

Customer Decision Journey

Google's marketing model

Prof. Dr. Jan Kirenz
HdM Stuttgart

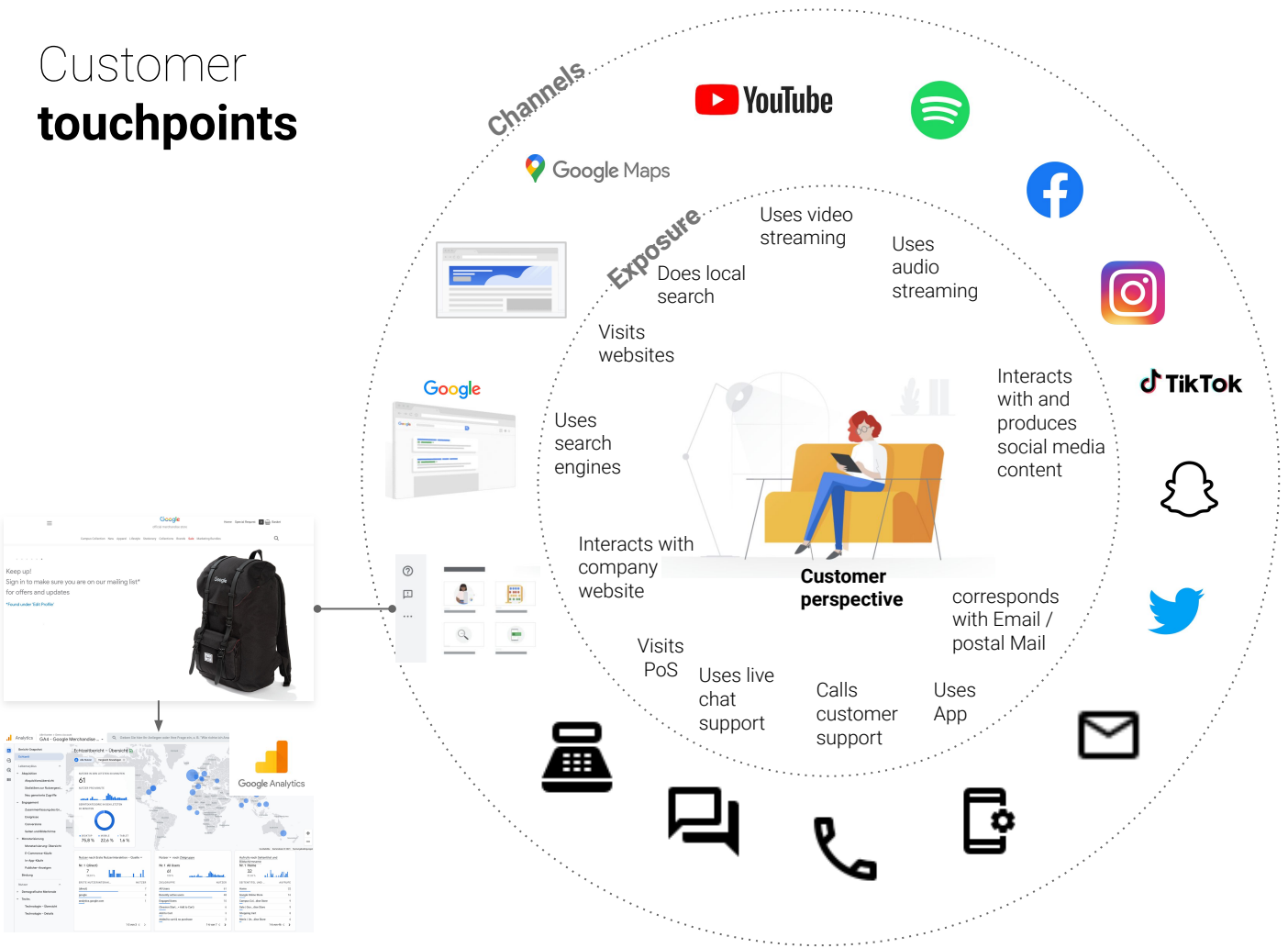


Keep up!
Sign in to make sure you are on our mailing list*
for offers and updates

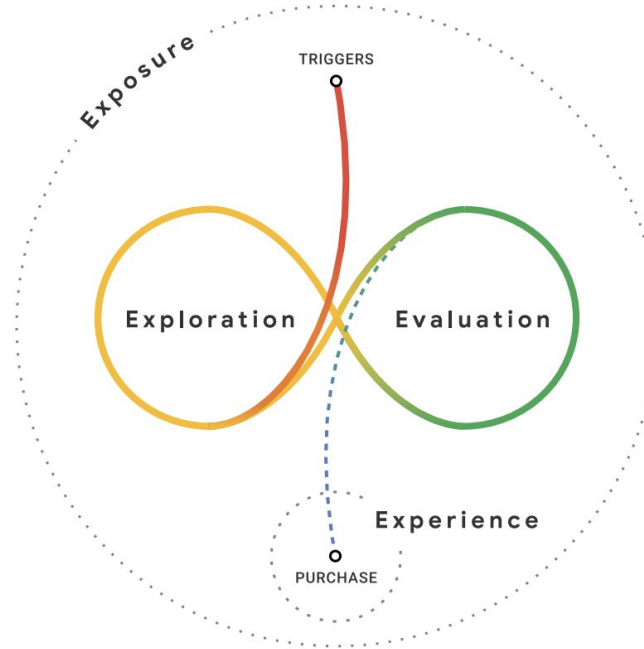
[*Found under 'Edit Profile'](#)



