



THE
Breakfast
Club



The Heuristic Highway
Leo Malagoni



**Boosting Trust with
Behavioural Scientist**
Richard Shotton

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Head of Market Research at Sky Media

Objectives

Demonstrate the "human truths" of the modern purchase journey

Understand the role of brands and different media platforms

What this means for reimagining the path to purchase

The story of the deck

1

Today's customer journey is increasingly complex ('messy')

2

In this environment, consumers are surviving, not thriving

3

Emerging tech, product, and channel developments have the potential to make the shopper journey shorter and more direct

4

Shorter, more direct journeys must be underpinned by trust

The future shopper journey will be a heuristic highway – powered by trust

The Methodology



Qualitative deep dive
of online resources to
discover rich human
insights



3-day qualitative
online community,
gaining insight



Solidifying into the
emerging paths to
purchase



Sizing the trends,
robustly,
across 7x product
categories

Three key questions



*The mainstream
shopper journey*



*The emerging
shopper journey*



*The role of brands
& media*

1. Where are we?

The mainstream shopper journey

Today's mainstream shopper journeys being increasingly complex

Streamlined
Linear
One-way
Marketed-at Recipients

Fragmented
Omni-channel
Multi-directional
Push and pull

Complexity leaves people feeling more anxious

Shoppers are surviving not thriving



ANXIETY TRIGGERS

loss aversion “the pain of losing”

status quo bias “preferring things to stay as they are”



Anxiety driven by overwhelming choice

More options than you can possibly
(humanly) manage

*As for the amount of choice, I found this
(positively!) overwhelming, as this caused
anxiety... being swamped with so many options... I
felt very stressed!*

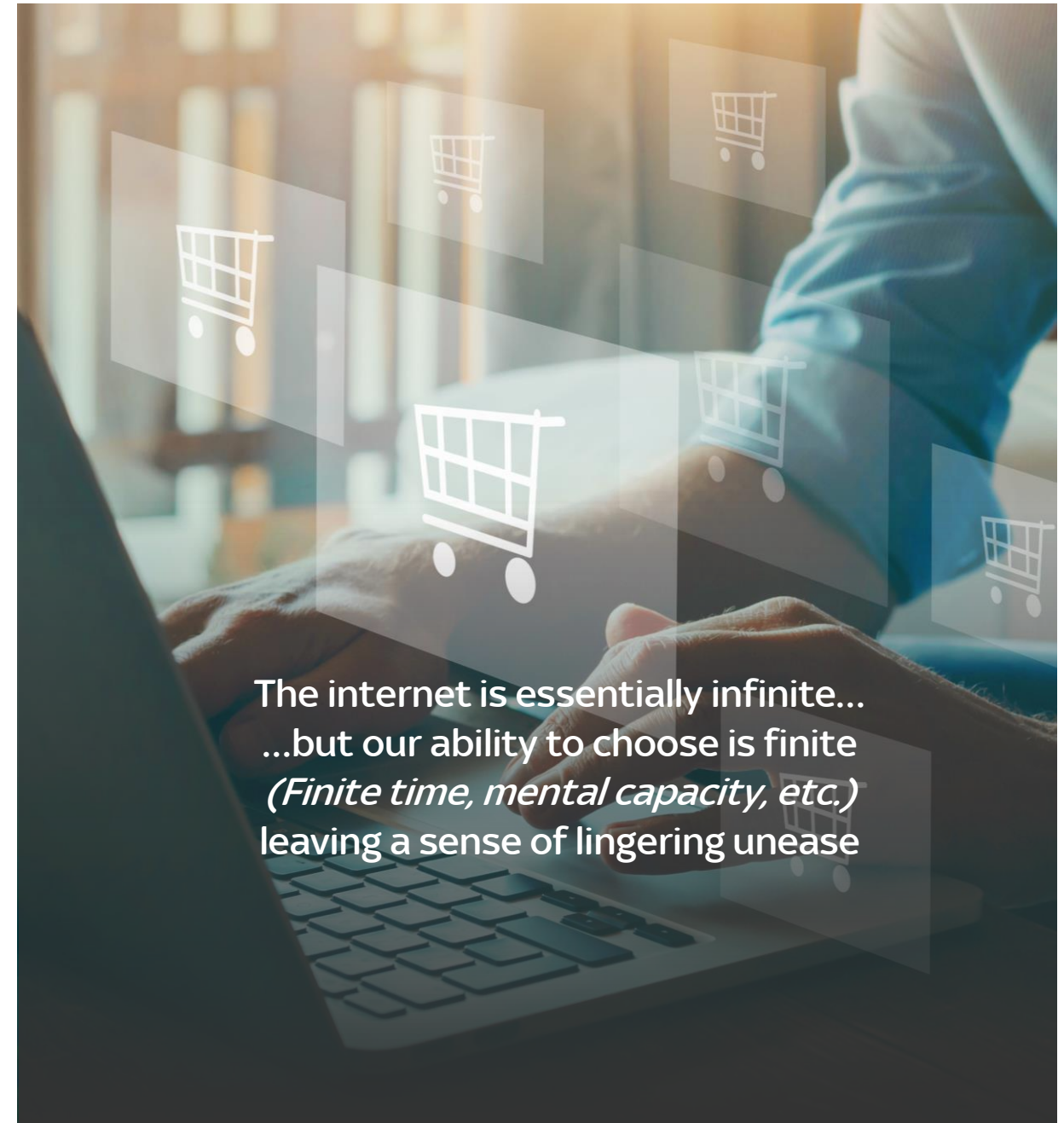
Automotive

I felt anxious due to my previous poor choices!

Beauty

*I need further reassurance that I am insuring with
the right company to put my mind at ease*

Insurance



The internet is essentially infinite...
...but our ability to choose is finite
(Finite time, mental capacity, etc.)
leaving a sense of lingering unease

Two human strategies to deal with choice and decision making

1

Looking for the
“perfect choice”

Weigh up choices carefully,
considering
all possibilities

Maximisation mindset

2

Looking for the
“good enough choice”

Spend less time deciding,
preferencing fast
decisions

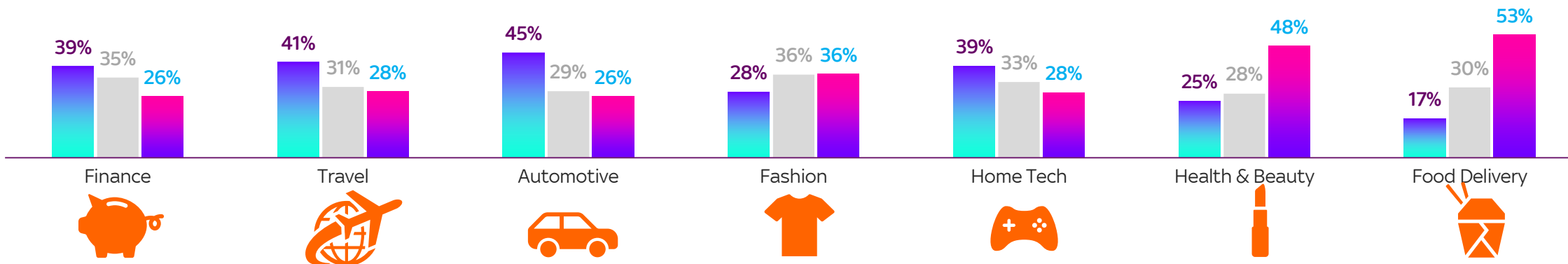
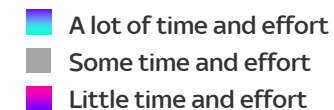
Satisficing mindset

Two human strategies to deal with choice and decision making

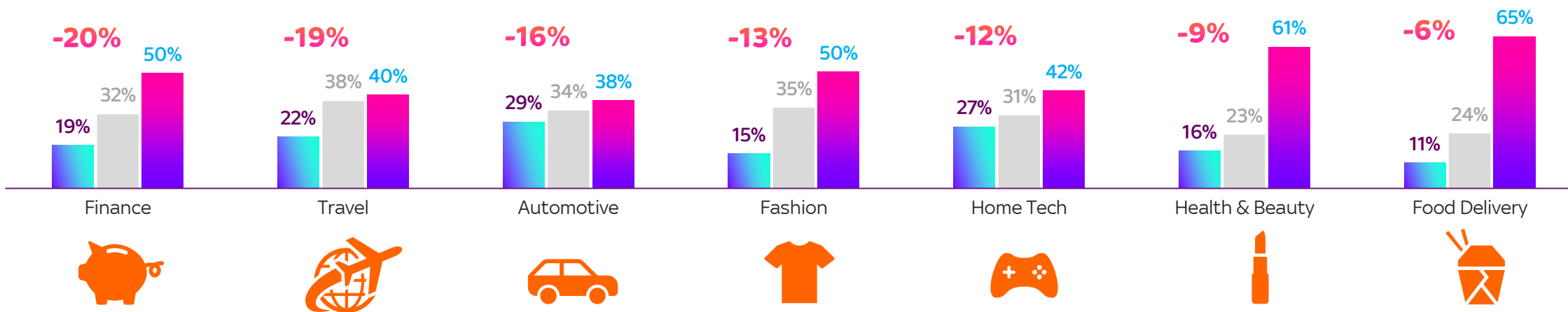


In a time poor world, consumers are *open* to time saving shortcuts

Time and effort spent on last purchase journey



Time and effort would ideally spend



M2. Thinking about your most recent shopping journey, how much time and effort did the whole process take?

