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Nudge Marketing

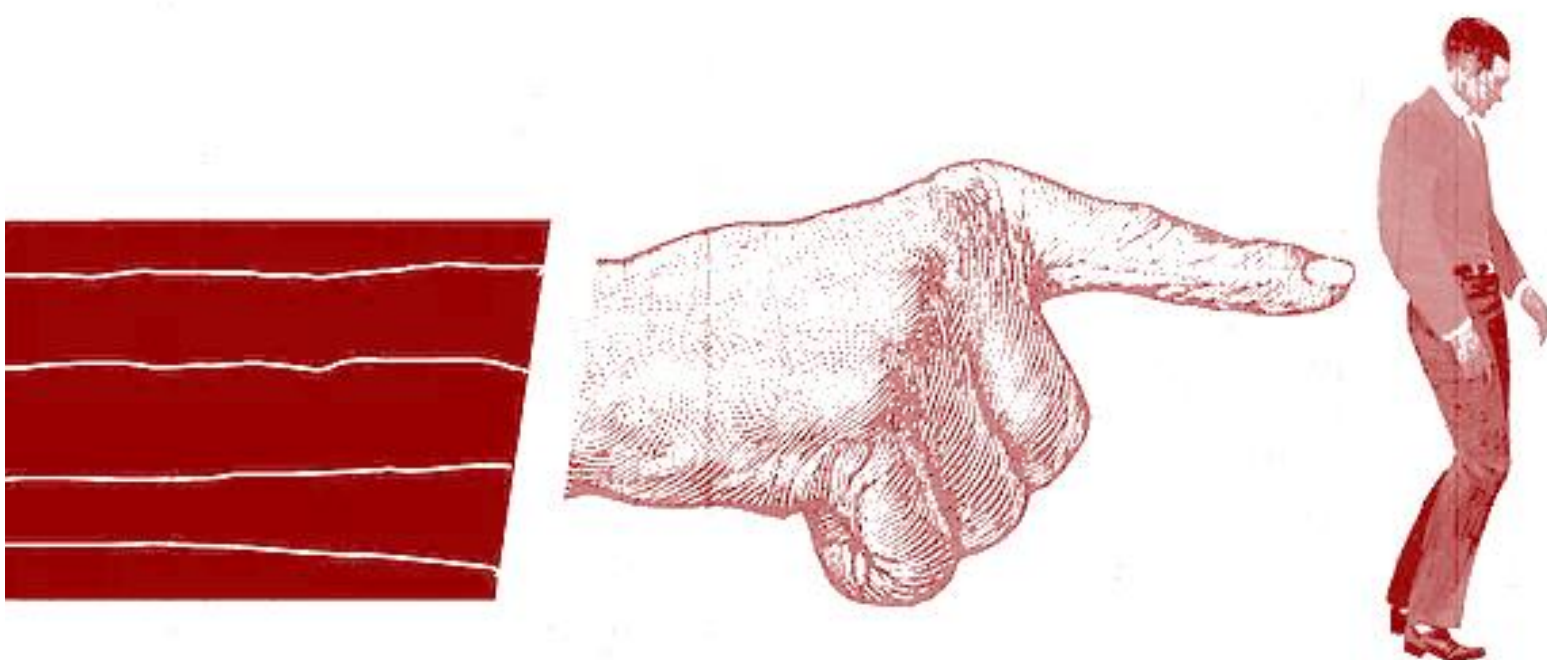
How shopping cues seduce
customers to choose and buy
your brand

Prof. dr. B.M. Fennis

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Nudge Marketing...





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Management Summary





Management summary: definitions

Nudging = the use of **subtle cues** in the physical **choice context** that alters **people's behavior** in a predictable way without forbidding any options or significantly changing their economic consequences.

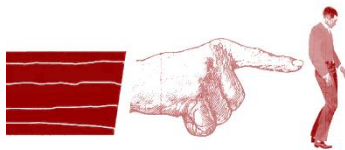
Nudge marketing...

- a) ... translates nudge principles to the marketing context,
- b) ... is interesting and relevant because it aligns with automatic and impulsive consumer decision making, which makes up 95% of all consumer choices, and is efficient and profitable in its exploitation,
- c) ... can affect emotions, thoughts, goals and actual purchase behavior of customers in predictable ways.



Management summary: how to use nudging

- ✓ Nudges can be classified as operating via **changing the properties** of objects, products or stimuli, their placement, or both.
- ✓ Principles of nudging include the use of **ambience, functional design, presentation, sizing, availability, proximity, priming and prompting.**
- ✓ These principles can be implemented using the **nudging development and implementation scheme.**





Sometimes one picture can explain more than a thousand words... how to stimulate taking stairs:





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Nudge Marketing: What is it and why is it important?