Customer touchpoints

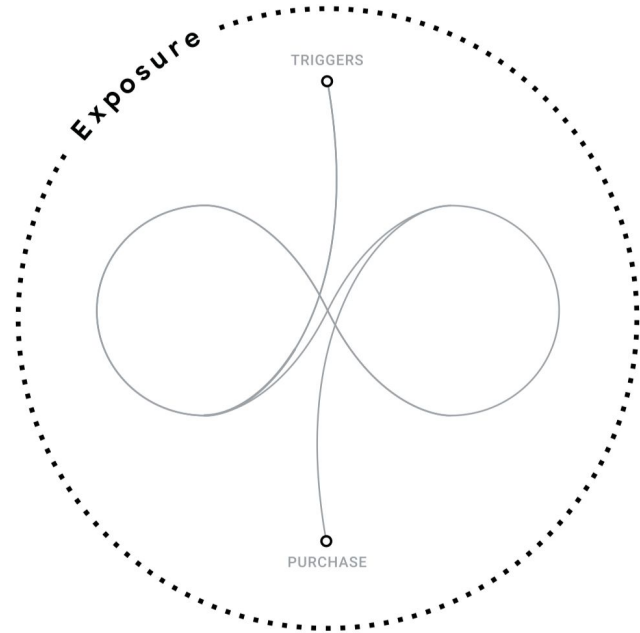


Google's marketing model



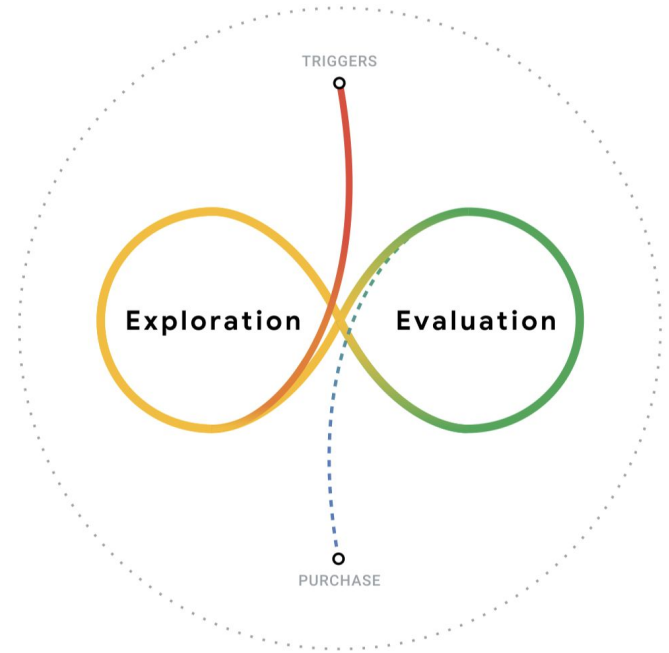
Exposure remains present throughout the duration of the decision-making process.

- Sum total of all the advertising contacts
- Is not a stage, or a phase, or a step



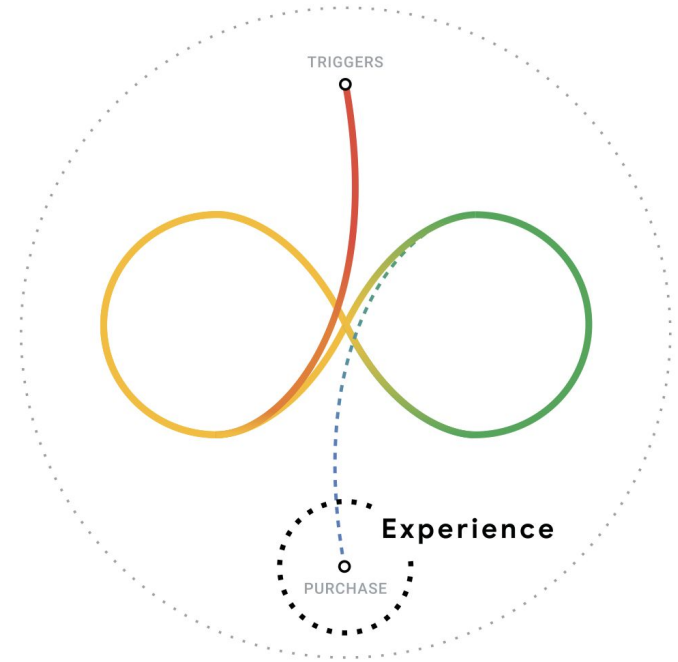
Exploration and evaluation loop

- Consumers **explore** their options
 - Expand their knowledge and
 - consideration sets
- **Evaluate** options and narrow down their choices
 - sequentially or
 - simultaneously



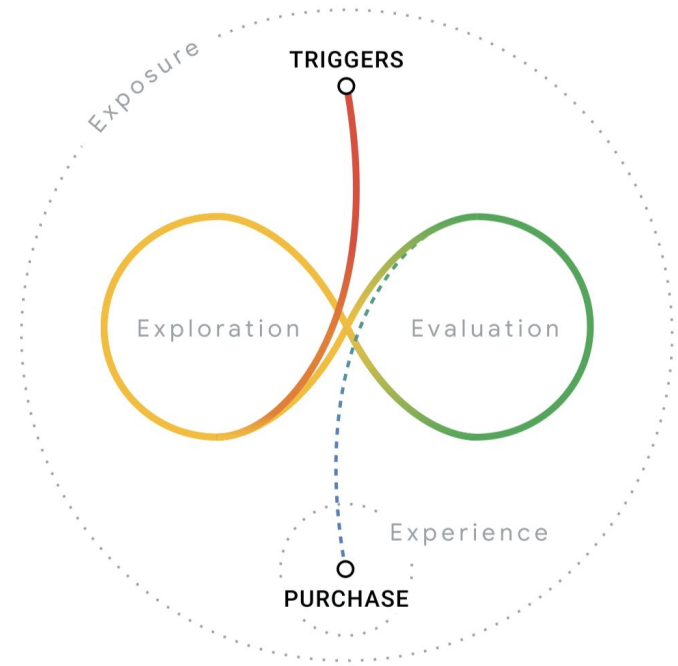
Experience a customer has with the product or service

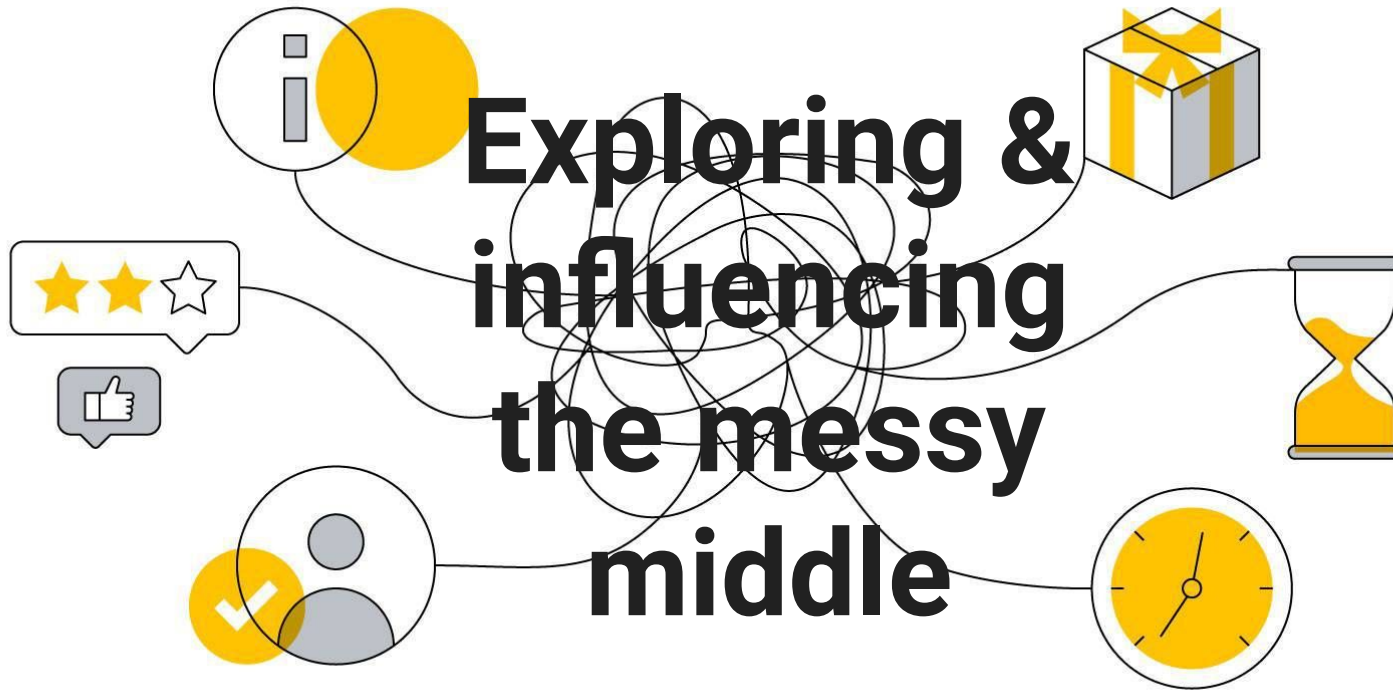
- The experience feeds directly into their **background exposure**