M3. How much time and effort would you ideally like it to take?

Base: N=500+ per product category

*Satisficing and Maximising are coping mechanisms.
In an ideal world, all shoppers want a shortcut they
can trust. A shortcut that saves time and effort.
A shortcut that feels safe and reassuring.*

2. Where are we going?

The emerging shopper journey

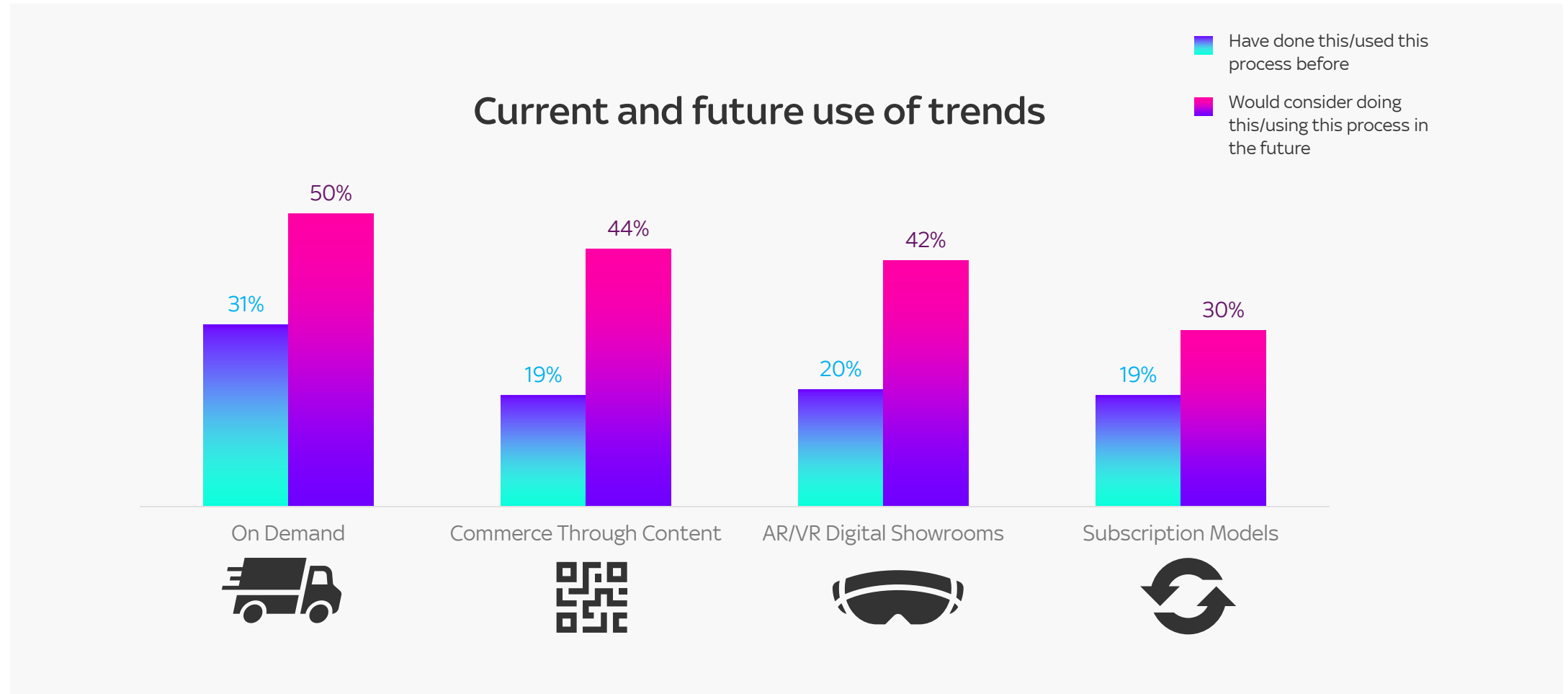
The Good News: help is on the way...

Emerging trends, tech, channel and product developments are creating new & better shopping shortcuts (heuristics)

We discovered 4x key heuristics shaping the emerging journey



All 4x key heuristics are predicted to grow in the future...



The emerging journey is shorter and more direct



Distance from desire to action to fulfilment is reducing

MAKING THE JOURNEY SHORTER



The time is indeed reducing from wish to reality, with people's patience disappearing fast. We live in a very much I want everything now/yesterday society"



Content providing an immediate, direct link to the purchase

MAKING THE JOURNEY MORE DIRECT



Recently when we were watching [a TV series], my wife really liked an outfit one of the ladies was wearing. If we were able to find out where it was from there and then, then I may have bought it for my wife because she really liked it"

On Demand Everything...



"What Should I Watch?"

"Save many an hour endlessly scrolling."
WHAT HI-FI?

Today's Top Picks

Home

TV Guide

Recordings

Catch Up TV

On Demand

Sky Cinema

Sky Store

Sports

Just Say 
"What Should I Watch?"

