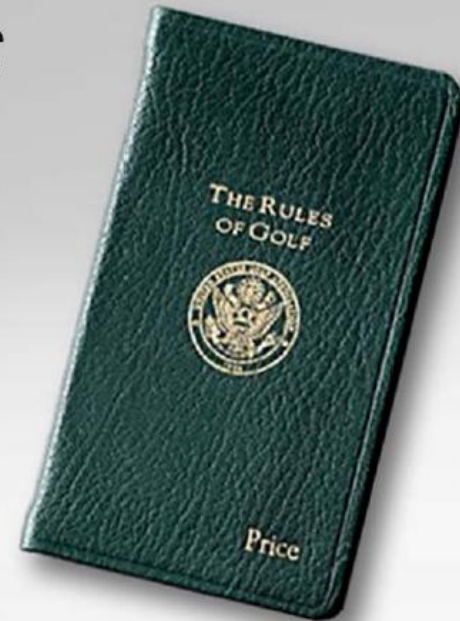
Examining the science of game play we learnt that what turns tasks into games are rules

Golf without rules

Carry a heavy bag 10km

Golf the game

Rule - place ball in holes along the way only touching it with sticks



Rules can be used to turn questions into mental puzzles which make them more interesting to answer...

A question

Describe yourself...

2.4

Descriptors

85%

Freely answered

Add a rule...

Describe yourself in exactly 7 words

4.5

Descriptors

98%

Freely answered

Games can turn tasks into Quests...

Looking at the evolutionary roots of game play, scientists believe we started to play games to hone our hunter gathering skills.

A very focused goal-orientated state of mind

Many of the most successful games flip us into hunter gathering mind sets by turning tasks into quests...



Found that adding a motive to answer a question could turn it into a “quest”

A question

How much do you like these music artists?

83

Artists evaluated

A quest...

Imagine you owned your own radio station and could play any music you liked. Which of these artists would you put on the playlist?

148

Artists evaluated

We explored ways in which we could add a more competitive framework to questions...

A question

Make a list of
your favourite
foods

6

Food items

A competitive element...

You have two minutes
to make a list of your
favourite foods!

35

Food items

Guess work is a very effective and simple way to add a competitive game element to a question...

A question

What brands of deodorant come to mind?

2 Brands

15 Secs

A guessing game...

How many brands of deodorant can you guess?

6 Guesses

2 Minutes

Adding reward mechanics...

At the heart of most games are mechanisms for rewarding participants.

We next explored how we could incorporate these into surveys.



Points based answer rewards

A question

What emotions do you think people associate with this...

8 Secs

50%

enjoyed

A reward mechanic...

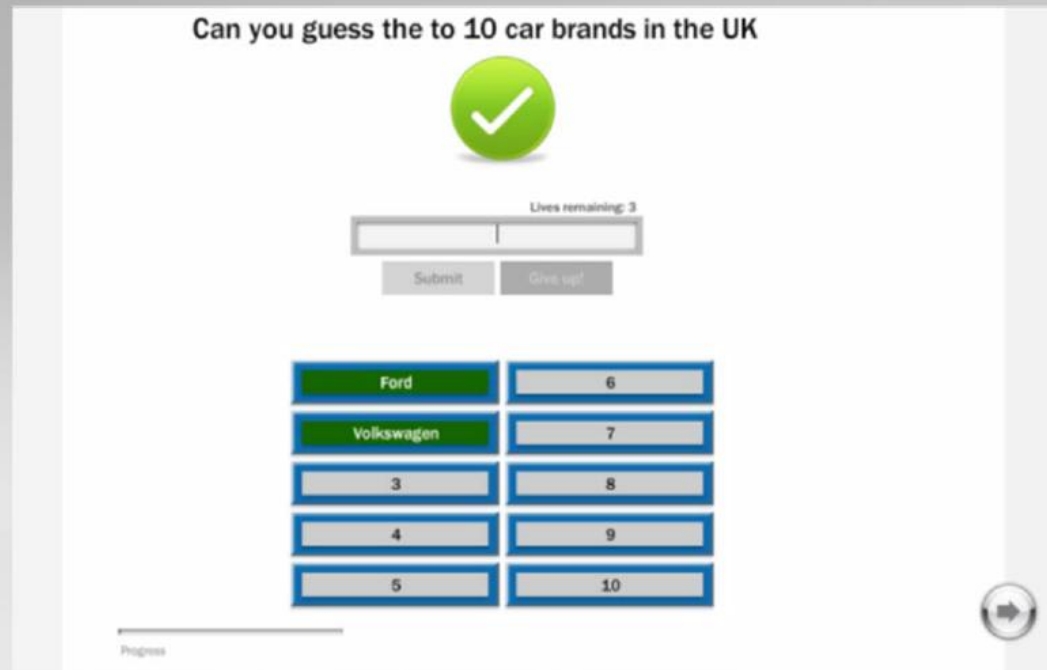
...win a point for everyone you guess right

12 Secs

90%

enjoyed

Guessing game became even more popular when we gave them instant feedback...



