



Exploration of mobile phone selection behavior in store, using the PSYCHODRAMA technique

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THE agenda

- ① About Psychodrama
- ② What have we aimed to explore?
- ③ How?
- ④ What were the findings?



ABOUT

PSYCHODRAMA



What is *Unmeet Needs Explorer* ...



- A technique based on **role-play and personal experience** usage.
- Allows **understanding the hidden needs**, hard to verbalize and point out.
- **Authenticity** = it expresses personal thoughts and feelings, **not projections about others!** The participants action for and as themselves, reproducing a life situation which is familiar to their life habits.
- It **brings to light internal processes** of the person that act in the role playing which make the described situation real, validating the authenticity of the situation
- **8-12 participants, 2 moderators** . A 3rd researcher involved as observer.



When is *Unmeet Needs Explorer* technique useful

UNDERSTANDING THE "GREY"/"BLACK" AREAS RELATED TO CHOOSE, ESTABLISHING RELATIONS/USAGE OF A PRODUCT/SERVICE/BRAND

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- A deadlock related to understanding of consumers behavior in relation to a certain product/service category – how can the relation be described and understood, which are the emotional resorts in approaching the category
- Deeper understanding of the choose and buying behaviour.
- Deeper understanding of the relation with a brand – triggers and barriers in relation to the brand.
- Deeper understanding of the usage patterns related to a product/service.
- Understanding of patients relation with a certain disease, their compliancy to a certain prescribed treatment (what make them being/not being compliant), which are the influencing factors impacting their behavior.



WHAT WE HAVE EXPLORED



What have we aimed to explore?

- ◆ The relationship with the mobile phone
- ◆ What influences the selection of the handset in store
- ◆ Characteristics of the ideal handset



WHO WERE THE RESPONDENTS?



How?



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- ✓ internal group (8 respondents)
- ✓ 4 female + 4 male respondents
- ✓ 25-36 y.o.
- ✓ duration of group discussion = 3 hrs

WHAT have we LEARNED?

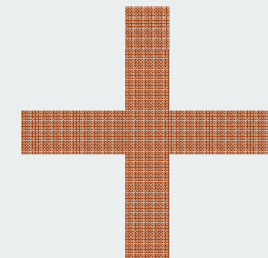


Relationship with the mobile phone - INSIGHTS

The mobile phone



- ... **JUSTIFIES MY ACTIONS**, it is a way to prove that I am useful and busy
- ... makes me **FEEL IMPORTANT** because lots of people call me up
- ... **BREAKS MONOTONY**, I can escape boredom when the activities I am involved in fail to really engage me / appeal to me
- ... is a **STATUS INDICATOR**
- ... caters to **THE NEED FOR BELONGING TO A GROUP**
- ... breaks me away from reality, from the "here and now", helps me **ESCAPE FROM A SITUATION I AM NOT COMFORTABLE WITH**
- ... **MAKES ME FEEL SAFE**, gives me peace of mind – I am in touch with the loved ones even when we are not physically close
- ... helps me get better **ORGANIZED, REMEMBER** things = **EFFICIENCY, FEELING OF "BEING IN CONTROL"**



Relationship with the mobile phone - INSIGHTS

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The mobile phone

- ... RUNS MY LIFE, MAKES ME DO things I was not going to do
- ... is UNPREDICTABLE, SURPRISING, UNCONTROLLABLE, makes me adapt to it all the time
- ... is TIRESOME
- ... is TOO SOPHISTICATED, gives me MUCH MORE THAN I NEED, sometimes it COMPLICATES MY LIFE
- ... sometimes it KEEPS ME FROM PURSUING MY PLANS (diverts me towards something else)
- ... it BLOCKS THE REAL COMMUNICATION with my partner and the loved ones