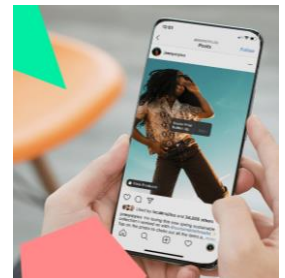
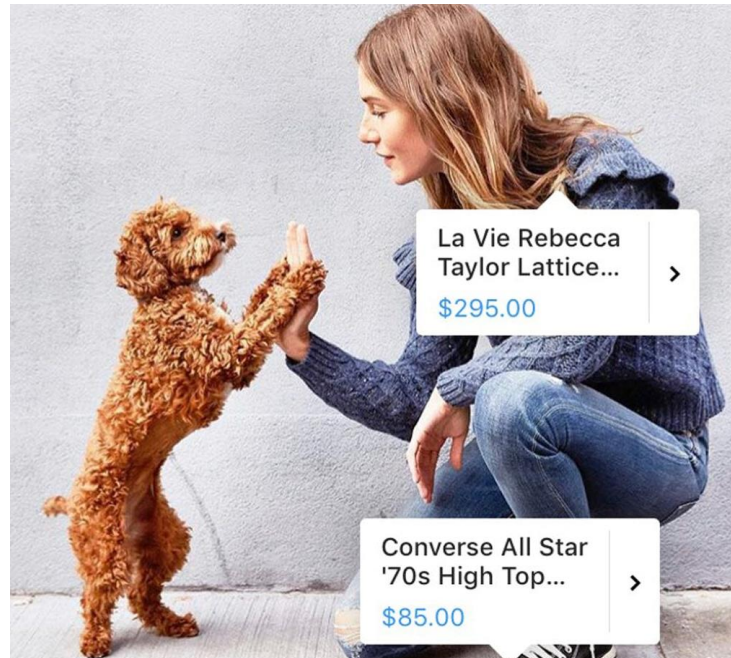
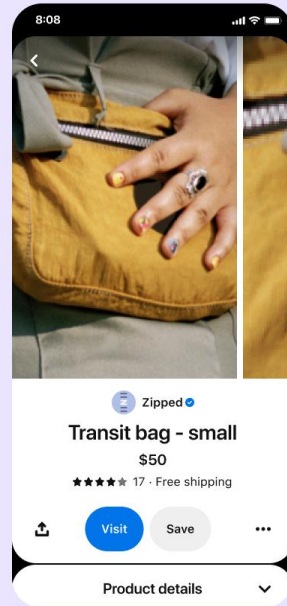
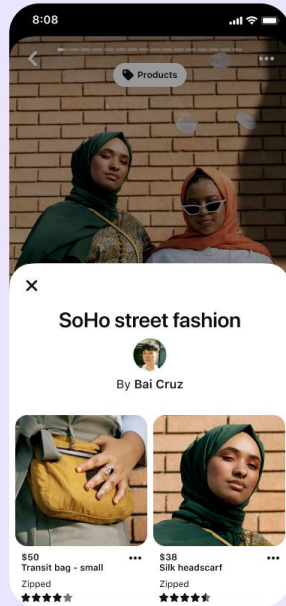
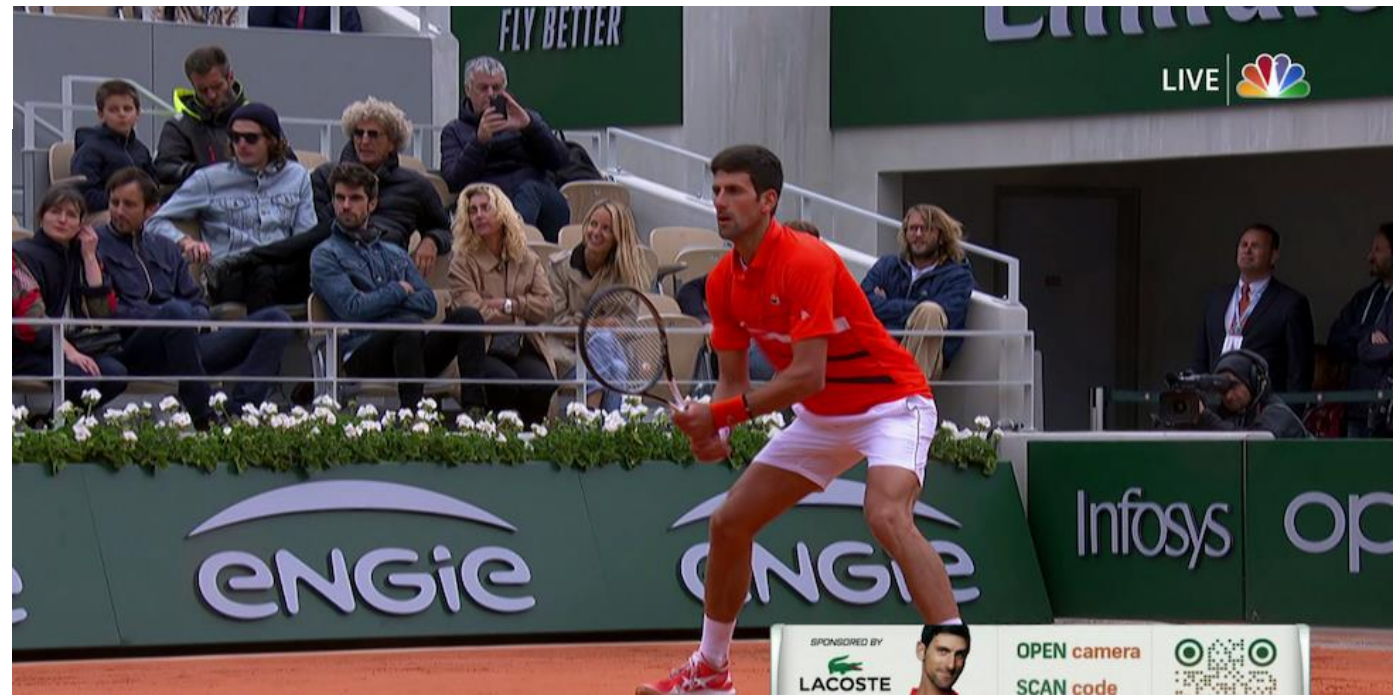
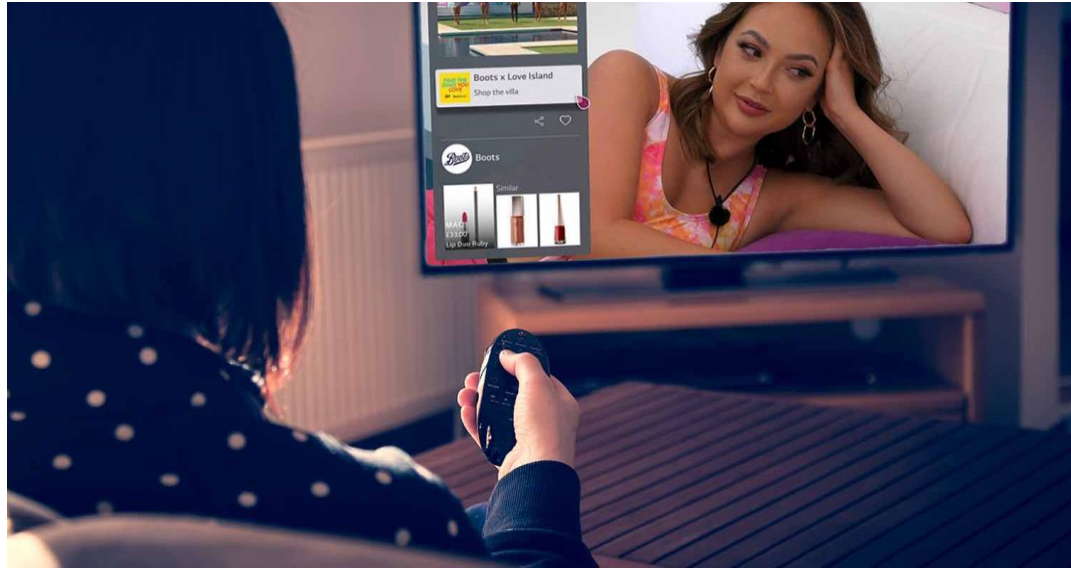
Your Recent Recordings



Because you Watched...
Top 10 on Sky
Popular Now
Trending This Week



Commerce through content...