50%

More guesses

80%

Really enjoyed

Insurance game metrics

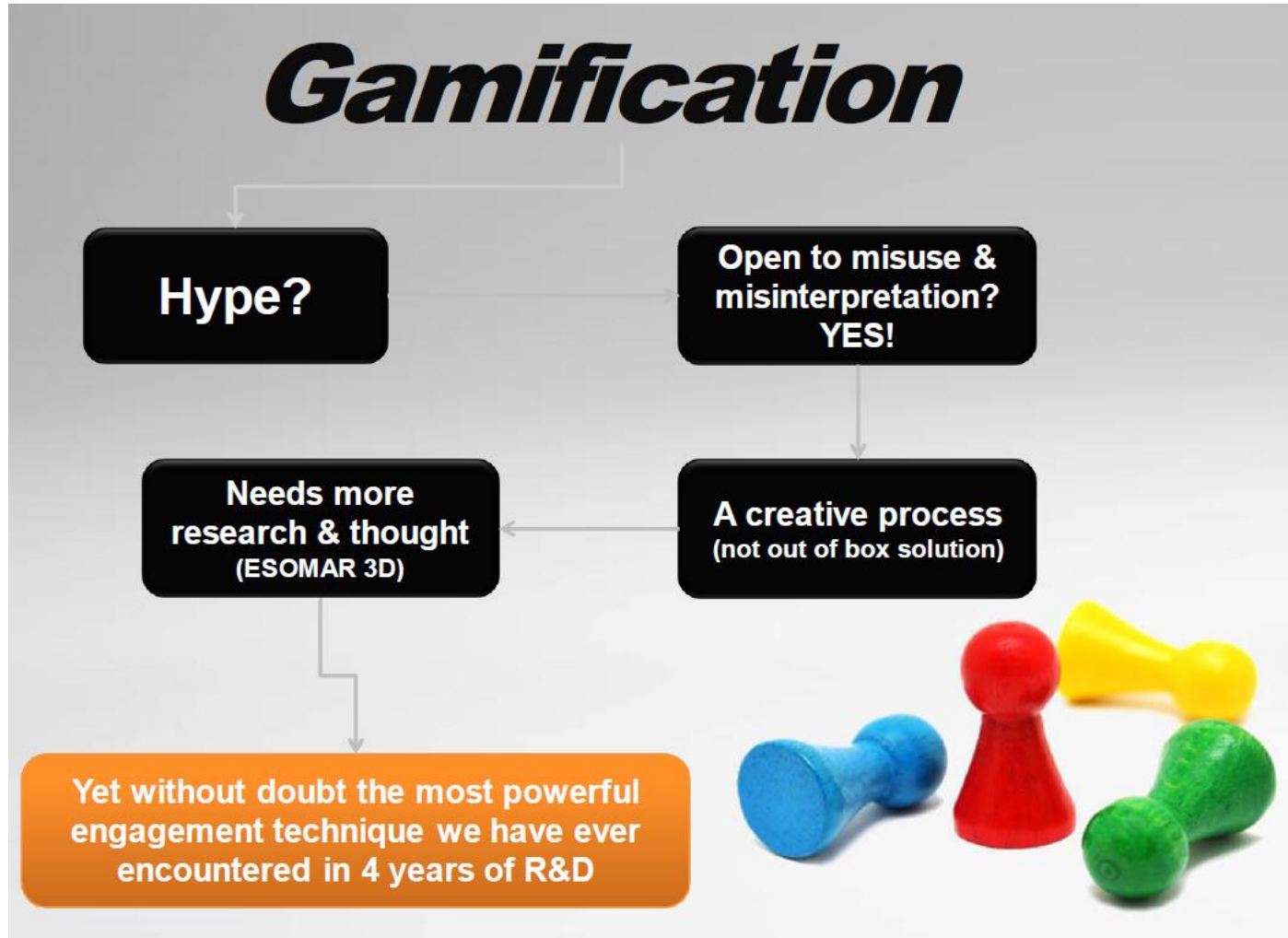
- 20% higher completion rate
- 18% more time spend answering like for like questions
- Significant improvements in enjoyment
- 30% more free text



Considering this was not a very exciting topic this was probably one of the best executed surveys I have ever seen

I really enjoyed the format - much easier to keep up concentration levels - intuitive - very well done!!

I would usually get bored and leave an insurance survey half way through, but this was fun.



Kiitos!