Triggers move consumers from a passive state into an **active purchase** state

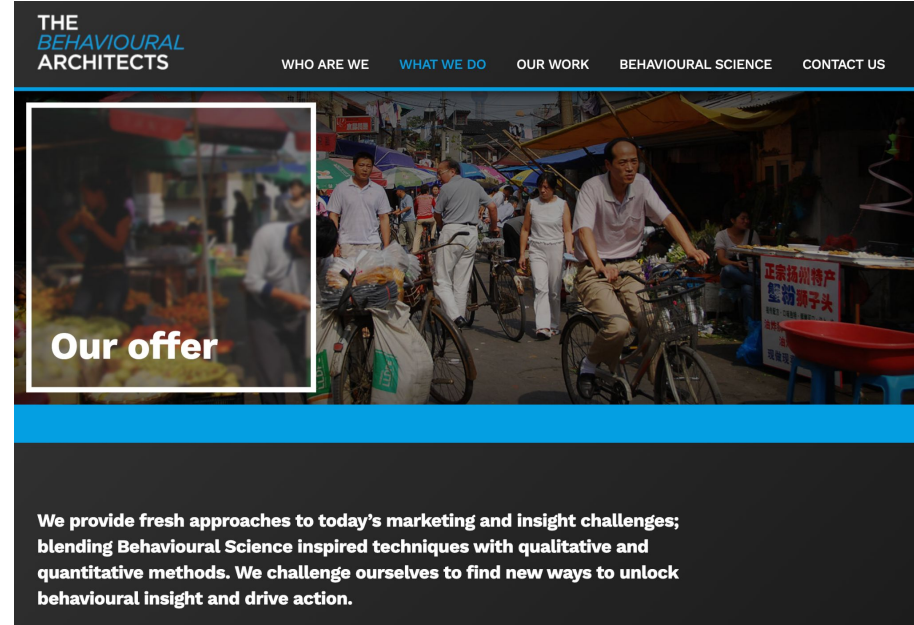
- Set of **internal** and **external factors**
 - feelings and memories
 - ads
 - reminders
- Are responsible for triggering an active purchase state.





Market research

- Google commissioned UK research conducted by The Behavioural Architects.
- Based on **10.000** conjoint **purchase simulations**.
- **n = 1.000** category **buyers** (1.000 respondents, 10 simulations each)
- Each shopper completed 10 purchase simulations within a given category, giving a total of 310,000 purchase scenarios



The screenshot shows the homepage of 'THE BEHAVIOURAL ARCHITECTS'. The header is dark with the company name in white and blue. Navigation links include 'WHO ARE WE', 'WHAT WE DO', 'OUR WORK', 'BEHAVIOURAL SCIENCE', and 'CONTACT US'. The main visual is a photograph of a busy outdoor market with people and bicycles. A white-bordered box on the left side of the image contains the text 'Our offer'. Below the image, a dark grey section contains white text describing their services.

THE
BEHAVIOURAL
ARCHITECTS

WHO ARE WE WHAT WE DO OUR WORK BEHAVIOURAL SCIENCE CONTACT US

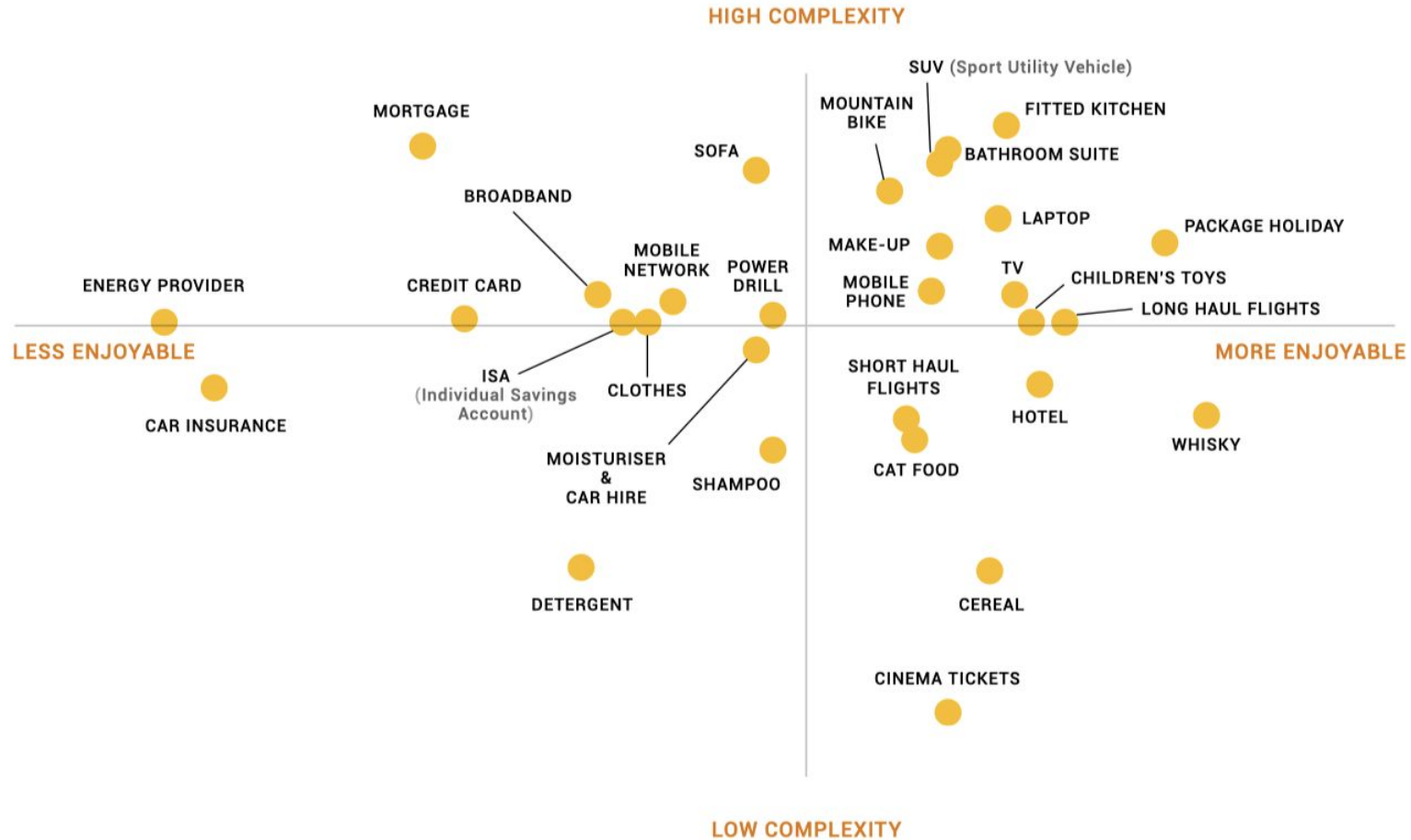
Our offer

We provide fresh approaches to today's marketing and insight challenges; blending Behavioural Science inspired techniques with qualitative and quantitative methods. We challenge ourselves to find new ways to unlock behavioural insight and drive action.

