

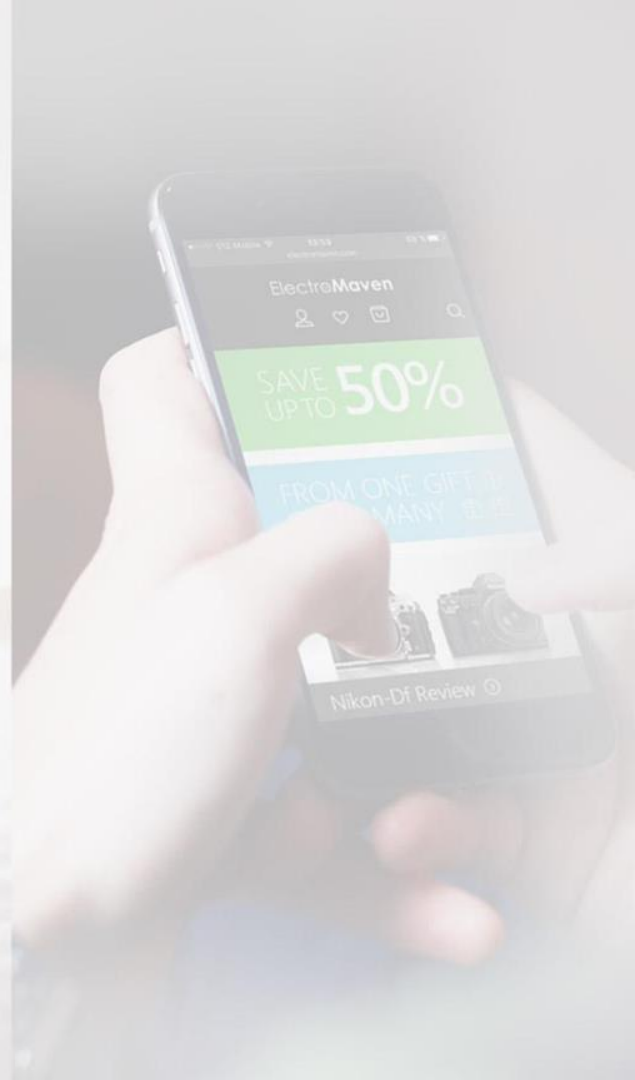


# The Psychology Behind Shopper's Online Decisions

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Clicktale®





**Are we in control of our (online) decisions?**

**“80% of our every day decisions are done with little or no conscious thought”**

**Wood and Neal, 2007**



A close-up, artistic photograph of a stack of papers or magazines. The pages are curved and layered, creating a sense of depth and movement. The colors are vibrant and varied, including shades of yellow, blue, red, green, and purple. The lighting is soft, highlighting the texture of the paper and the edges of the pages. The overall composition is abstract and visually appealing.

TMI



TMI





“The only way that **human beings could ever have survived** as a species for as long as we have is that we’ve developed **another kind of decision-making apparatus** that’s capable of making **very quick judgments based on very little information**”

**Malcolm Gladwell**

## The year of personalization

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In order to understand people – we have to “think people”





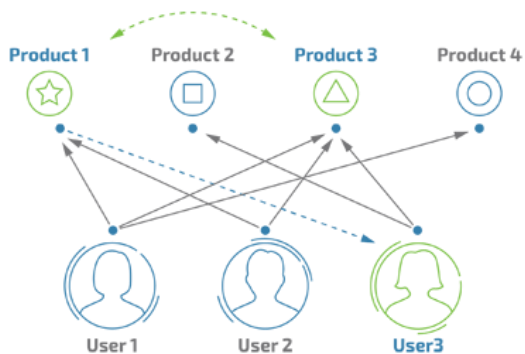
Does “personalization” address the *person*?

## Personalization methods

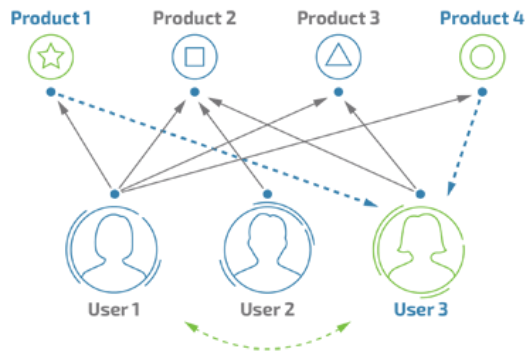


Does “personalization” address the person?

## Item - Item approach



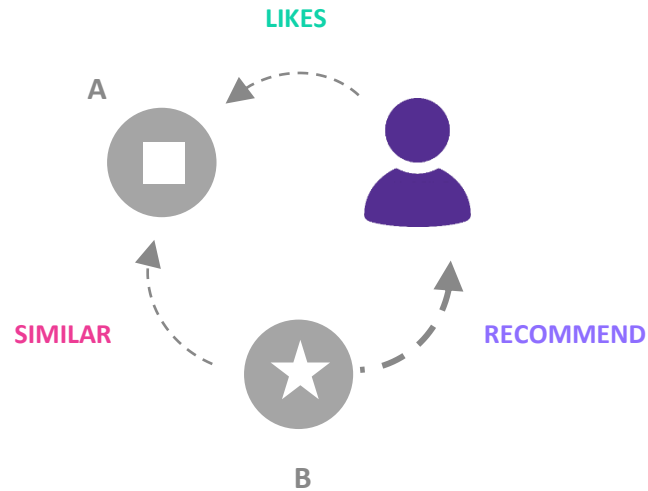
## User - User approach



Does “personalization” address the person?

