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FUTURE FOCUS

NEUROMARKETING

BEHAVIOURAL DATA ANALYSIS AND CONSUMPTION TRENDS

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WHAT IS BEHAVIOURAL DATA ANALYSIS?

Behavioural Data Analysis focuses on understanding what consumers actually do, rather than what they say they do. It analyzes real actions, clicks, searches, purchases, time spent, frequency, and abandonment to identify patterns, habits, and consumption trends.

Instead of asking “Why would you buy this?”, it observes:
“What did you click?”
“What did you ignore?”
“What made you stop or continue?”

This approach combines:

- Data analytics
- Behavioral economics
- Consumer psychology

to predict and influence decision-making.



BEHAVIORAL OBSERVATION IN CONSUMER ANALYSIS

Behavioral observation is the process of collecting and interpreting observable consumer actions to understand preferences, motivations, and friction points in the consumption journey.

Key behavioral Metrics:

- **Attention Metrics –** clicks, scroll depth, dwell time
- **Engagement Metrics** – likes, shares, saves, repeat visits
- **Conversion Metrics** – add-to-cart, purchase, subscription
- **Drop-off Metrics –** bounce rate, cart abandonment

These metrics reveal intent, not just opinion.



BEHAVIOURAL DATA INSIGHTS
DUAL-SYSTEM THEORY

Consumers rarely follow linear journeys
Behavior is fragmented and contextual

Small frictions (extra clicks, slow load time) cause disproportionate drop-offs

Repetition builds habits more effectively than persuasion

Convenience often outweighs price or product superiority

What people do repeatedly matters more than what they say once.

EXAMPLE

Subscription platforms analyze:

- When users stop watching
- What content causes binge behavior
- Which recommendations lead to retention

Trends show that:

- Simpler choices increase completion
- Personalized suggestions outperform broad catalogs
- “Continue watching” nudges reduce abandonment

Behavior reveals preference better than surveys.



ACTIVITY
PREDICT VS REALITY

- Would you read terms & conditions if they’re important?
- Do you compare prices before every purchase?
- Do discounts influence you?

Because...

ACTIVITY

PREDICT VS REALITY

- Most users skip terms in under 10 seconds
- Price comparison decreases sharply under time pressure
- Discounts increase conversion even when not needed

What people believe they do ≠ what data shows
Behaviour is driven by context, effort, and emotion
Consumers behave automatically, not ideally.

DECISION-MAKING THROUGH DATA

DUAL-SYSTEM BEHAVIOR IN DATA ANALYSIS

Consumer decisions rely on two interacting systems:

System 1
Behavioral Data Signals
Fast clicks
Impulse purchases
Habitual choices
Influenced by defaults, urgency, and familiarity

System 2
Limited but Visible
Long comparison sessions
Reviews reading
High-value or risky purchases

Most conversions come from System 1 behaviors, even in “rational” categories.

CONSUMPTION TRENDS REVEALED BY BEHAVIORAL DATA

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CONVENIENCE OVER LOYALTY

Users switch brands easily if the experience is smoother.

PERSONALIZATION AS EXPECTATION

Consumers now expect:
Personalized recommendations
Relevant timing
Context-aware messaging

MICRO-MOMENTS MATTER

Small interactions (notifications, reminders, defaults) shape long-term habits.

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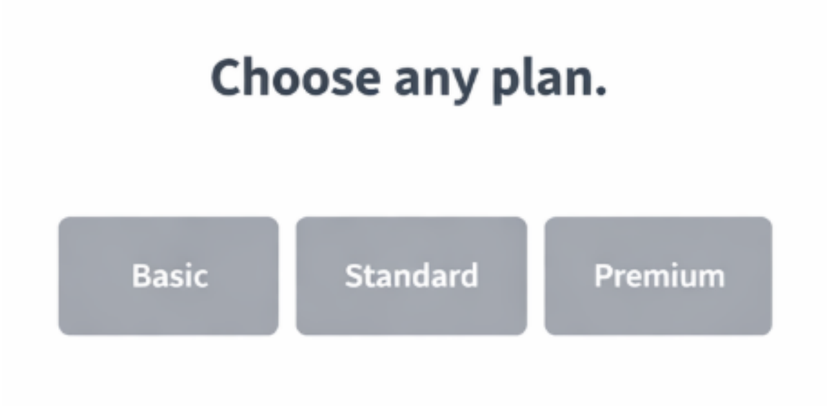
ACTIVITY

DATA-DRIVEN DECISIONS

Choose quickly. Don’t overthink.