Product categories: enjoyability and complexity.











Participants answered the following questions (1–7 scale):

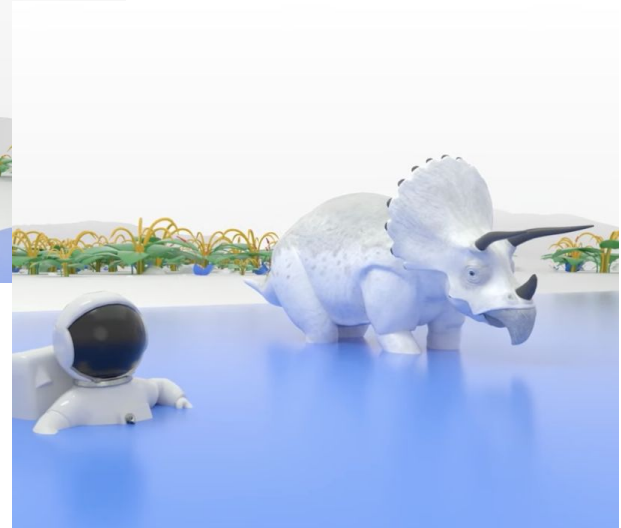
- Results were then grouped by factor analysis (questions 1 and 5 for “enjoyment”, question 2–4 for “complexity”) and plotted accordingly.
 - 1. How **enjoyable** do you find looking for [relevant ‘product’]?
 - 2. How **complex/difficult** is it to find the right [relevant ‘product’]?
 - 3. How much **effort** does it take to find the [relevant ‘product’] you want?
 - 4. How **worried** are you about making the wrong choice of [relevant ‘product’]?
 - 5. How **experienced**/knowledgeable do you feel about [relevant ‘product’] in general?



Matrix of product categories, showing perceptions of enjoyability and complexity.

Purchase simulations

| | | | |
|--|---|--|---|
|  Favourite Brand |  |  2nd Favourite |  |
|  |  |  |  |
| Free delivery | 4GB data | Free sim | Unlimited minutes |
| Deal today only! |  | Our current offer |  |
| Prefer A | | Prefer B | |



6 Biases

- **Category heuristics:**

Short descriptions of key product specifications can simplify purchase decisions.

- **Power of now:**

The longer you have to wait for a product, the weaker the proposition becomes.

- **Social proof:**

Recommendations and reviews from others can be very persuasive.

6 Biases

- **Scarcity bias:**

As stock or availability of a product decreases, the more desirable it becomes.

- **Authority bias:**

Being swayed by an expert or trusted source.

- **Power of free:**

A free gift with a purchase, even if unrelated, can be a powerful motivator.

Power of showing up



Favourite Brand

techradar.
Recommended



★★★★☆ (400)

Current offer

Good network
coverage

Our current
offer



Prefer A



2nd Favourite

techradar.
Recommended



★★★★☆ (400)

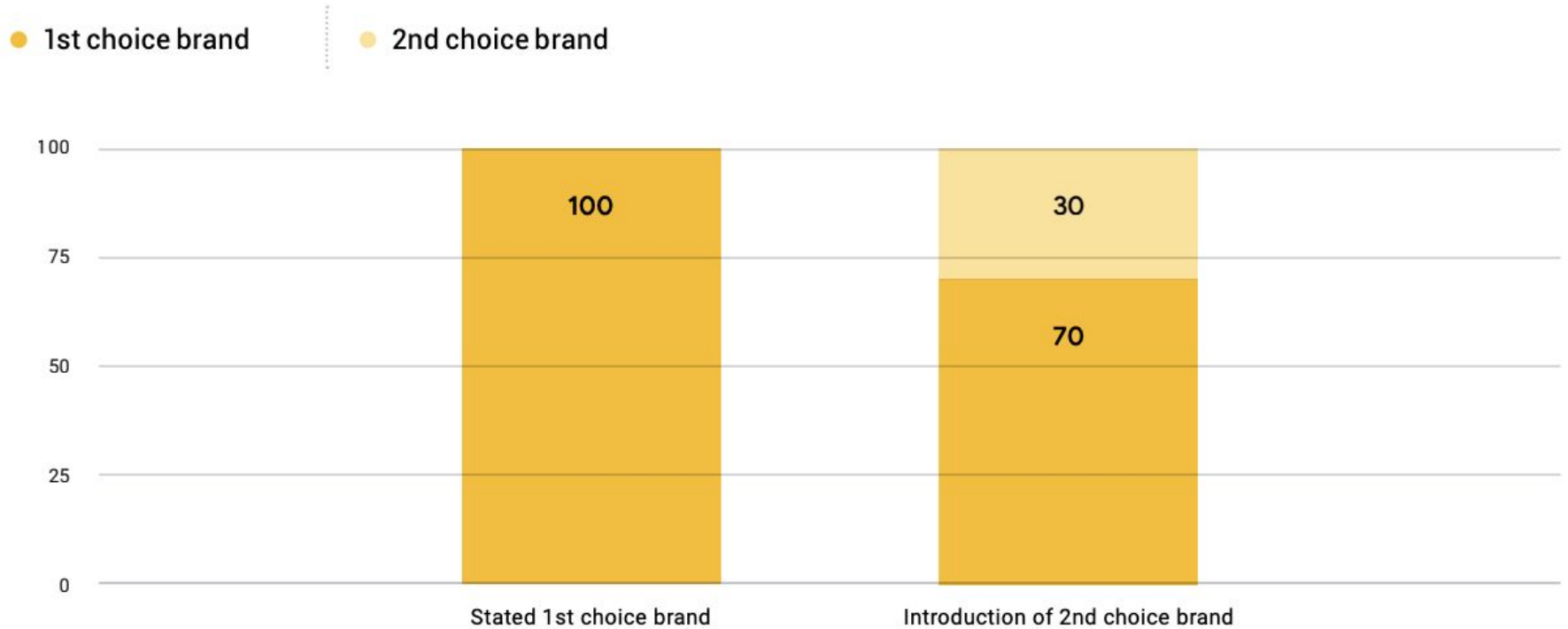
Current offer

Good network
coverage

Our current
offer



Prefer B



Transfer of preference from first choice to second choice brand after introduction of second choice brand, car (SUV) category.

The power of showing up

- This example simulated a car purchase (for an SUV specifically)
- When a second favourite brand was introduced as an option, 30% of shoppers changed away from their first preference.

