We’re All A Bit Crazy: Harnessing Shopper Irrationality (Shopper Psychology)
Making decisions is hard work. But helping shoppers make decisions is really easy, particularly in retail, if you know what buttons to press.

We need to start appealing to our shopper in different ways. We need to stop with the functional messaging and start more emotional engagement inside the store. Emotion wins out over rational thought for most decisions we make.

Most consumer good product developments fail in retail, not because there is anything wrong with the product or with the pricing but because shoppers stick with what they know. They are risk averse. A better understanding of this psychological state of loss aversion helps us to break it.

As humans we don’t make rational choices most of the time. We don’t go through life making cost/benefit analyses about everything we do or buy. Our world is a lot more fluid than that. Emotion, gut feel and other psychological factors are far more powerful than rational thought.

Behavioural economics concerns itself with the psychology of decision making. Clearly the consumer goods industry could learn a lot from this discipline, as human irrationality is a powerful force that should be harnessed and used to influence the shopper. This speech takes a humorous look at irrationality, and applies key areas such as arousal, herding, priming, and choice architecture to consumers & shoppers.

The talk outlines academic studies and global case study examples of how such theory is applied to consumer goods and have successfully increased sales in-store without ever having to resort to price discounting. It blends behavioural economics, neuromarketing and consumer psychology to open a window to the opportunities of growing sales through alternative approaches. By understanding the psychology of the decision making process, we can then easily step in and influence it, thereby putting new tools in the toolbox for triggering impulse incremental sales in-store.

Above all, this speech will open your eyes to how easy it is to influence people and make them do exactly what you want!
3 Key Learnings From This Talk

1. How shoppers think, how they behave, how they make their decisions and how to influence those decisions

2. What we can do inside our stores to change shopper behaviour and sell more

3. How understanding the psychology of decisión making can unlock more sales opportunity than traditional sales and marketing methods
Testimonials

“I met Ken at the ECR Europe Conference in Brussels where his session on “Shopper Irrationality” was my top ranked session among all in the event. It was also one of the best presentations that I ever had on Shopper Behaviour and Insight. In our Global Leadership Summit in July, we invited Ken to join all our Walmart Leaders from the world in Bentonville, USA. His presentation was once again an eye opening session which brought high engagement for all our participants.”

- Maggie Chan, VP Unilever, Walmart International

“Ken is one of the finest speakers we have ever had the pleasure of inviting to address our conference, with his ‘Irrationality’ speech receiving the highest positive delegate feedback. He combines a powerful message with an impactful and humorous presentation style the audience loves, and manages to both educate and entertain in equal measure. It was one of the most unique and relevant speeches I have ever seen”

– Spyros Tryfonas PhD, Corporate Sales Director, Nestle Hellas SA

Some of the conferences where this talk has been delivered in 2014

- ECR EUROPE, Brussels & Rotterdam
- SELDIA (EUROPEAN DIRECT SELLING ASSOCIATION), Brussels
- 3M CONFERENCE, Madrid
- DLF (GROCERY INDUSTRY ASSOCIATION), Stockholm
- AECOC & GS1 SPAIN (SPANISH FMCG ASSOCIATION), Barcelona, Madrid, Valencia
About Ken Hughes

Leading Consumer, Shopper Behaviouralist & Keynote Speaker

As one of the world’s leading Consumer and Shopper Behaviouralists, Ken Hughes blends his vast expertise in consumer psychology, social anthropology, behavioural economics and neuromarketing to answer the question to which he has dedicated most of his career: Why do shoppers buy and how can we make them buy more?

While his boutique consumer insight organisation, Glacier Consulting, began life as a market research agency, he soon identified his key area of interest was people, not markets. How humans express their desires and expectations through how and what we buy has become his sole focus, resulting in his agency advising a global client base of some of the world’s biggest brands - Unilever, 3M, IKEA, Coca-Cola, AXA and Heineken to name a few.

Ken is acknowledged as one of the most respected thought leaders on Shopper Marketing and Shopper Centricity, Omnichannel & Digital Strategy alongside Retail Futurology. He is a part-time professor in consumer behaviour and a board member & strategic advisor to many organisations on the future of consumerism and shopper trends.

His latest TED talk also showcases his unique approach as a Playologist, motivating individuals and his corporate clients to unleash their creativity and innovation through a blend of discovery, fun, play, mischief and risk.

Voted best speaker at most conferences he has the honour of being invited to attend, it is for his international career as a keynote speaker he is most famous. His keynote speeches deliver thought disrupting and inspiring content in a captivating and highly energetic manner, all served with a generous helping of Irish wit.
Please contact us to book this keynote speech for your event, or to find out more about this, or any of the other talks from Ken Hughes. We are happy to discuss how this talk might suit your agenda or how it could be further tailored for your event, and as always are happy to know more about your conference so that we may assist you appropriately.

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