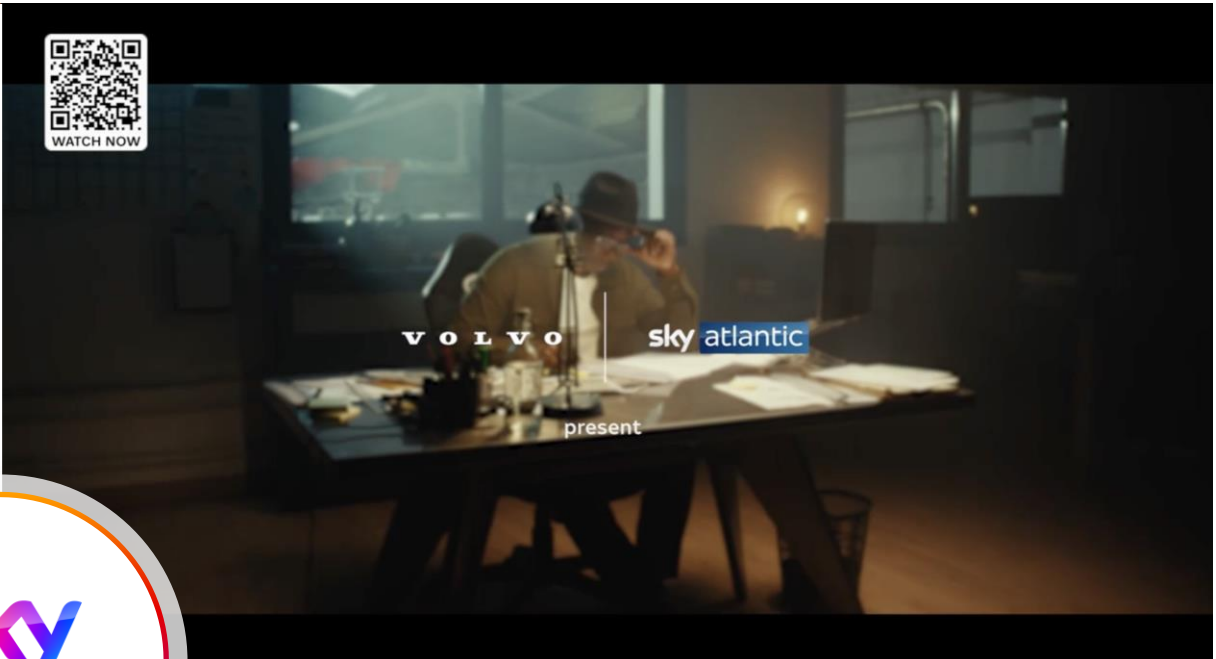




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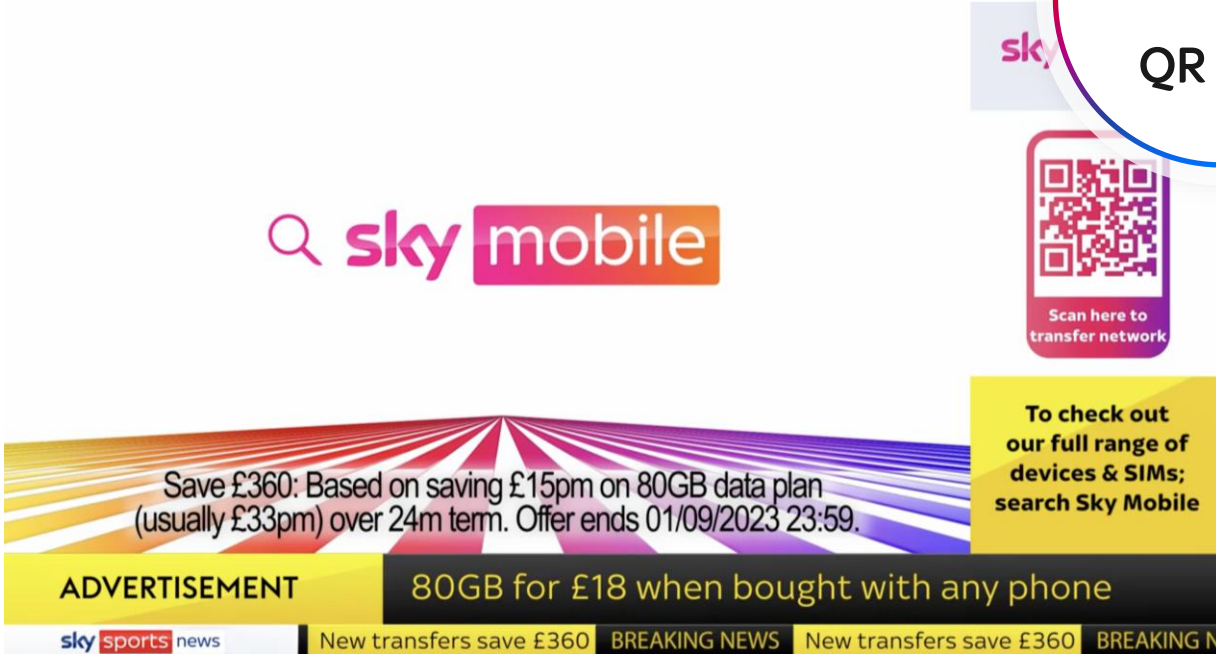
NEVER MIND THE BUZZCOCKS

Selected stores & lines. Subject to availability. Shows serving suggestion. Independent tests May-Aug 2023. For verification see Asda.com/TasteMe



volvo | **sky atlantic**

present

sky mobile

Scan here to transfer network

To check out our full range of devices & SIMs; search Sky Mobile

Save £360: Based on saving £15pm on 80GB data plan (usually £33pm) over 24m term. Offer ends 01/09/2023 23:59.

ADVERTISEMENT 80GB for £18 when bought with any phone

sky sports news | New transfers save £360 | **BREAKING NEWS** | New transfers save £360 | **BREAKING N**



Shop now

Ocado Price Promise **£**

Your like-for-like shop matched to tesco.com

ocado

The emerging journey is shorter and more direct



Tech-enabled virtual ownership significantly increases peace of mind (confidence) and gives shoppers the sense that they own a product before they buy it (endowment effect)

MAKING THE JOURNEY LESS RISKY



"I think it would reduce the time to decide as if a decision is low risk you are going to spend less time making up your mind"



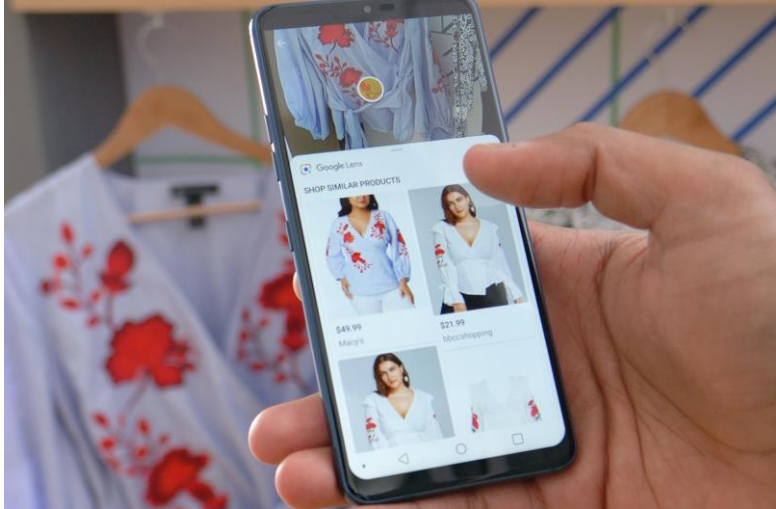
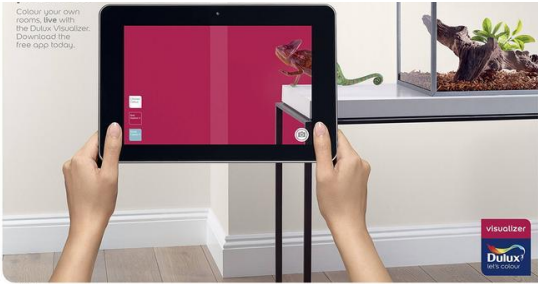
Allows greater experimentation and adaptability (especially as tech evolves, e.g. electric vehicles, etc.)

MAKING THE JOURNEY LESS COMMITTED



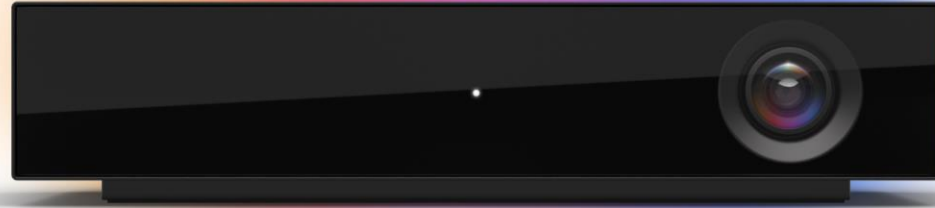
"Subscriptions give you that flexibility. As an example if you buy an EV car with a max range of 250 miles and then within two years this is 400 miles you will want to change"

Digital showrooms...



Sky Live: The new interactive camera.

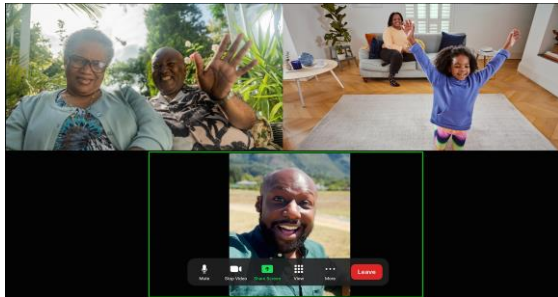
Transform your TV with an endless range of immersive experiences.



“Sky is reinventing the way we watch TV as it has done time and again.” – The Sun

1

Video Call



2

Play



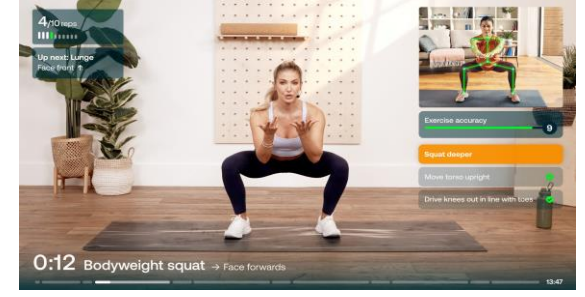
3

Watch Together



4

Workout



New Subscriptions Models



Subscribe and drive.*
Incl. service, maintenance and more.
CARE BY VOLVO
*Subscription subject to status. T&Cs apply.




The future wears bundlee

to upgrade to the latest iPhone.