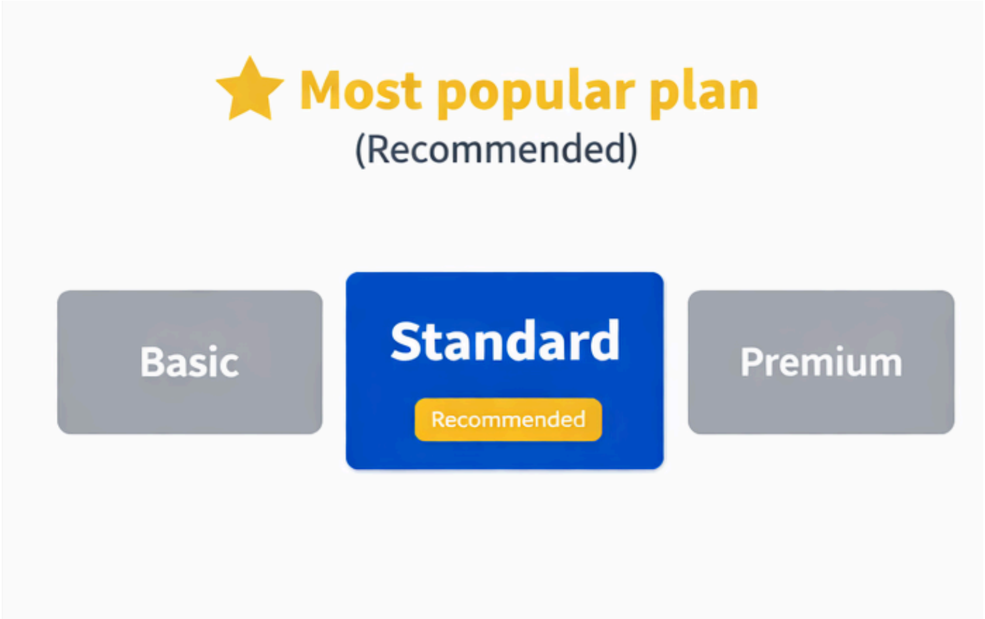
ACTIVITY

DATA-DRIVEN DECISIONS



ACTIVITY

DATA-DRIVEN DECISIONS



ACTIVITY

DATA-DRIVEN DECISIONS

- Which feels safer?
- Which would you choose faster?
- Did anyone change their mind?



ACTIVITY

DATA-DRIVEN DECISIONS

- Social proof
- Recommendation
- Reduced effort

We don’t choose what is best.
We choose what feels easier.



EMOTIONS & BEHAVIORAL PATTERNS

WHY EMOTIONS MATTER IN DATA

Behavioral data consistently shows that emotions drive:

- Clicks
- Sharing
- Brand return
- Loyalty

Rational evaluation often happens after the action.

Emotional Triggers Seen in Data:

- Urgency → faster decisions
- Belonging → repeat engagement
- Trust → reduced friction
- Status → premium choices

FROM DATA TO MEANING

Behavioral data does not explain why by itself; it shows patterns.

To interpret them, marketers must combine:

- Data
- Psychology
- Context



Data tells you where to look. Insight tells you what it means.

KEY TAKEAWAYS

- Consumers reveal truth through actions, not answers
- Behavioral data uncovers habits, biases, and friction
- Most decisions are fast, emotional, and automatic
- Effective marketing designs environments that align with real behavior
- Behavioural data complements traditional research by showing reality, not intention



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THANK YOU
FOR THE ATTENTION



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