Simply giving the shopper the option to choose their second choice brand was enough to entice 30% away from their initial choice

Social proof:
people
respond to
people

Social proof

- In nearly every case, social proof (expressed as three-star versus five-star reviews) proved to be the most powerful behavioural bias
- Having either the largest or second-largest effect



Category hereustics

● 1st choice brand

● 2nd choice brand



Category heuristics tested: "unlimited monthly usage" and "dedicated customer service". Transfer of preference from first choice to second choice brand – category heuristics analysis, broadband provider category.

● 1st choice brand

● 2nd choice brand

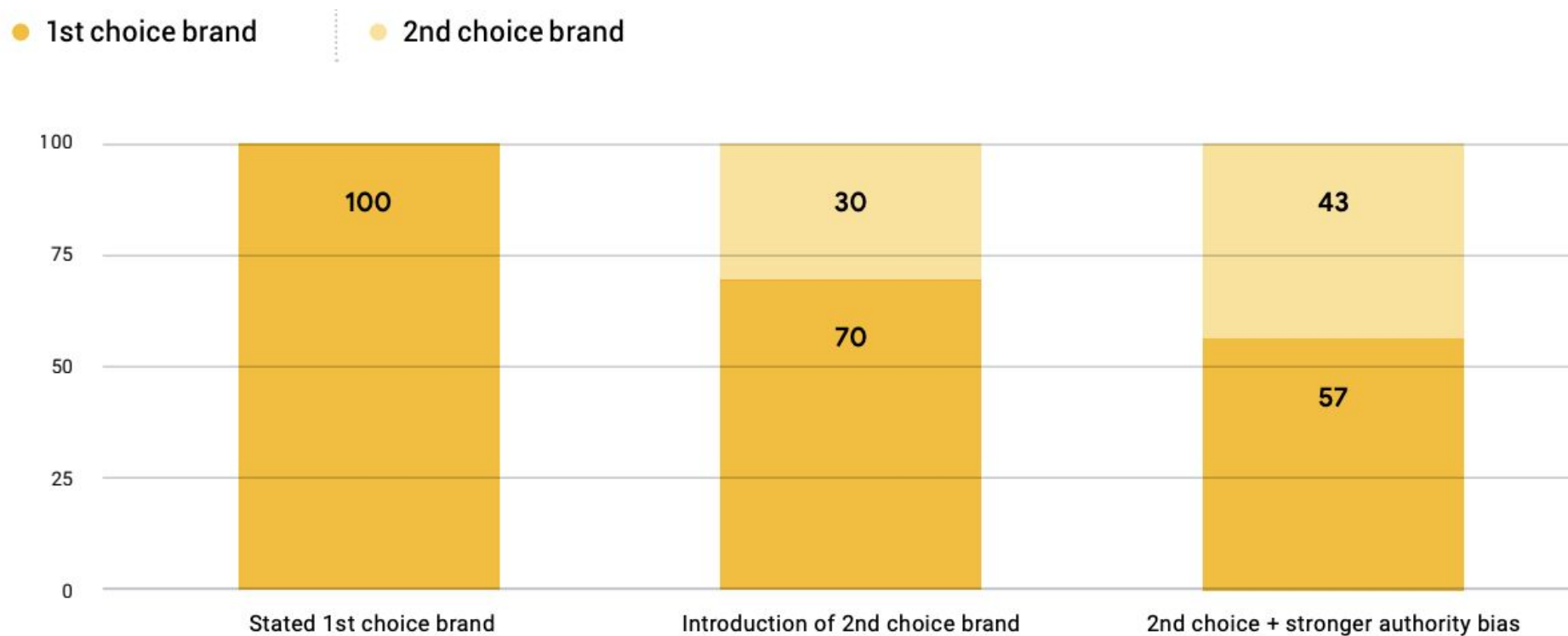


Category heuristics tested: "28 month fixed rate" and "5% deposit" (mortgages). Transfer of preference from first choice to second choice brand – category heuristics analysis, mortgage category.

Authority bias

Authority Bias





Sources of authority tested: Which? and TechRadar. Transfer of preference from first choice to second choice brand – authority bias analysis, TV category.

Scarcity bias

Scarcity bias

- Scarcity messaging is perhaps one of the more immediately recognisable executions
- It was most often the least effective bias
- While it can be effective as a clinching factor during final evaluation, for exploring shoppers scarcity could feel restrictive and provoke a negative reaction