- ✓ Get a new iPhone every year
- ✓ Low payments from \$34.50/month¹
- ✓ Works with your carrier
- ✓ AppleCare+ coverage included

[Join now](#)

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[Check your upgrade eligibility >](#)




iPhone X iPhone 8 Plus iPhone 8



COLLAR CLUB
SELECTED FIT

PIVOTAL
SUBSCRIPTION BY JAGUAR AND LAND ROVER

BLUE INDIGO VIOLET ULTRAVIOLET



gousto
Unbox possibility



MOISTURE RICH
AVOCADO infused sheet mask

GLASSYBOX
DAILY REUSABLE ROUNDS



Hello FRESH

PlayStation.Plus

3
MONTHS SUBSCRIPTION

Emerging tech, product, and channel developments are creating new & better shopping shortcuts (heuristics)

The new journey is: Shorter, More direct, with less risk and less commitment

3. The importance of trust

HIDDEN COSTS

INFLUENCERS ARE
COMPROMISED

When it
comes to trust,
shoppers have
reason to be
on-guard

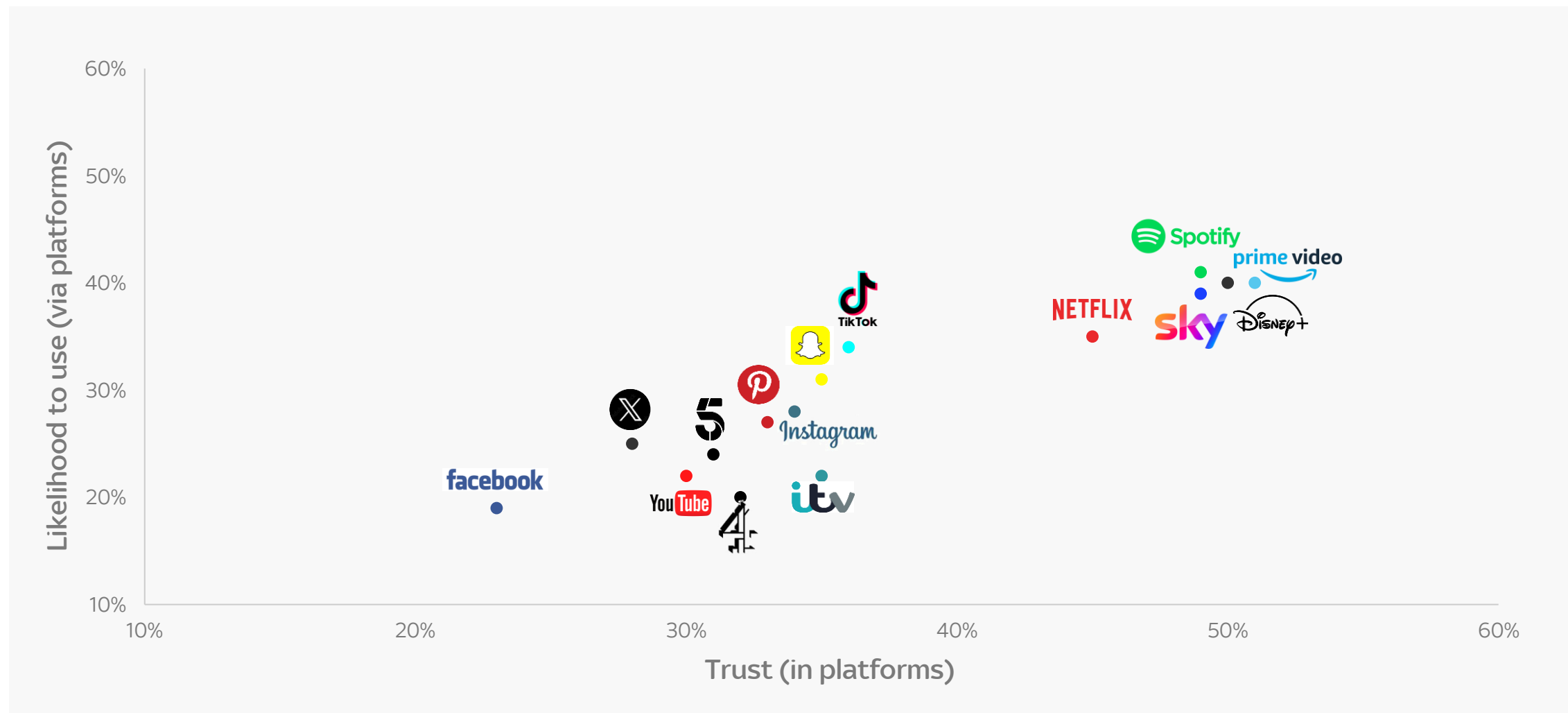
ONLINE-ONLY CAN BE
NEW TERRITORY

NEW, UNPROVEN BRANDS

So where do
consumers
turn for trust?



Some media environments are more trusted than others



B6b. Regardless of how likely you would be to use a service like this, how trustworthy would you find this process if it was enabled / facilitated by the following platforms?

B6c. How likely do you think you are to consider using [process] when buying [category] (again), at some point in the future, if it was enabled / facilitated by the following platforms?

Base: all who have / use the specific platform: Netflix (1478), Amazon Prime Video (1958), Disney+ (1362), Spotify (843), Sky (1055), ITV (1449), Channel 4 (2941), C5 (2941), Facebook (1444), TikTok (1359), YouTube (1444), Instagram (1410), Snapchat (1264), Pinterest (1357), Twitter (1429)

As a channel, trust in TV is unparalleled

Shoppers are influenced by (and can articulate) the **signaling effect**
i.e. TV advertising is a **significant investment**, demonstrating **significant resources**



I always find the quality of an advert would make me trust a brand more than another which may not have television ads"

Insurance



[Showing ads] proves brands/companies are going to put in the effort (of making an ad), showcasing themselves ... and investing their trust into the brand by investing in themselves"

Automotive



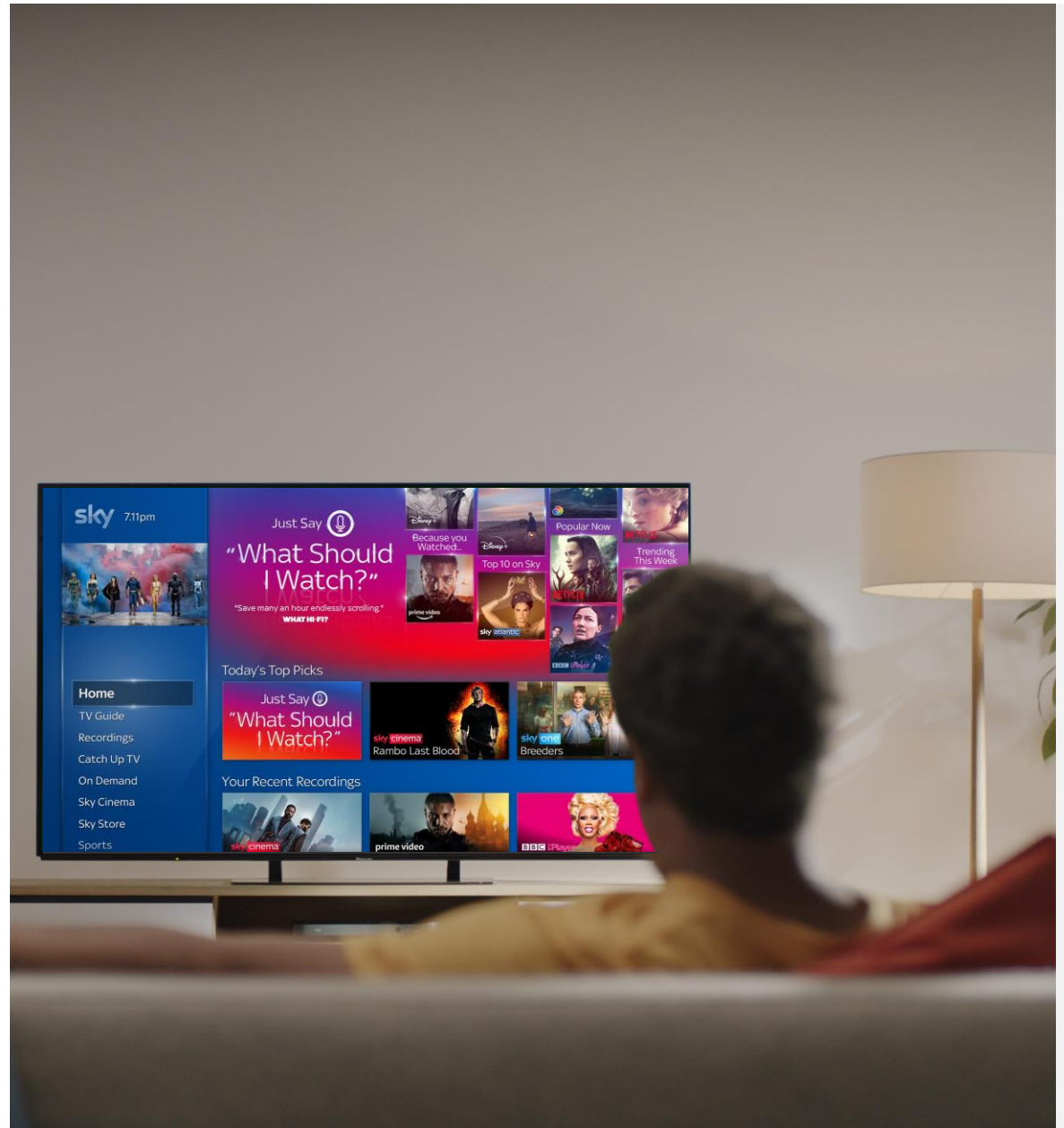
"Yes, positive and confident, that they're being endorsed by a company as big as Sky, you know you're probably in safe hands

Beauty



Shopping shortcuts (heuristics) must be underpinned by trust

Some media brands are more trusted than others. Sky has the trust, experience and touchpoint capability to credibly deliver shorter, more direct journeys.