## Item-Item approach

If a user likes Item A he might also like Item B which is similar to item A

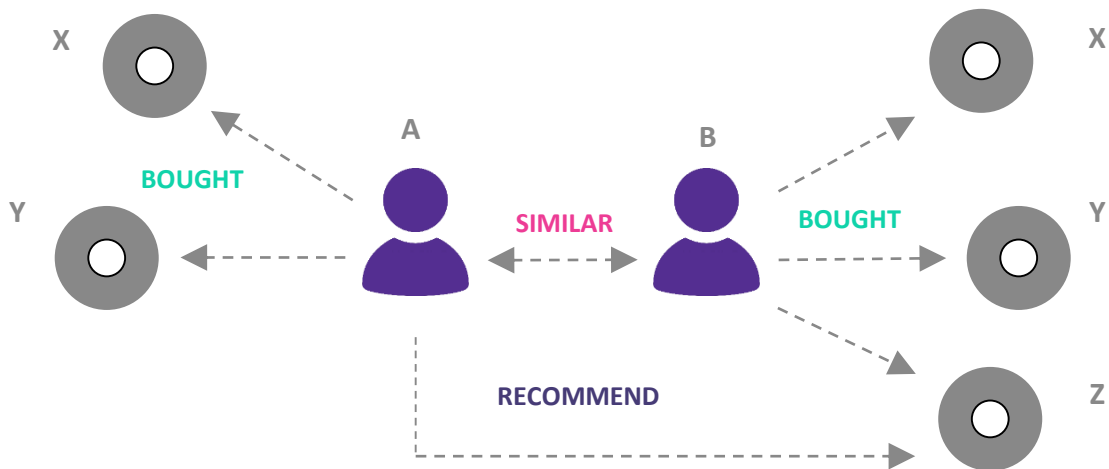




Does “personalization” address the person?

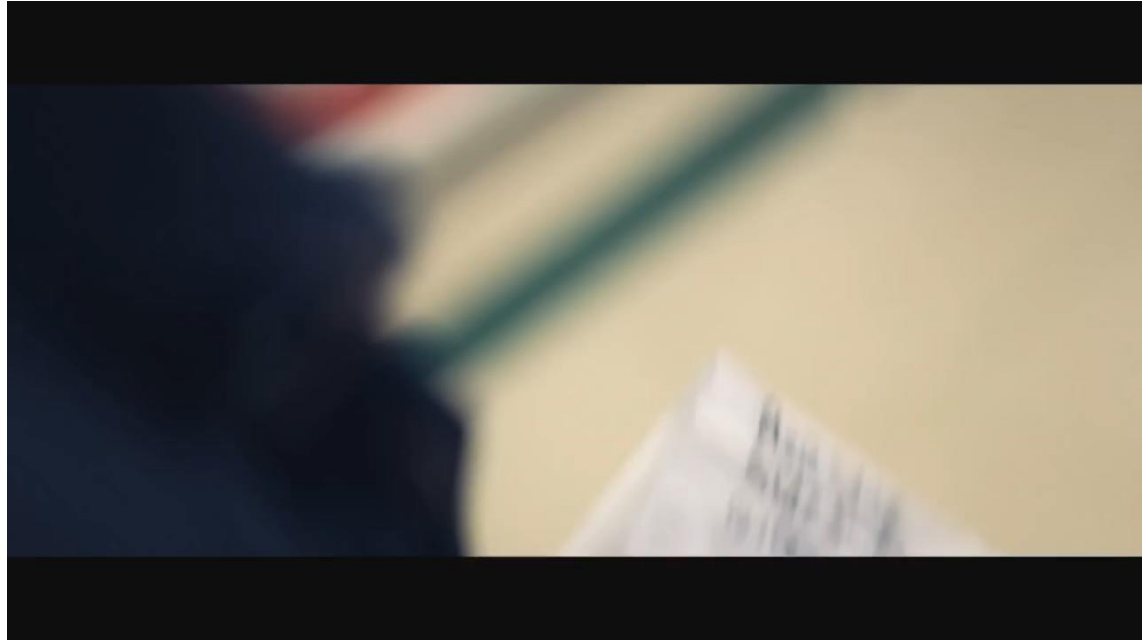
## User-User approach

If two visitors A & B like the same items so if visitor A like a new item, we'll offer it to visitor B



DOES “PERSONALIZATION” ADDRESS THE PERSON?

Today, online  
personalization is  
anything *but* personal



DOES “PERSONALIZATION” ADDRESS THE PERSON?