Factors that influence the selection of a mobile phone in store

- **Undifferentiated environment:** a lot of information that is hard to tell apart and decode, lots of stimuli (staff, brands, technical information, visual aids, other customers) that all contribute to creating this feeling of lack of differentiation.
- People feel **OVERWHELMED, CONFUSED**, they require guidance.
- The staff members' friendliness does not suffice, what prevails is the need for **EASY ORIENTATION**, the need for a **FAMILIAR, ACCESSIBLE, EASY TO INTERACT WITH, EASY TO "DECIPHER"** environment.
- Staff members should be **firm and self-confident** when they approach customers and especially when they make recommendations. They should present **the differences between the various offers** in a clear and concise manner, and from the perspective of **advantages and disadvantages for the potential buyer**.
- **GOOD PSYCHOLOGICAL INSIGHT:** apt to discover what the customer needs and to guide their selection, to understand / perceive quickly what the customer desire and what suits them.



Factors that influence the selection of a mobile phone in store

- Customers “do their homework” before going to the shop, and they have at least a clearly defined short list, if not a clear choice in mind. Therefore, they do not wish for too much interaction in store, but rather for an environment that would help them “find their way” as easy as possible.
- They don’t wish to be “pestered” by staff but rather to be able to interact with the products without any pressure.
- The in-store experience needs to be efficient (quick) and comfortable (no pressure to buy, answers that are prompt and to the point).
- Even if they come with a choice in mind, if staff identify the customer’s needs and required benefits properly and make suitable suggestions, pointing out the key or sensitive issues, such suggestions are welcomed.
- What is most annoying for the customers is to be provided with redundant or uninteresting information. It is therefore desirable for staff to avoid presenting things that are not really interesting for the customers. Offers should not be presented indiscriminately; staff should strive to understand what is interesting and what isn’t for a particular customer.



INSIGHTS into the perception of mobile phone brands

NOKIA Connecting People

- Perceived message: "I AM THE BEST" – self-sufficient positioning that fails to deliver a reason to believe apt to support the image of best mobile phone
- Attributes it wishes to appropriate as discriminators: SIMPLE and RELIABLE
- Focus on INTELLIGENCE, design is not their strength, they have failed to convey an interest in impressing through esthetics
- Fit for all ages. The fact that it is considered fit for children, too, confirms the attributes "simple" and "resistant/reliable"

BlackBerryTM

- Perceived message: "I AM MORE THAN A PHONE"
- Impresses, provides an IMAGE BOOST
- Feels the need for its real worth to be acknowledged = feels the need to SET ITSELF APART and BE TREATED DIFFERENTLY
- IS NOT FRIENDLY, keeps one at a distance, is PICKY in selecting its "partners"
- SERIOUS, COLD, MASCULINE
- Fails to provide diversity in terms of colors / design

SAMSUNG

- Perceived message: "I AM A LUXURY"
- Appropriated attributes: ESTHETIC, IMAGE BOOST
- Fails to impress through outstanding technical characteristics

The Ideal Handset

- SIMPLE, EASY TO USE interface, ACCESSIBLE, FRIENDLY
- ATTRACTIVE: should look good and INVITE you to use it – VISUAL, TACTILE
- SHOULD ALLOW ME TO GET USED TO IT QUICKLY. I don't need to know what's behind the cover – I want to know WHAT IT DOES, NOT HOW IT DOES IT
- Should be a means for COMMUNICATION as well as ENTERTAINMENT, should make me FEEL GOOD
- SHOULD NOT BE more than I need!
- Should not EMBARRASS ME (from a technical perspective, image etc.), SHOULD MAKE ME FEEL COMFORTABLE
- An ALLY, a FRIEND, something/one that SUPPORTS / HELPS YOU



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*LIKEABLE = FRIENDLY
& ATTRACTIVE
INTELLIGENT
AMUSING
EASY TO USE
ORIGINAL
MEETS MY NEEDS*

The Ideal Handset (2)

- Many functions, but useful and practical rather than “flashy”.
- KEY FUNCTIONS:
 - Calls
 - SMS
 - Music
 - Calculator & Organizer
 - Internet access, data transfer



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