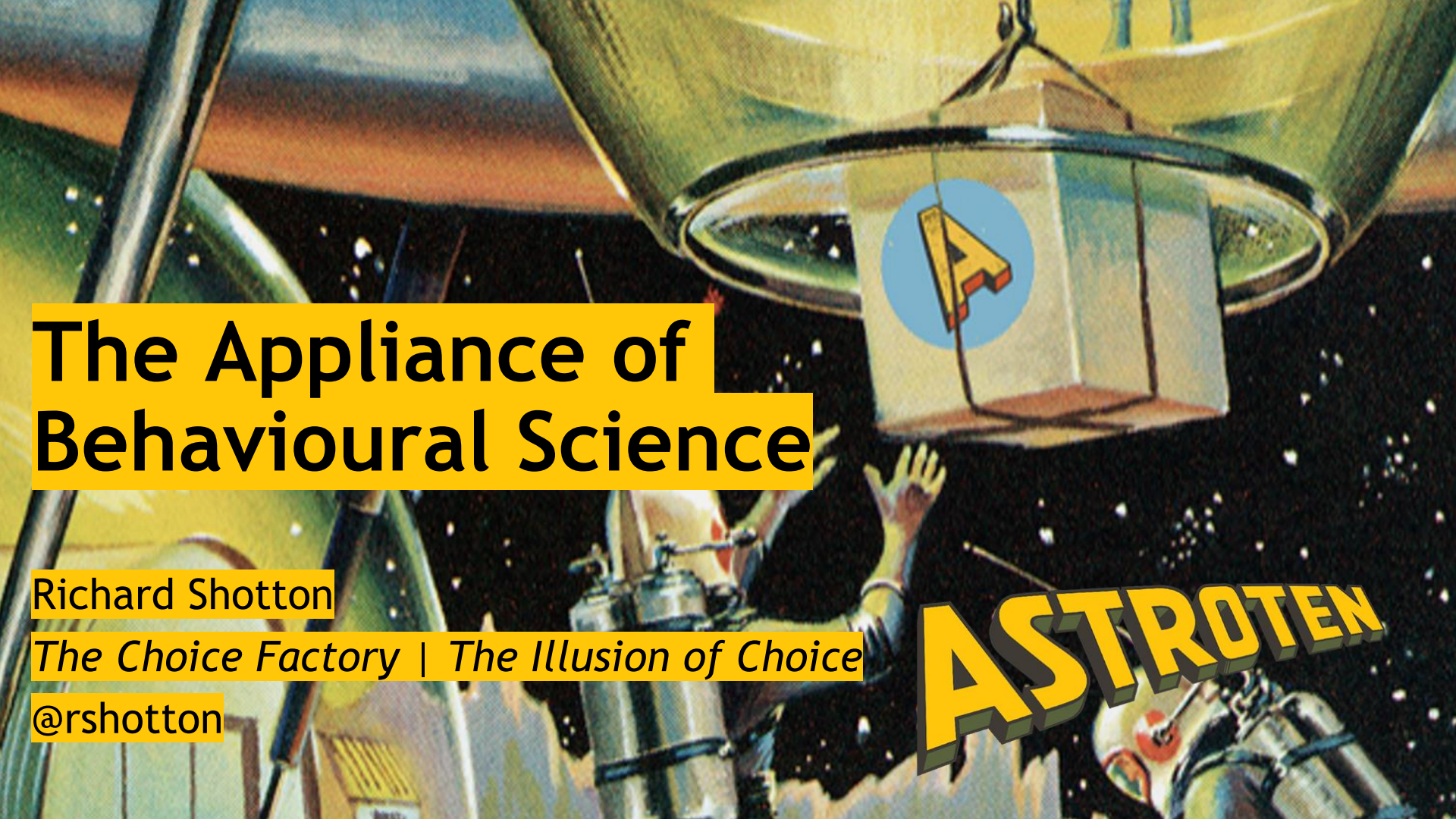




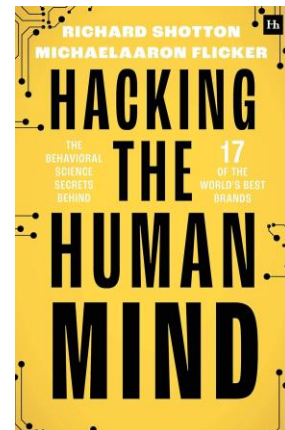
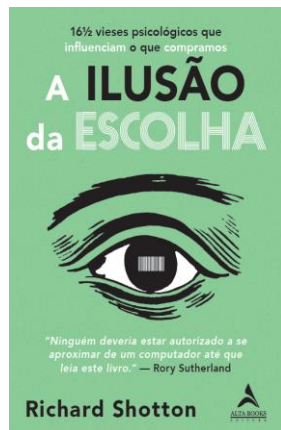
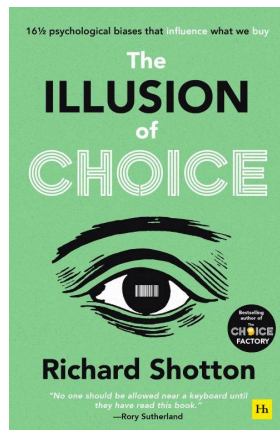
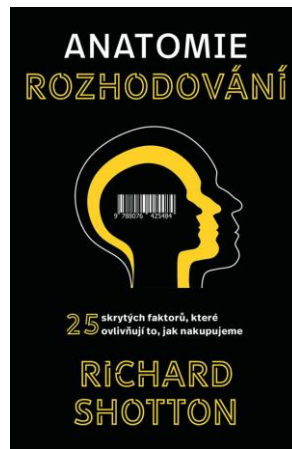
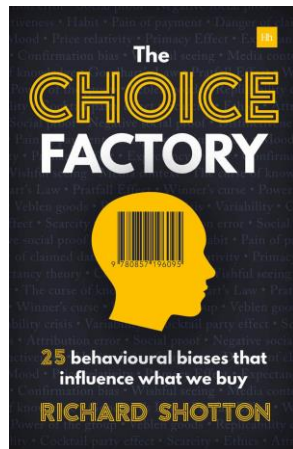
The Appliance of Behavioural Science

Richard Shotton

The Choice Factory | The Illusion of Choice

@rshotton

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Effects of urgency on helping behaviour

Group	% of subjects helping
Hurry	
No hurry	

Source: Batson & Darley (1973)

Effects of urgency on helping behaviour

Group	% of subjects helping
Hurry	10%
No hurry	

Source: Batson & Darley (1973)

Effects of urgency on helping behaviour

Group	% of subjects helping
Hurry	10%
No hurry	63%

Source: Batson & Darley (1973)



Table 3: Relationship between mood and noticing advertising

	% advertisements seen in this issue		
	Positive mood (top 2 boxes)	Negative mood (bottom 2 boxes)	T-value and significance
<i>Reading mood</i>			
Read feeling very relaxed			
<i>General mood</i>			
Today everything was super*			

Source: Bronner (2007)

Table 3: Relationship between mood and noticing advertising

	% advertisements seen in this issue		T-value and significance
	Positive mood (top 2 boxes)	Negative mood (bottom 2 boxes)	
<i>Reading mood</i>			
Read feeling very relaxed		36	T = 6.02 P < 0.001
<i>General mood</i>			
Today everything was super*		35	T = 2.12 P < 0.05

Source: Bronner (2007)

Table 3: Relationship between mood and noticing advertising

	% advertisements seen in this issue		T-value and significance
	Positive mood (top 2 boxes)	Negative mood (bottom 2 boxes)	
<i>Reading mood</i>			
Read feeling very relaxed	54	36	T = 6.02 P < 0.001
<i>General mood</i>			
Today everything was super*	52	35	T = 2.12 P < 0.05

Source: Bronner (2007)

Time for a
Christmas
classic



WAS £15
£10



Local
Store



2 Hour
Delivery



Click &
Collect

See our website for details and terms and conditions
Offer is subject to availability and may vary by location

[co.op.co.uk](https://www.coop.co.uk)