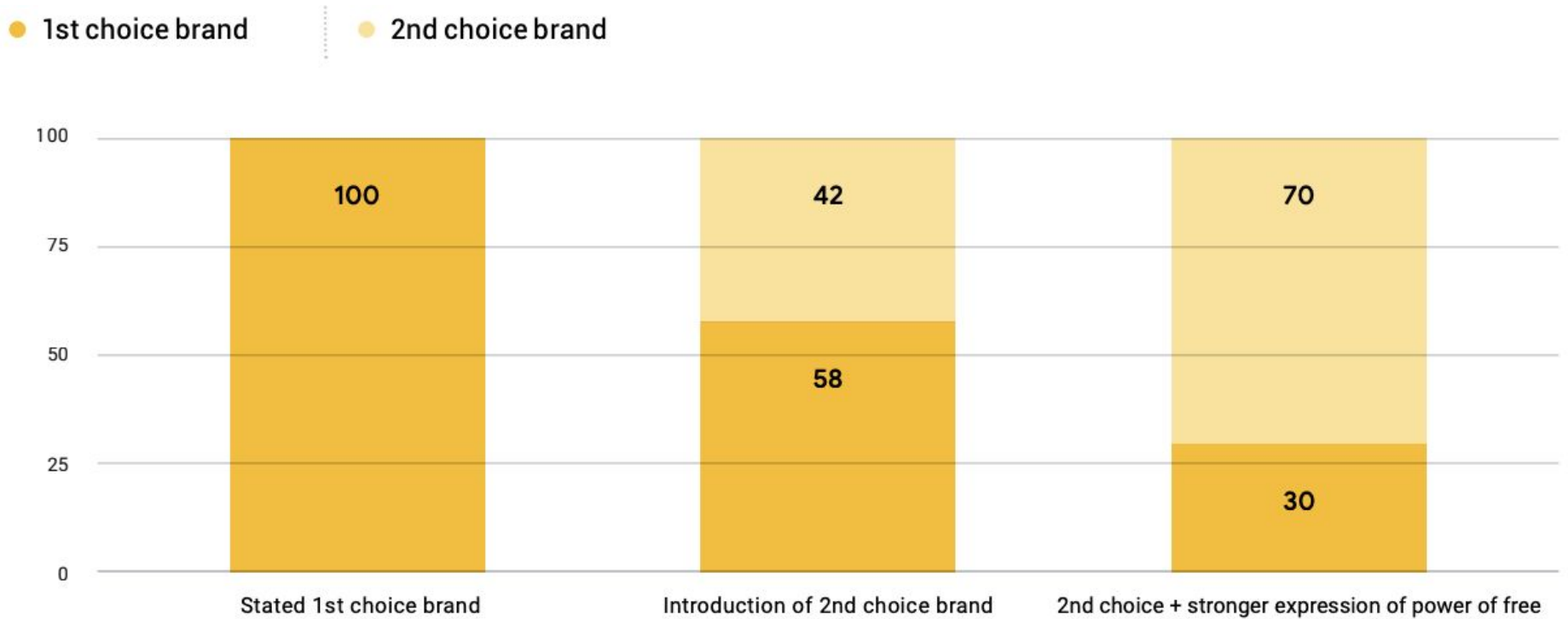
Power of
now

Power of Now

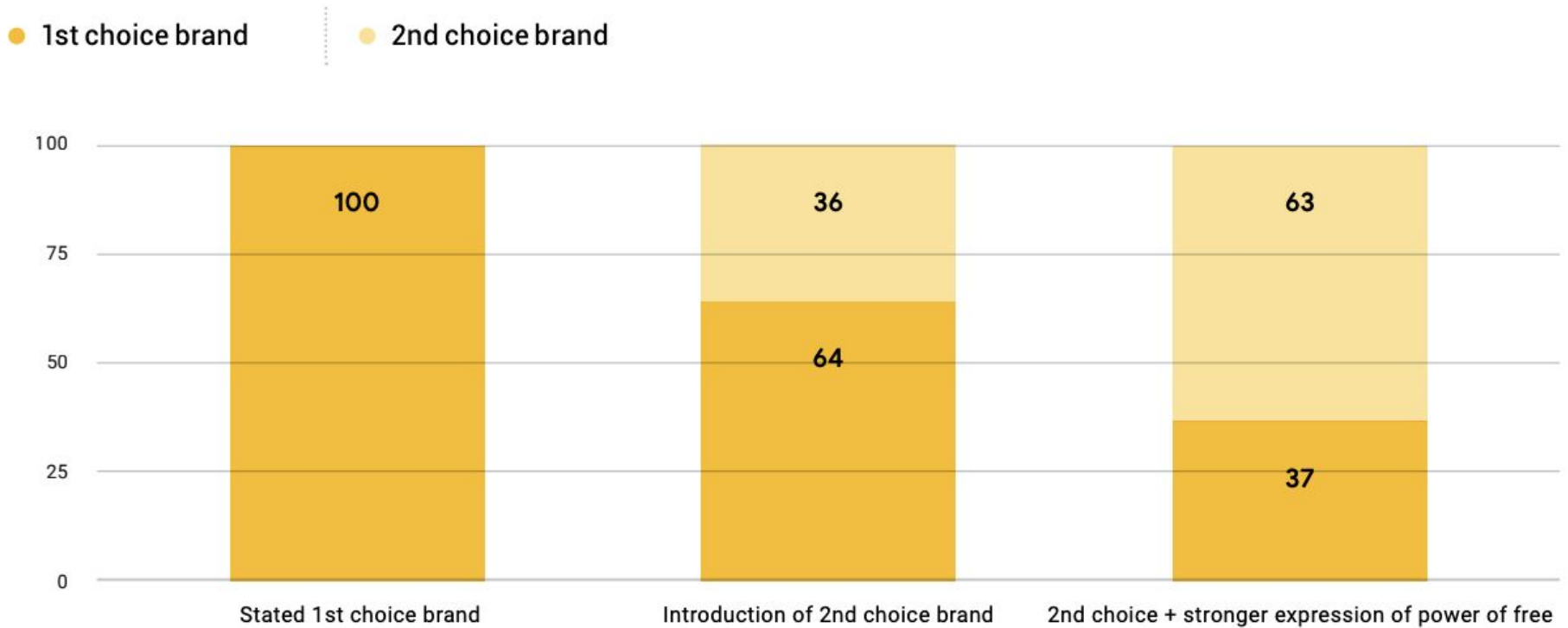


Combining biases

Showing up +
the power of
free



Power of free executions tested: "free day - 3 days for the price of 2" and "free car clean". Transfer of preference from first choice to second choice brand – power of free analysis, car hire category.



Power of free executions tested: "free checked luggage" and "free hot drink". Transfer of preference from first choice to second choice brand – "power of free" analysis, short-haul flight category.

● 1st choice brand

● 2nd choice brand



Transfer of preference from first choice to second choice brand – bias supercharging analysis, shampoo category.

Made up brands

Fictional brands

4sure
CAR INSURANCE

AXIA

Scrubb's
Self-cleaning

Interq

CreditGo

SURFACE

TRAIL
CYCLES

PRV
car hire

PVR energy

IMPACT

HYSKEIR
SCOTCH WHISKY

Caliente Getaways


ETHOS

Maka
SOFT

Gem mobile

Henry Co

Jetbeyond*

Pure

Lava


Leaf

Miller
oahh...