Summary

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Shorter, more direct journeys must be underpinned by trust

The future shopper journey will be a heuristic highway – powered by trust

A vibrant, stylized illustration of an astronaut in a space suit floating in space. The astronaut is reaching out towards a large, white, rectangular box that is suspended in the air. On the front of the box is a blue circle containing a yellow letter 'A'. The background is a dark space filled with stars and the metallic structures of a spacecraft or space station.

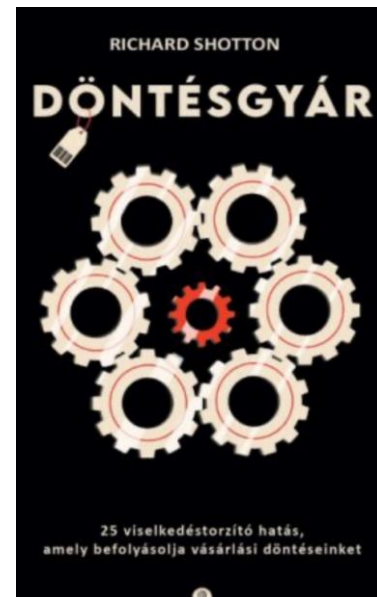
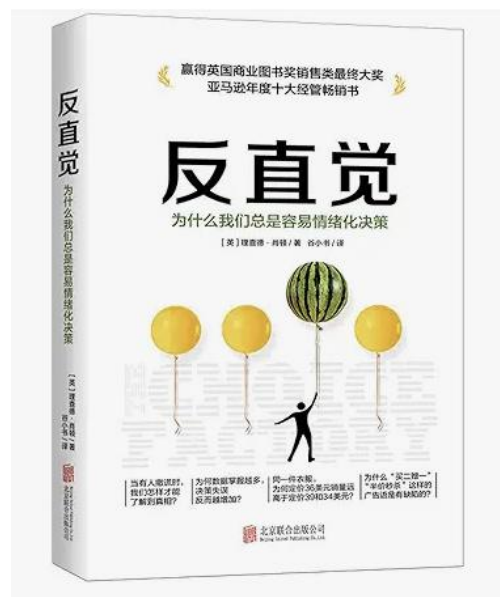
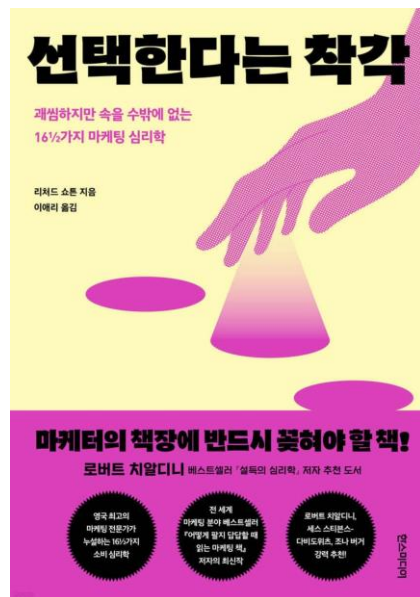
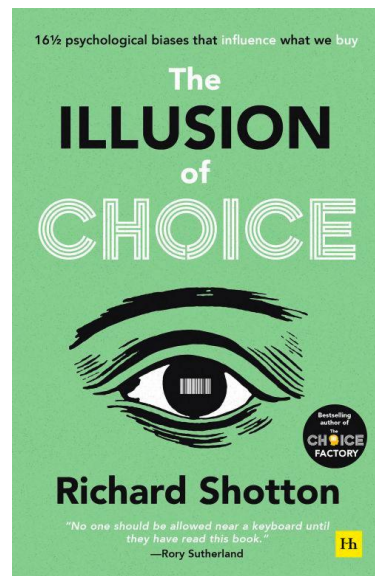
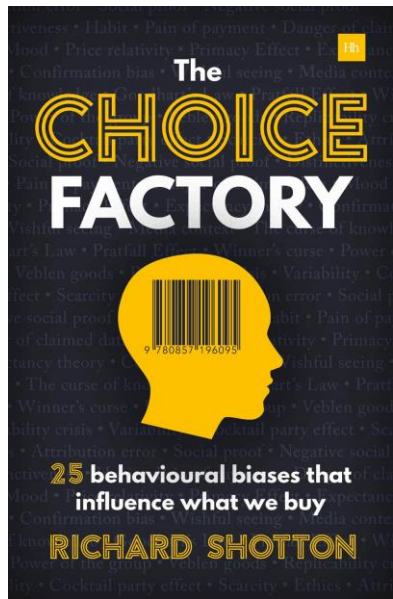
Boosting Trust with Behavioural Science

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The Choice Factory

@rshotton

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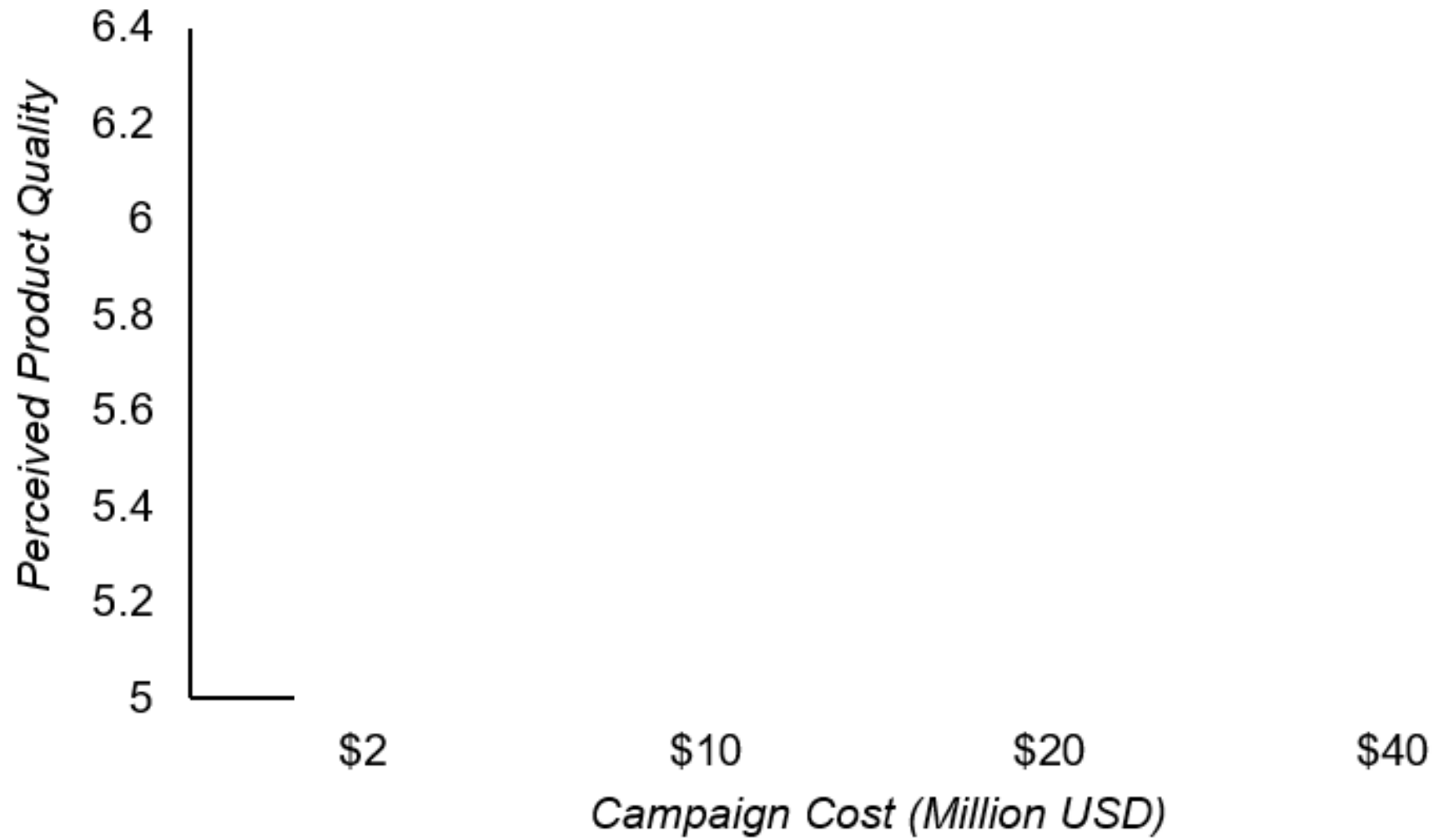
***“Thinking is to
humans as
swimming is to
cats;***