## What’s the problem with personalization today?



Past behavior  $\neq$  future behavior



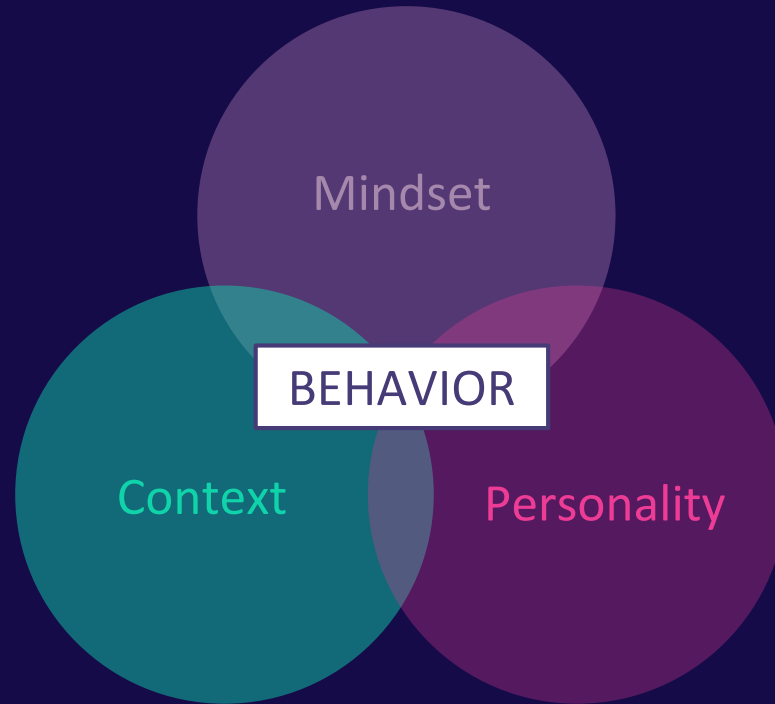
Lacks context



Doesn't account for visitor  
mindset



## Theory of Online Behavior



# Mindset

A blue-tinted photograph of a stone sculpture of a child's face. The child has curly hair and is resting its chin on its hand. The sculpture is surrounded by pine needles and leaves. The word "Mindset" is written in white text in the upper left corner.

MINDSET

$17 * 24 = ?$

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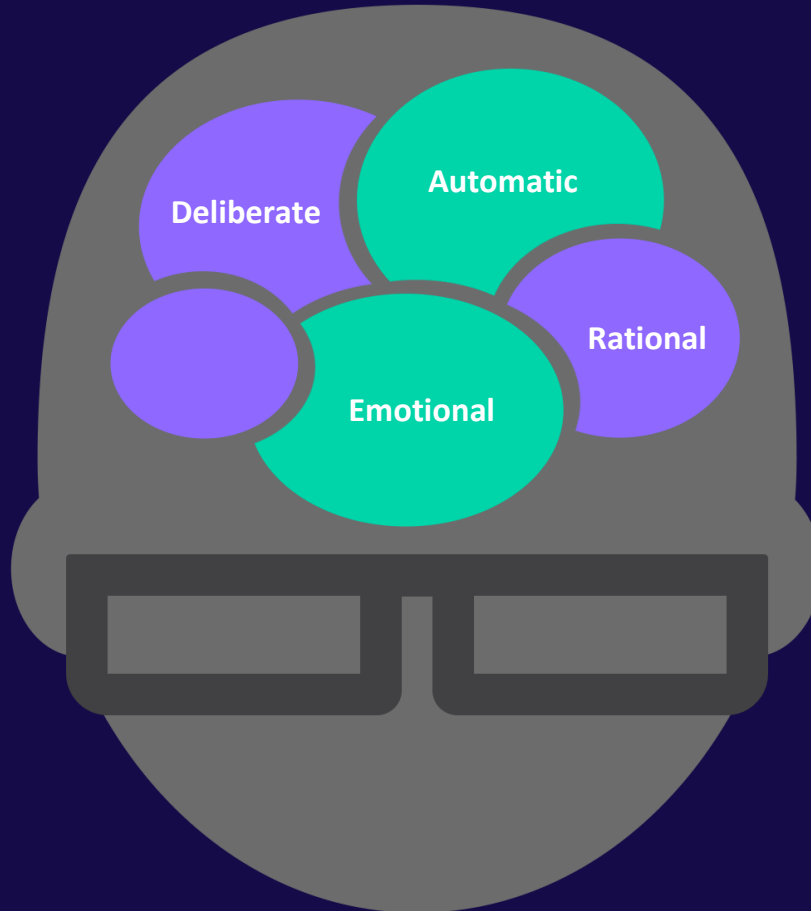
Confidential