Opal Air


Paw's Delight


PLUS
building society

•REVIVE•

SAGYO
ELECTRONICS

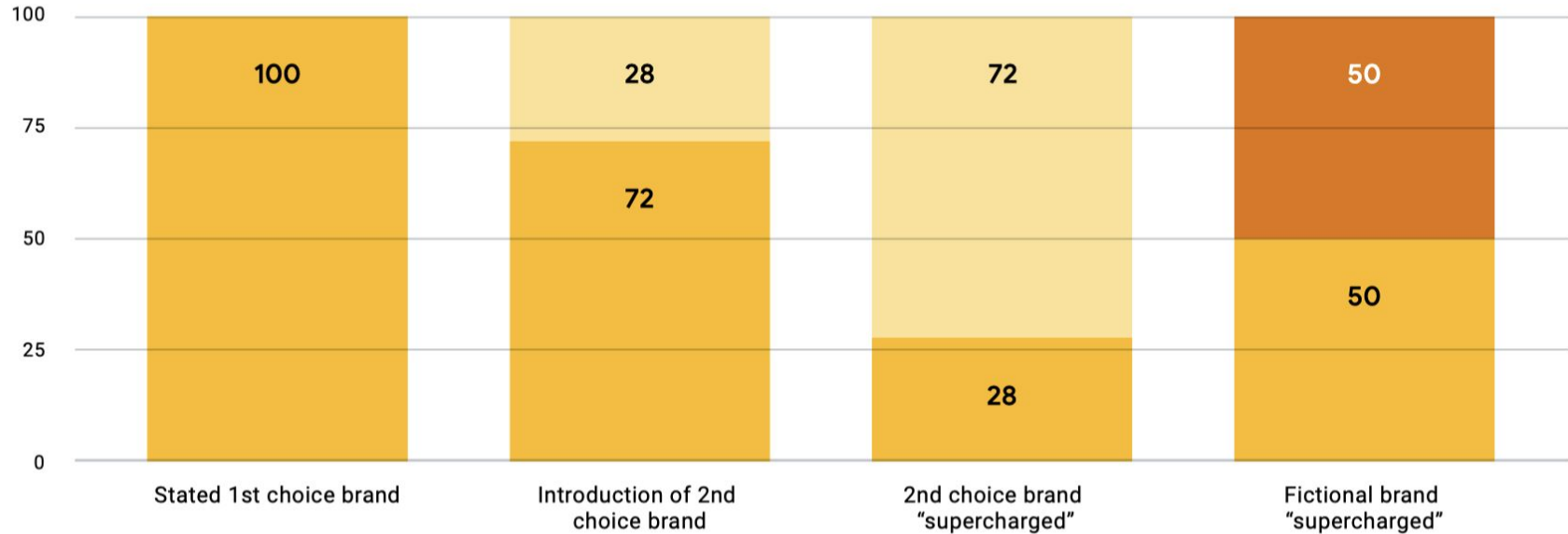
SEESAW
CINEMAS

Stay Inn
HOTELS

TRI

ZOOPL

● 1st choice brand ● 2nd choice brand ● Fictional brand

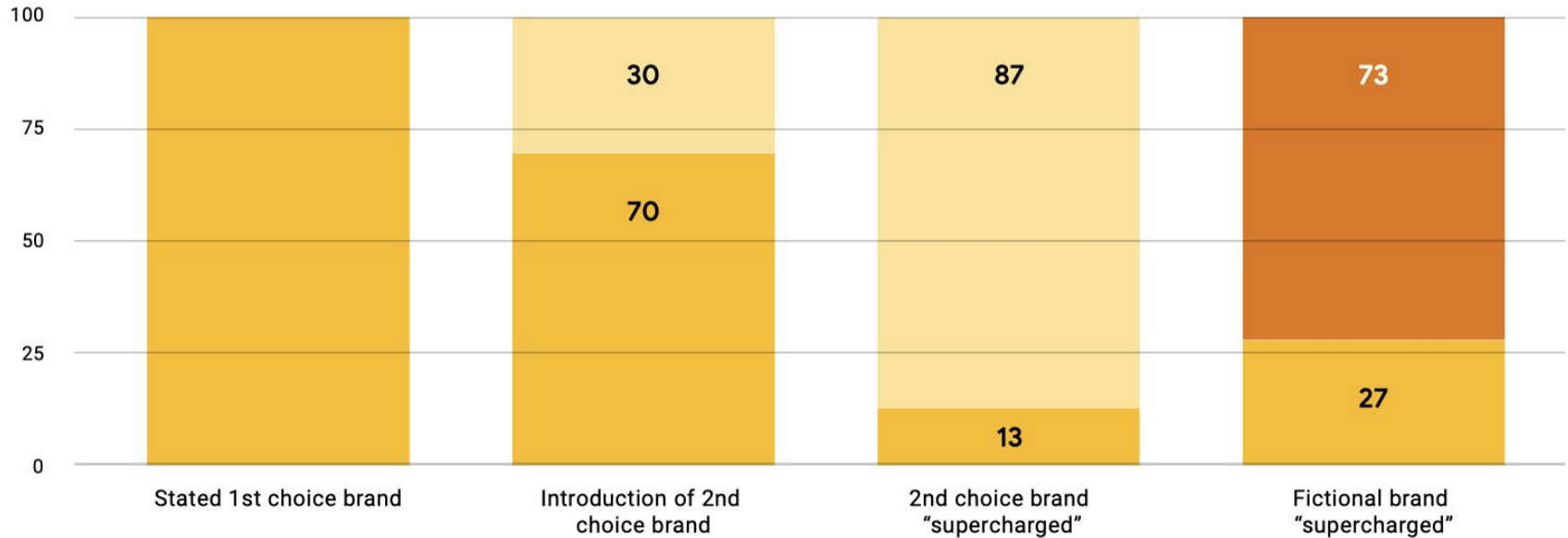


Transfer of preference from first choice to fictional brand – bias supercharging analysis, mobile network category.

● 1st choice brand

● 2nd choice brand

● Fictional brand

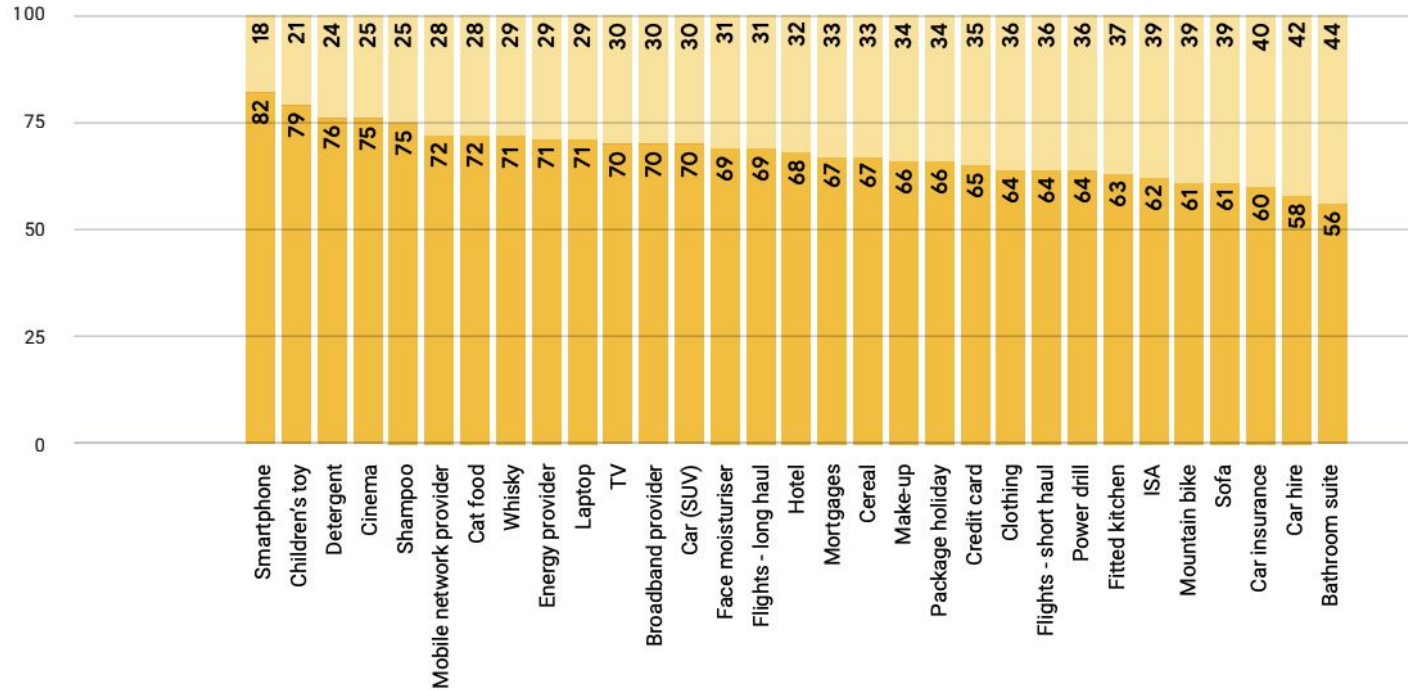


Transfer of preference from first choice to fictional brand – bias supercharging analysis, broadband category.