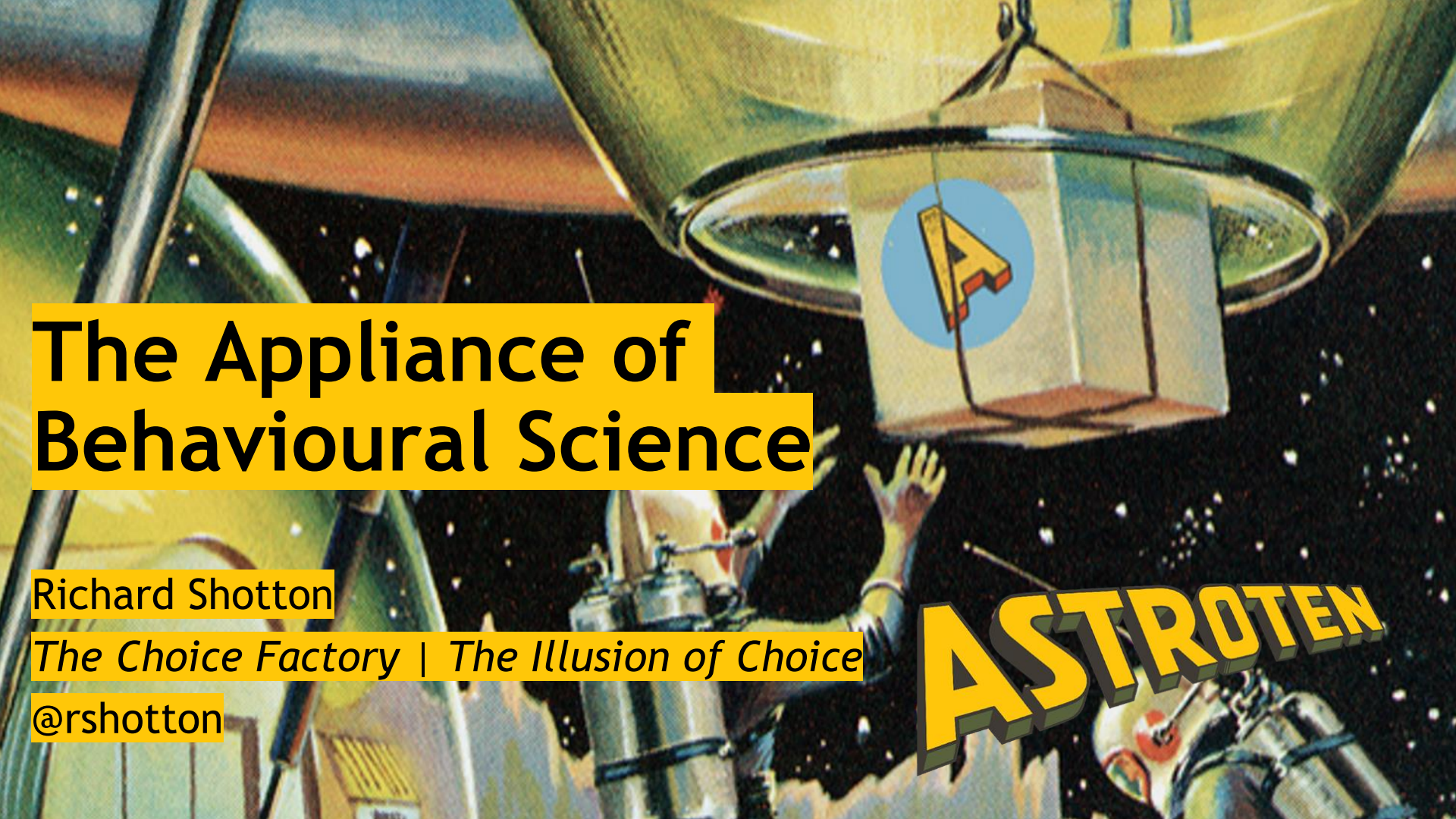
**co
op**

It's what we do



Summary

- A) Situational or contextual factors are often more important than personality in determining behaviour
- B) Reaching individuals during joyful moments increases the likelihood an ad gets noticed
- C) Putting people in a good mood boosts the probability they'll like the brand in question and become less price sensitive
- D) We are more easily persuaded when our attention is divided



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