# MINDSET

## System 1

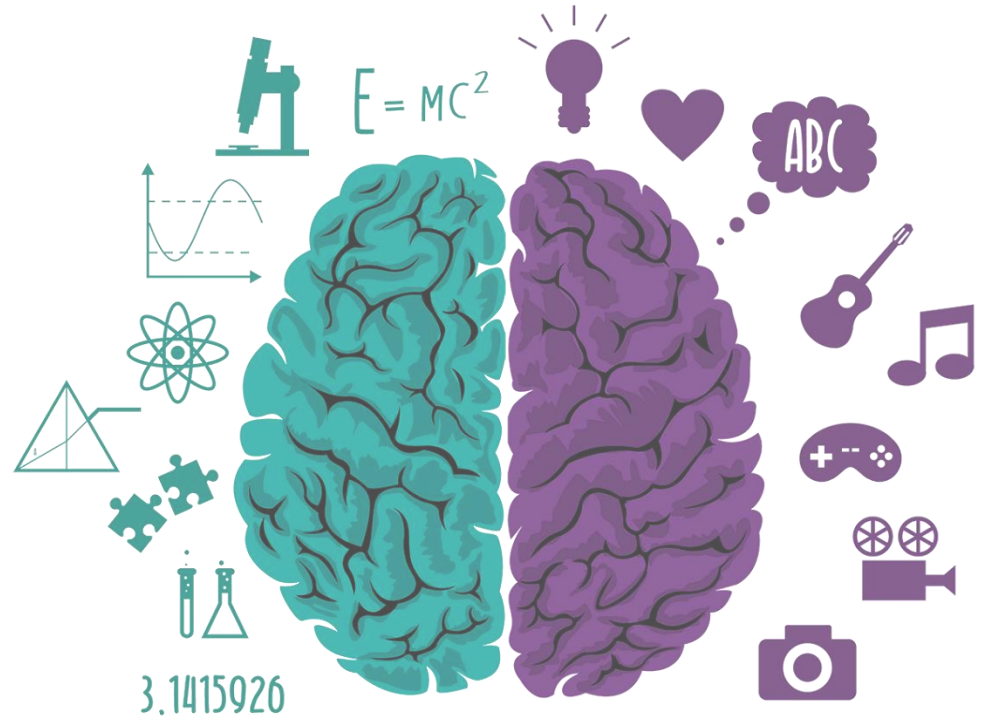
- Automatic
- Emotional



## System 2

- Deliberate
- Rational

## Rational vs Emotional brain



MINDSET

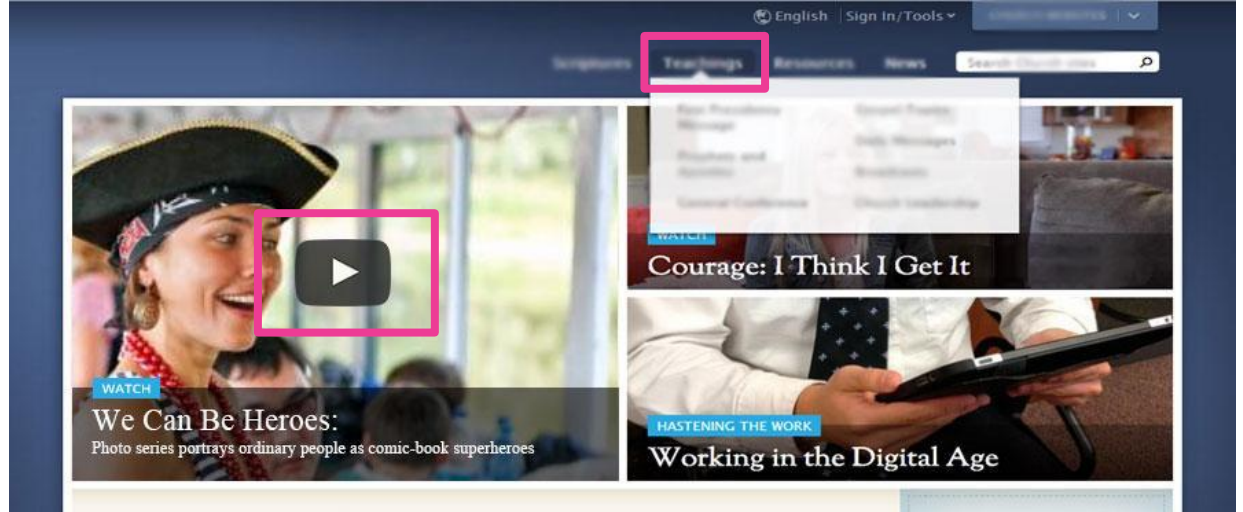
## Content engagement case study



Confidential

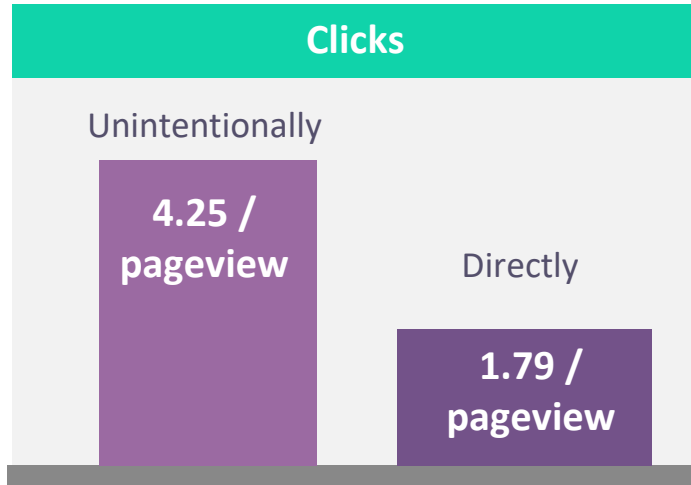
## MINDSET

### Two ways to arrive from the home page



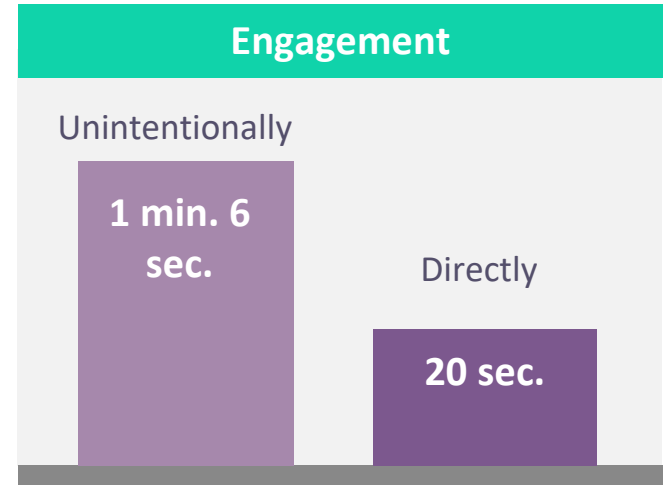
Mindset

## Different modes, different engagement



**Next Page:** Featured articles/colorful images/video

**Next Page:** Search elements



**Next Page:** Featured articles/colorful images/video

**Next Page:** Search elements



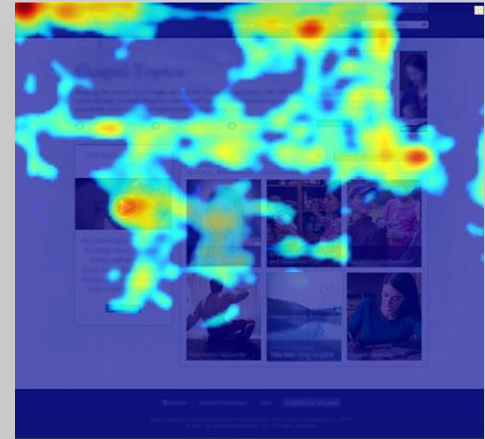
MINDSET

## Engagement analysis

Arrived directly