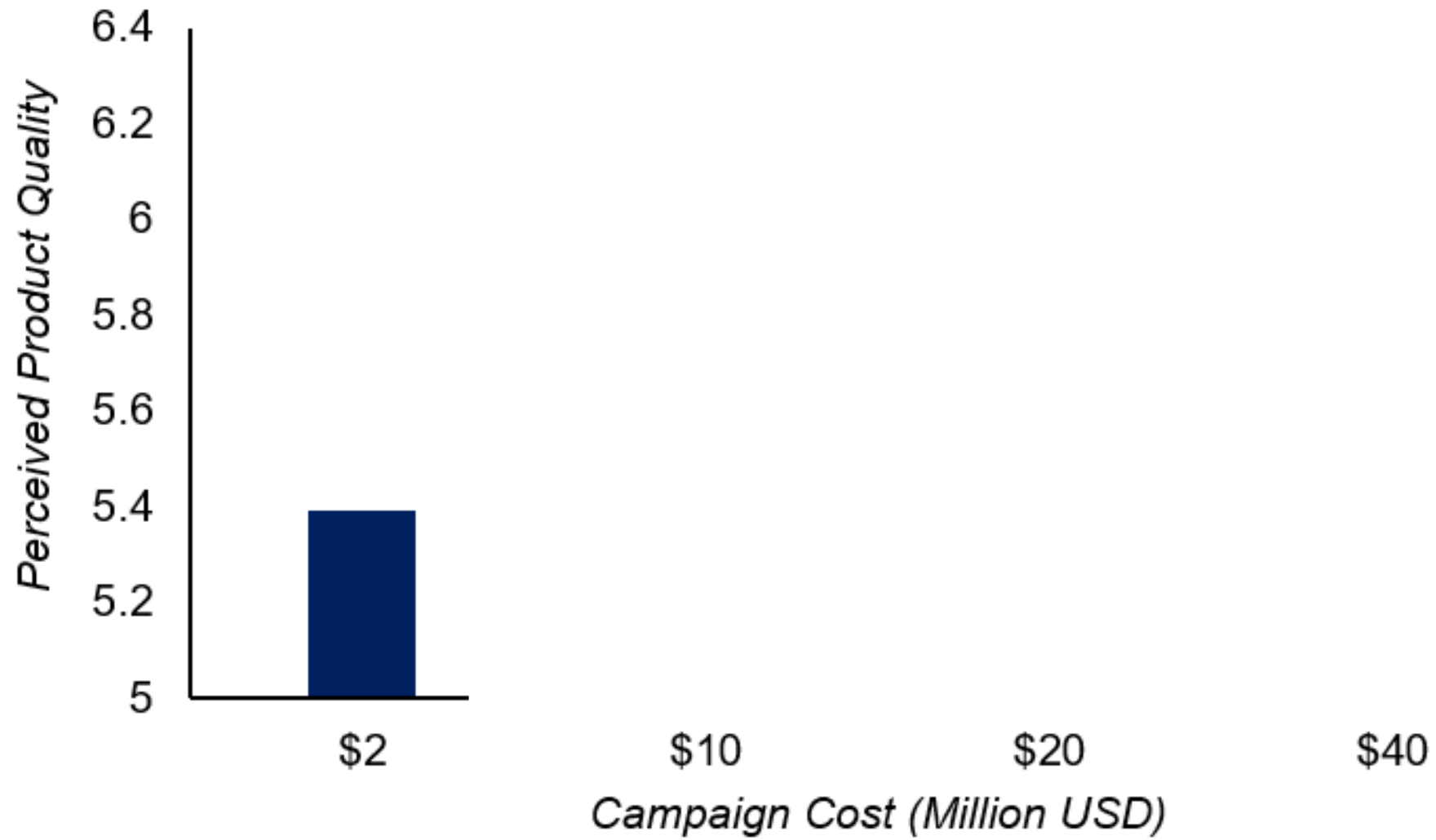
“Thinking is to humans as swimming is to cats; they can do it but they’d prefer not to” - Daniel Kahneman