Summary

● 1st choice brand

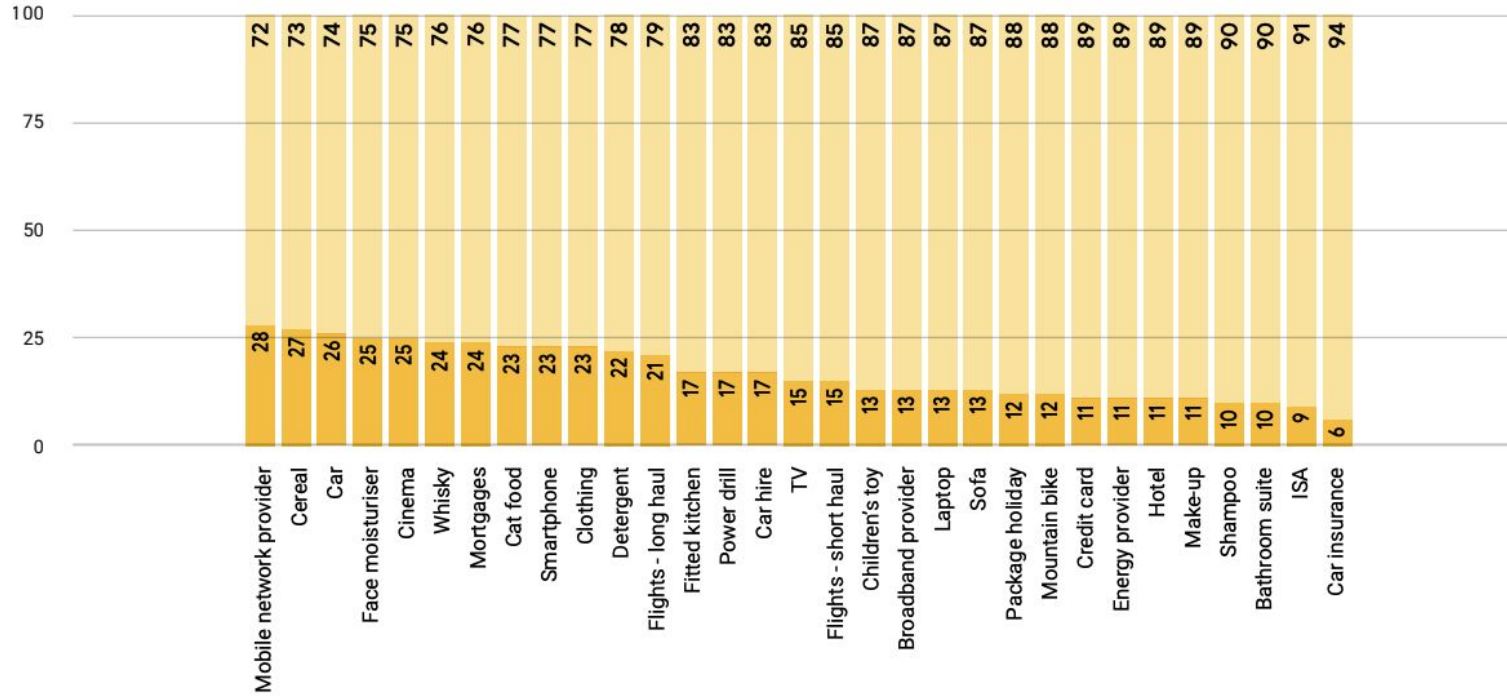
● 2nd choice brand



Transfer of preference from first choice to second choice brand after introduction of second choice brand, all categories.

● 1st choice brand

● 2nd choice brand



Transfer of preference from first choice to second choice – bias supercharging analysis, all categories.

In summary

1

Ensure Brand Presence

Simply showing up can impact customer decision making when they are exploring and evaluating

2

Intelligently (and responsibly) employ behavioural science principles

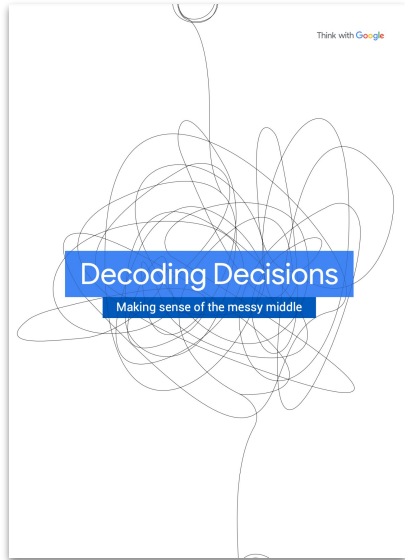
Leverage your brands' assets to appeal to customers in the Messy Middle

3

Close the gap between trigger and purchase

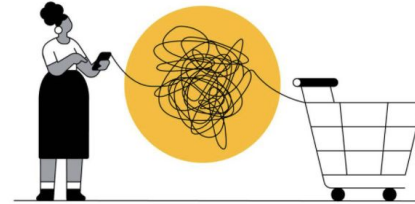
Help customers navigate the messy middle as efficiently and effectively as possible

Resources



Laden Sie sich hier die
deutschen
Studienergebnisse herunter

↓ Herunterladen



 <https://www.thinkwithgoogle.com/intl/de-de/insights/customer-journey/kaufverhalten-und-entscheidungsfindung-verstehen/>

Download the Report:

 https://www.thinkwithgoogle.com/_gs/documents/9998/Decoding_Decisions_The_Messy_Middle_of_Purchase_Behavior.pdf

 <https://www.thinkwithgoogle.com/intl/de-de/insights/customer-journey/kaufverhalten-und-entscheidungsfindung-verstehen/>

Summary of complete content



Think with Google

Exploring the messy middle



- When it comes to making everyday decisions, we're a lot less rational than we think.
- The good news for marketers? There are universal behavioural principles that can help us understand how biases influence the purchases people make.
- This video covers an overview of Google's studies on consumer behaviour.

Related research: Science of persuasion



Cialdini, R. B. (2006). Influence: the psychology of persuasion, revised edition. New York: William Morrow.



RECIPROCITY



SCARCITY



AUTHORITY



CONSISTENCY



LIKING



CONSENSUS

<https://www.influenceatwork.com/7-principles-of-persuasion/>

Model FAQs

Q: What exactly is the purpose of the model?

A: It labels the specific cognitive inputs and mental modes that consumers engage when processing vast amounts of information and managing choice. It also illustrates the relationship between those inputs and modes. In short, it helps to make sense of what's going on in the messy middle.

Q: How is this model new?

A: Given that it brings together various elements of previous models and theories, it isn't entirely new. But it does effectively illustrate the non-linear reality of decision-making – such as the constant backdrop of exposure and the infinitely looping relationship between explore and evaluate.

Q: Do the older models still have value?

A: Not all models are built with the same purpose in mind. We wanted to focus specifically on delineating consumer behaviour, while other models give greater focus to branding, loyalty, and the role of habit and impulse.

Q: Is the funnel dead?

A: Our model is designed to reflect the complex way that people make decisions. As such, it is tightly focused on the consumer, rather than on marketing or sales processes. As a tool for formulating marketing objectives, the funnel is still very much alive. In fact, at 120 years old and counting, the funnel is quite possibly immortal.