Arrived unintentionally





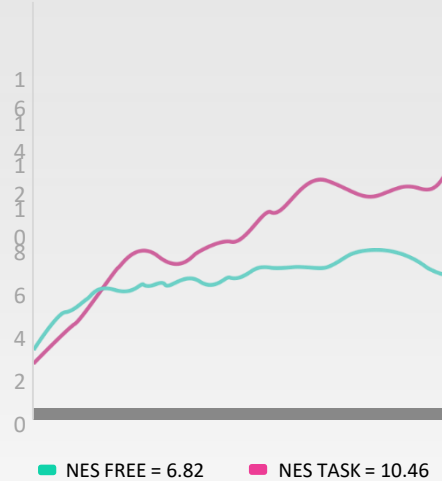
Which of the two brain systems is dominant in each behavioral pattern



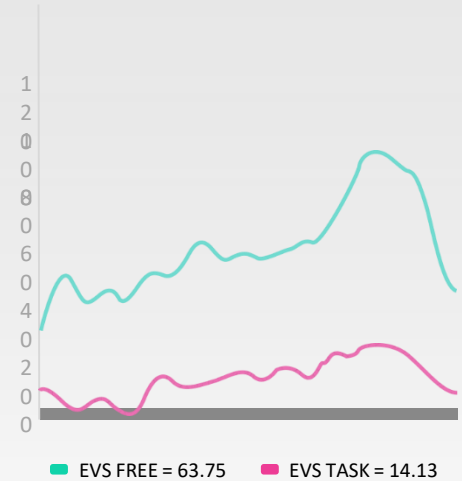
# MINDSET

## EEG - recording of electrical signal

### Goal Oriented



### Browsers



## MINDSET

**Human behavior is not the product of a single process, but rather reflects the interaction of different specialized emotional and rational processes**

## How can you apply these findings to personalize the customer experience? Offer paths that suit all mindsets

### ● System 1

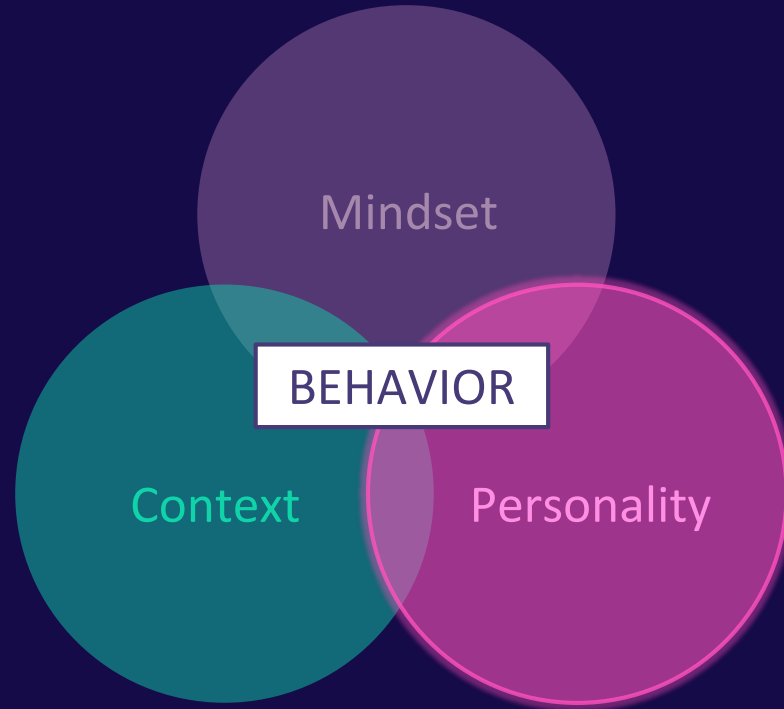
- Track association path
- Provide a stimulating environment
- Use catchy headlines, colorful images and video to engage visitors