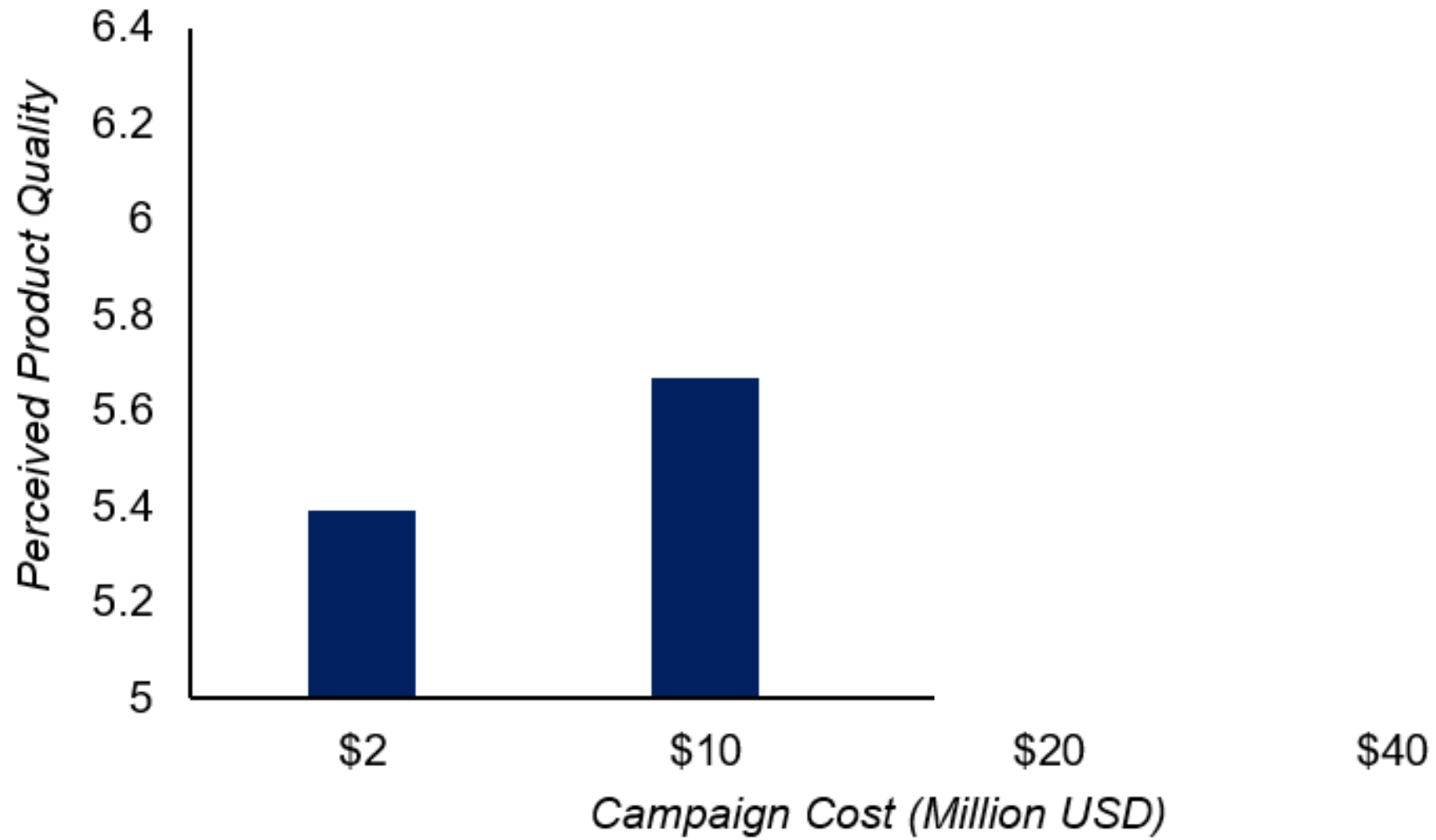




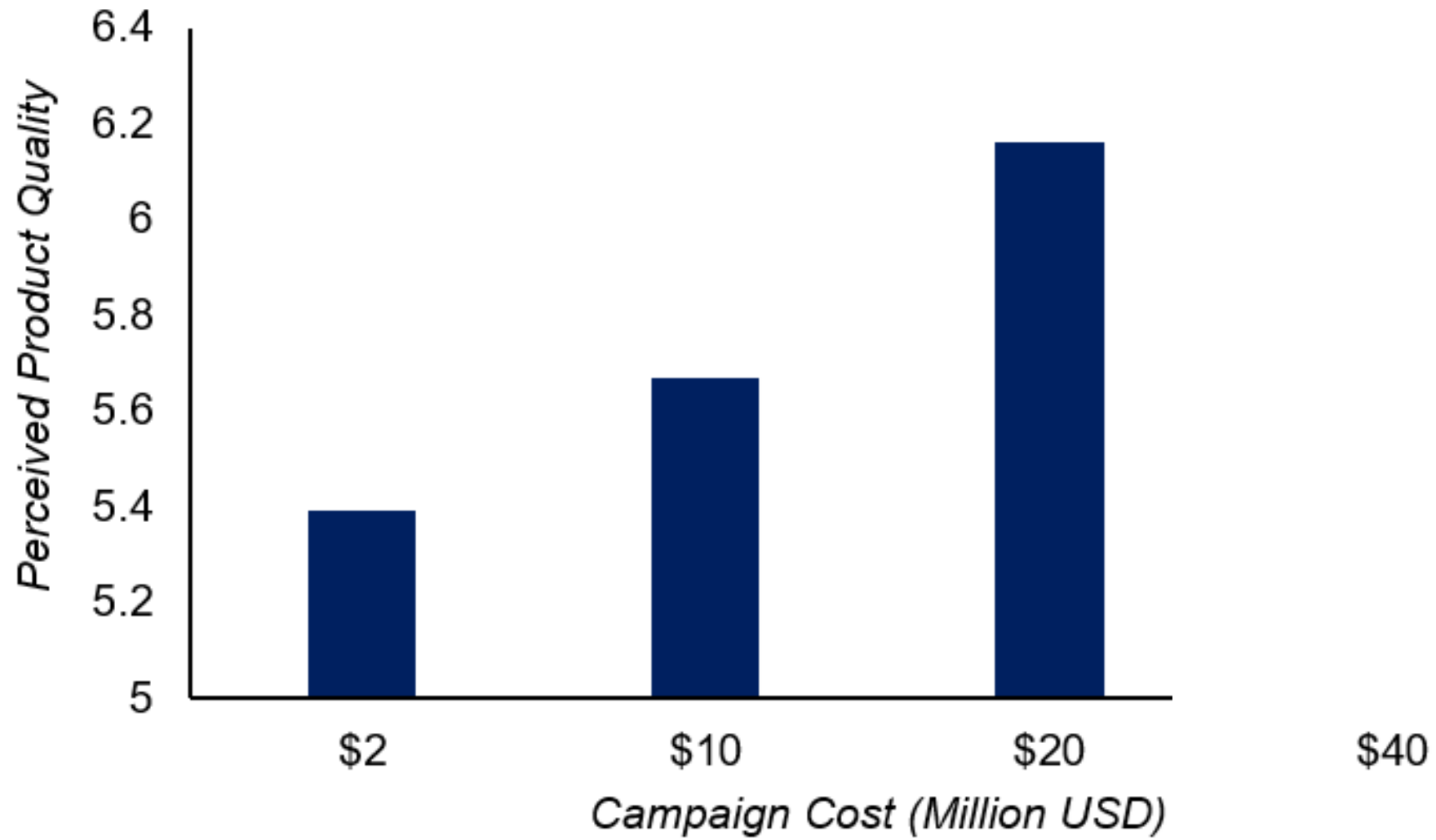
Source: Kirmani & Wright (1989)



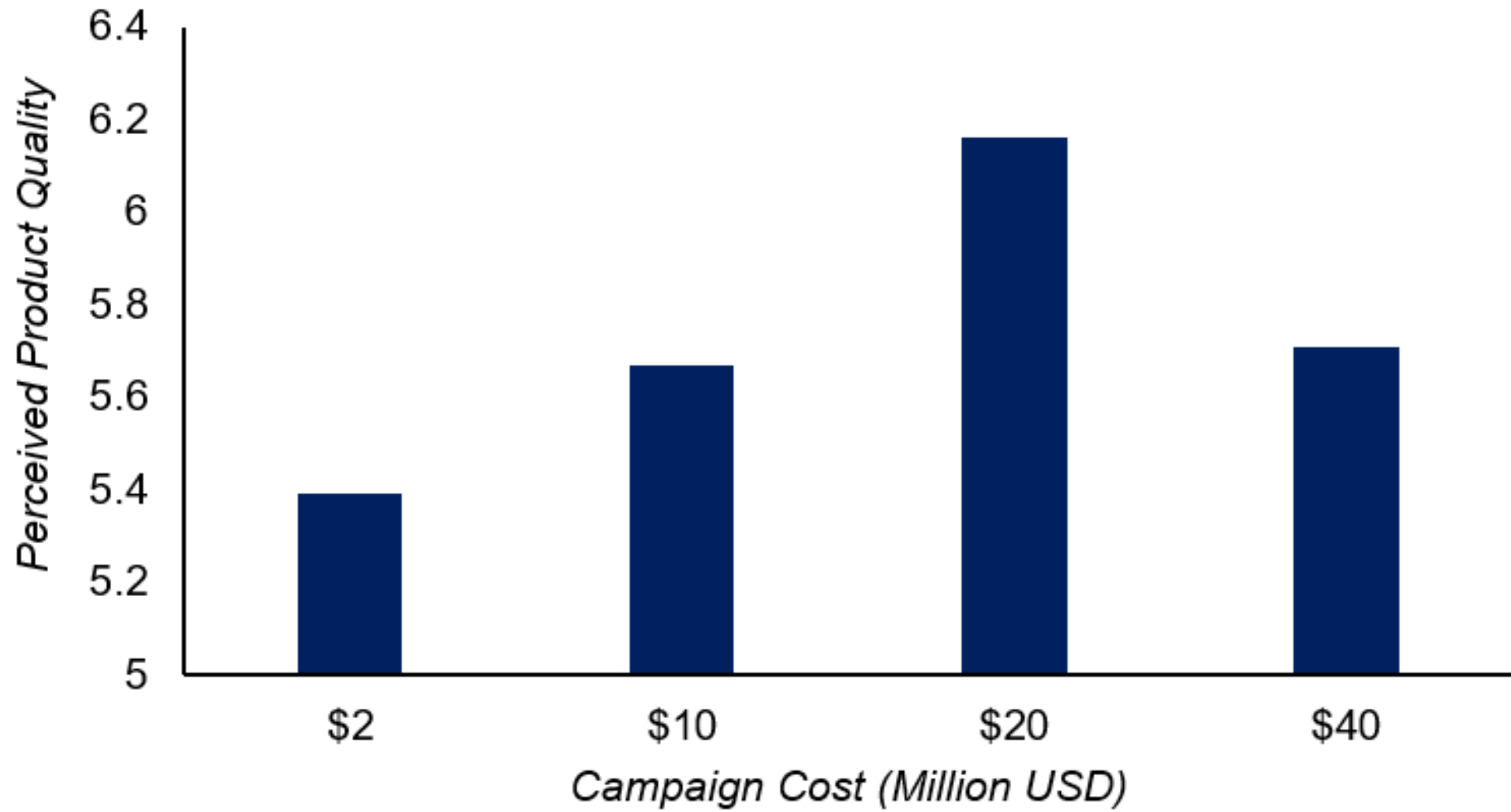
Source: Kirmani & Wright (1989)



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	<i>"High Credibility" Source</i>	<i>"Low Credibility" Source</i>
A. <i>Anti-Histamine Drugs:</i> Should the anti-histamine drugs continue to be sold without a doctor's prescription?	<i>New England Journal of Biology and Medicine</i>	Magazine A* [A mass circulation monthly pictorial magazine]
B. <i>Atomic Submarines:</i> Can a practicable atomic-powered submarine be built at the present time?	Robert J. Oppenheimer	<i>Pravda</i>
C. <i>The Steel Shortage:</i> Is the steel industry to blame for the current shortage of steel?	<i>Bulletin of National Resources Planning Board</i>	Writer A* [A widely syndicated anti-labor, anti-New Deal, "rightist" newspaper columnist]
D. <i>The Future of Movie Theaters:</i> As a result of TV, will there be a decrease in the number of movie theaters in operation by 1955?	<i>Fortune</i> magazine	Writer B* [An extensively syndicated woman movie-gossip columnist]

Key Takeaways

- A) Statements made in public are more trustworthy than those made in private
- B) Believability of a message is influenced by its perceived expense
- C) We are more likely to like and believe a message when we are in a good mood
- D) Who says something can be as important as what was said

A vibrant, stylized illustration of an astronaut in a space suit floating in space. The astronaut is reaching out towards a large, white, rectangular box that is suspended in the air. The box has a blue circular logo on its side containing a yellow letter 'A'. The background is a dark, starry space with various metallic structures and pipes. The overall style is reminiscent of classic comic book art.

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