### ● System 2

- Make it easy for visitors to find what they want
- Optimize search and navigation
- Do not interrupt them



## Theory of Online Behavior



PERSONALITY

## Personality traits



## PERSONALITY

**Personality traits play important role in online consumer purchase decisions**

### Maximizers vs Satisficers



Source: Karimi, Sahar (2013): [A purchase decision-making process model of online consumers and its influential factor. A cross sector analysis](#)



## PERSONALITY

### Maximizers

- Only the best will do
- Constantly worry that another option might be better than their current choice
- Avid comparison shopper

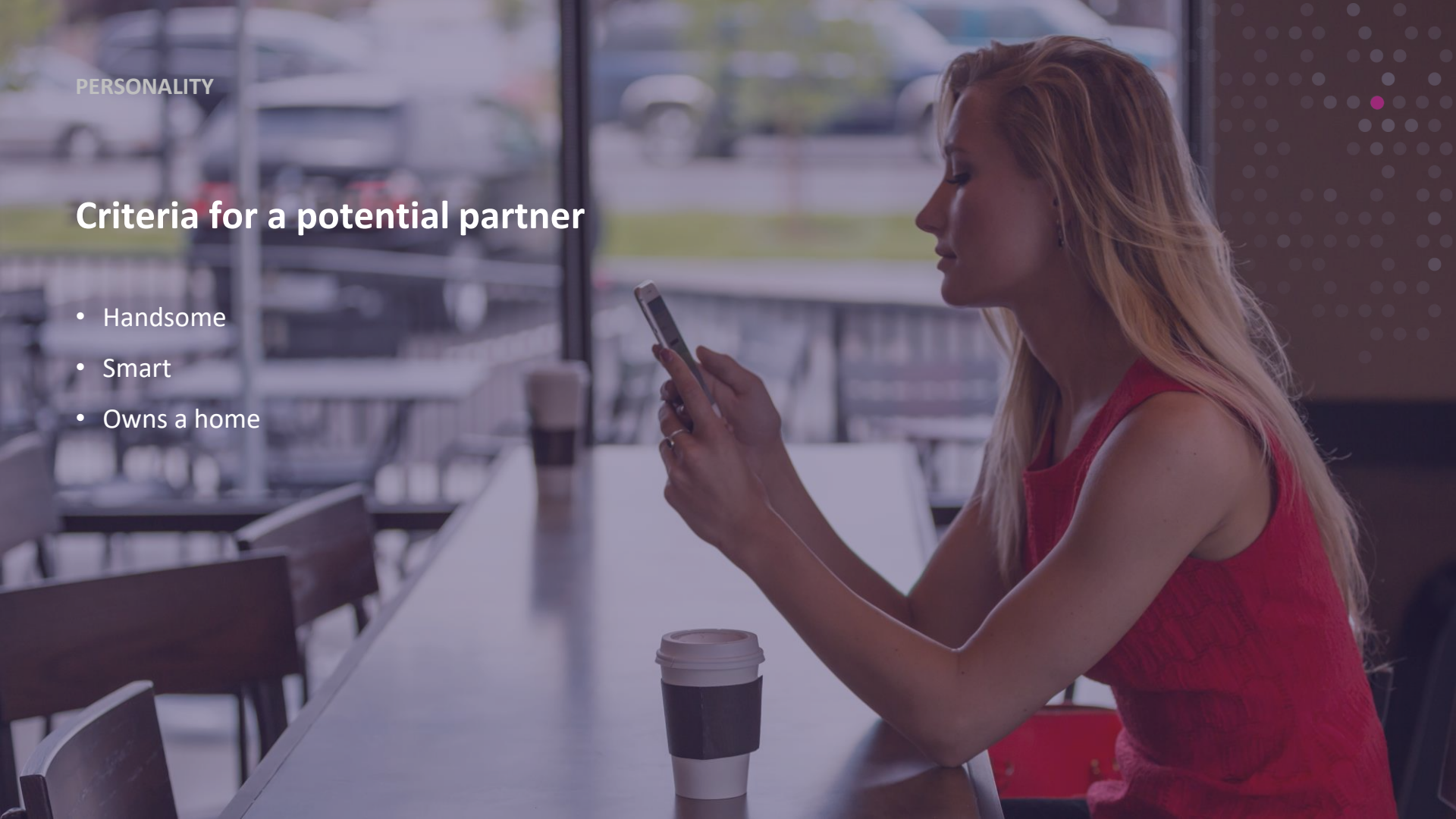
### Satisficer

- Good enough is fine
- Not concerned that a different choice that might be better
- Happy with first option that meets basic criteria

PERSONALITY

## Criteria for a potential partner

- Handsome
- Smart
- Owns a home





PERSONALITY

Satisficers



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## PERSONALITY

# Maximizers



PERSONALITY

# Satisficer

The screenshot shows an Amazon search results page for the query "girls bag". The page features a navigation bar with the Amazon logo, a search bar containing "girls bag", and various utility links like "Back to Business" and "Your Account". Below the navigation bar, the "Amazon Fashion" section is active, displaying 140 results for "girls bag". The results are presented in a grid of product images, each with a brand name below it. The brands shown include J World New York, Stephen Joseph, Under Armour, Disney, Rockland, Hello Kitty, Jansport, and Disney. A central banner reads "Amazon Fashion Shop Top Brands And Trends". On the left side, there is a sidebar with filters for "Show results for" (listing categories like Department, Clothing, Luggage, etc.) and "Refine by" (listing options like International Shipping, Amazon Prime, and Brand).

PERSONALITY

Maximizer

The screenshot shows an Amazon search results page for the query "girls bag". The page is viewed in a browser window with the URL [www.amazon.com/s/ref=nb\\_sb\\_noss\\_2?url=search-alias%3Dcomputers&field-keywords=girls+bag](http://www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3Dcomputers&field-keywords=girls+bag). The search bar contains "Computers - girls bag". The page displays 1-24 of 64,095 results for "Electronics - Computers & Accessories - 'girls bag'".

**Left Sidebar:**

- Show results for: Any Category, Electronics
- Computers & Accessories
  - Backpacks (2,162)
  - Laptop Shoulder Bags (1,281)
  - Bags, Cases & Sleeves (30,347)
  - Laptop Messenger Bags (3,752)
  - Laptop Accessories (33,736)
  - Tablet Accessories (33,454)
  - Mouse Pads (237)
  - See more
- Refine by
  - International Shipping
    - Ship to Israel
  - Amazon Prime
  - Brand
    - Stephen Joseph
    - Generic
    - Marywindix
    - DANKA
    - IntehCD
    - One Dragon
    - ECO-FUSED®
    - Bababala
    - Crazy Genie
    - Yakita
    - E-station Gateway
    - Rbenxia
    - YELLOWDIBAGGIN

**Main Product Grid:**

- fits.fresh® FIT & FRESH Lunch Bags for Kids: Insulated & Stylish**  
Marywindix Unisex Canvas Backpack School Bag Vintage Stripe College Laptop Bags Rucksack for Teens Girls Boys...  
\$14.70 **Prime** Get it by **Friday, Jan 29**  
More Buying Choices \$14.70 new (2 offers)  
★★★★☆ = 56
- Rbenxia Unisex Canvas Backpack School Bag College Rucksack for Girls Boys Students**  
\$14.99 - \$21.99 **Prime** Get it by **Friday, Jan 29**  
Some colors are Prime eligible  
More Buying Choices \$14.99 new (2 offers)  
\$14.24 used (1 offer)  
Show only Rbenxia items  
★★★★☆ = 277
- Korean Fashion Cute Women's Bag Canvas Satchel Girls' Lovely Sweet Lace Bowknot Backpack Schoolbag**  
\$21.54 **Prime** Get it by **Friday, Jan 29**  
More Buying Choices \$17.09 new (2 offers)  
★★★★☆ = 8
- INUK Unisex Totem Backpack Fits...**  
\$29.99 ~~\$40.00~~ **Prime**  
★★★★★ (7)
- iColor - Colorful 11.6"-12" Inch Netb...**  
\$14.99 **Prime**  
★★★★★ (7)
- ProfessionalBags Universal 7 - 8 L...**  
\$8.99 **Prime**  
★★★★★ (9)

## How can you apply these findings to personalize the customer experience?



Read and respond to the customer “digital body language” to reveal personality traits



For Maximizers

- Limit options to reduce frustration and avoid overwhelming them
- Use suggestions to signal best choices.

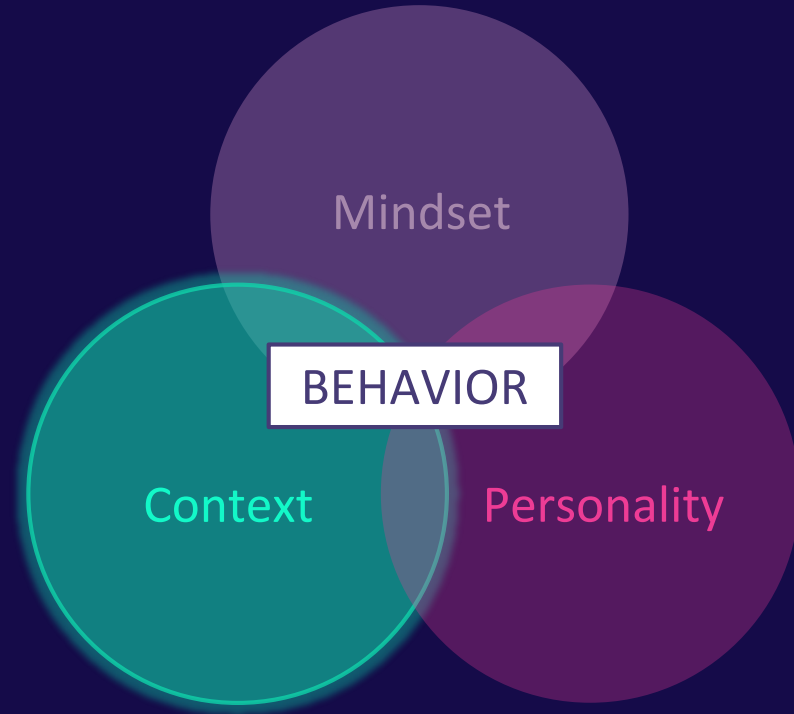


For Satisficers

- Offer filtering for fast drill-down to relevant options.
- Provide a digital customer service rep to “bring” color and size visitor needs



## Theory of Online Behavior



A dense, chaotic pile of wooden type blocks, likely from a traditional printing press. The blocks are scattered across a wooden surface, creating a complex, textured background. The colors range from light tan to dark, almost black, suggesting different wood types or finishes. The letters are in various fonts, sizes, and orientations, some facing up and some facing down. The word "Context" is overlaid in the upper left quadrant in a white, sans-serif font.

Context

## CONTEXT

The prevalent assumption regarding ecommerce product pages dictates that exposure to reviews, product details and technical specifications increase the likelihood of purchasing the product



**Product Information** Automotive Aftermarket

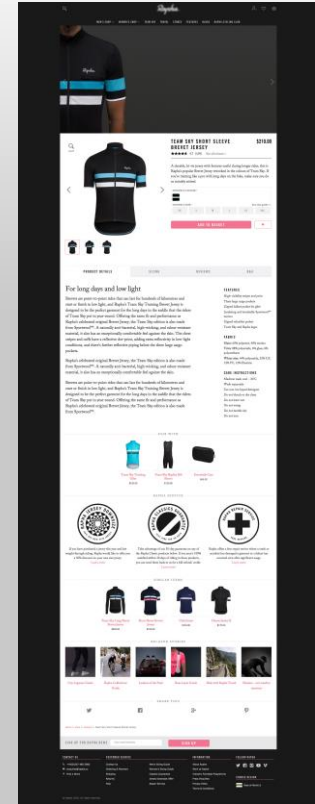
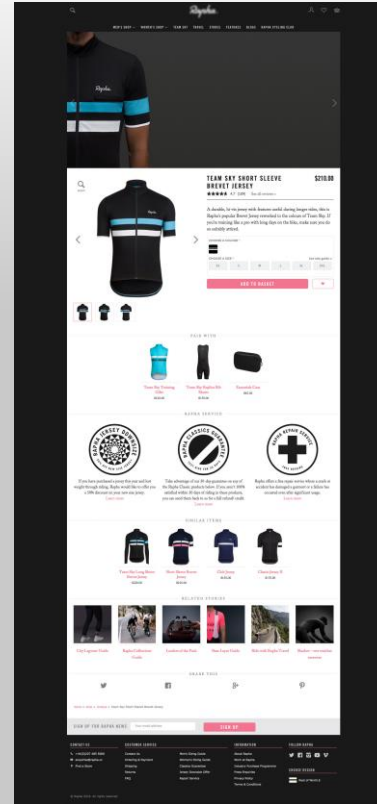
Long-Term Anti-Corrosion Undercoating Agent for Car Body which Excels in Rust-Preventing Performance

Three Ruster  
ThreeBond6153Series, 6155B

[> MORE](#)

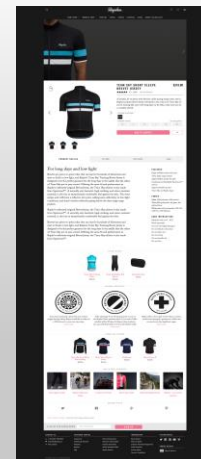
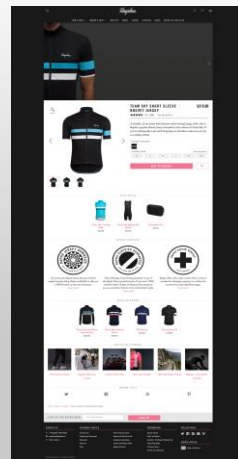
## CONTEXT

# Minimal product details versus rich product details



## CONTEXT

Different context,  
different behavior



### Only Size & Color

Added to Cart

23%

Conversion

14%

### Detailed Info

Added to Cart

17%

Conversion

8%





Research shows that purchase of 'nice to have' products is driven by emotion





## How can you apply these findings to personalize the customer experience?

For items with high emotional resonance, aim for customer hearts, not for their minds

●  
Distinct between 'nice to have' and functional products

●  
Avoid specifications that trigger rational analysis of product & price.

●  
Put product and technical info behind tabs for those who really want it



## Summary

If we want to succeed in the digital world, we need to adapt technology to the way our brains work, not the other way around.



# Thank You

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