

# Rebuilding Consumer Habits Post-Pandemic

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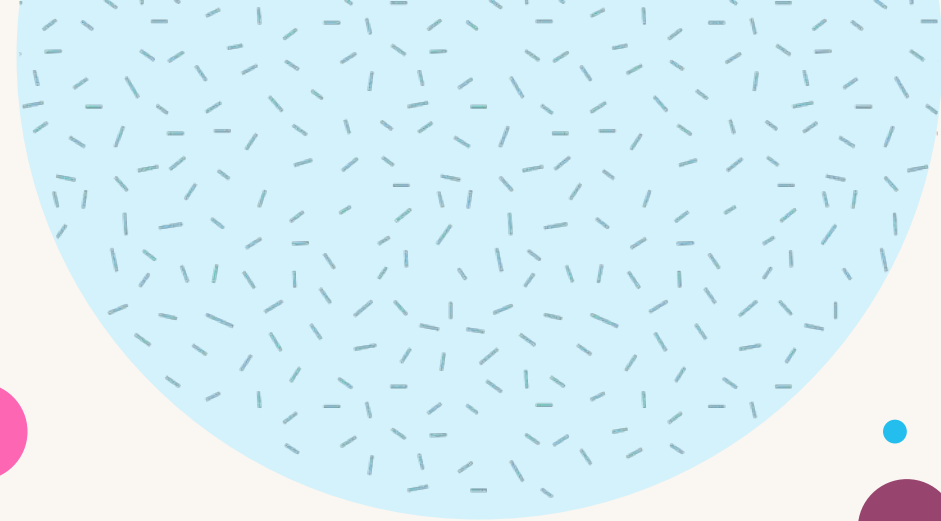
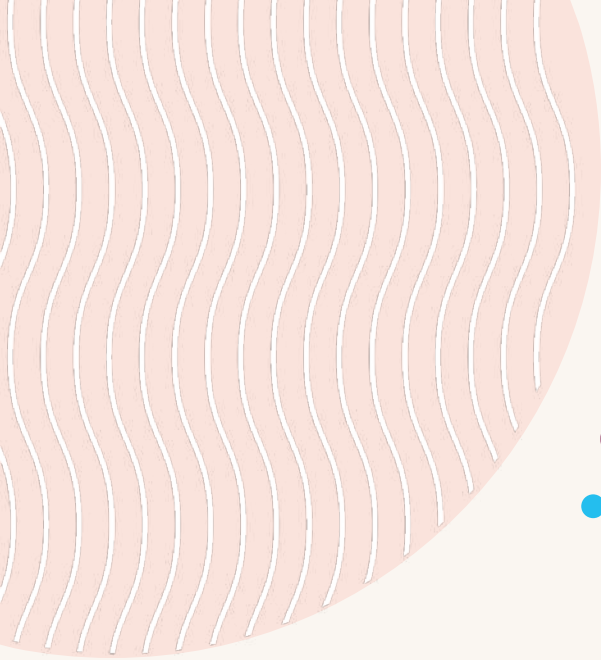
Old Dominion University, USA

Loyalty Science Lab



# Pandemic disrupted consumer habits





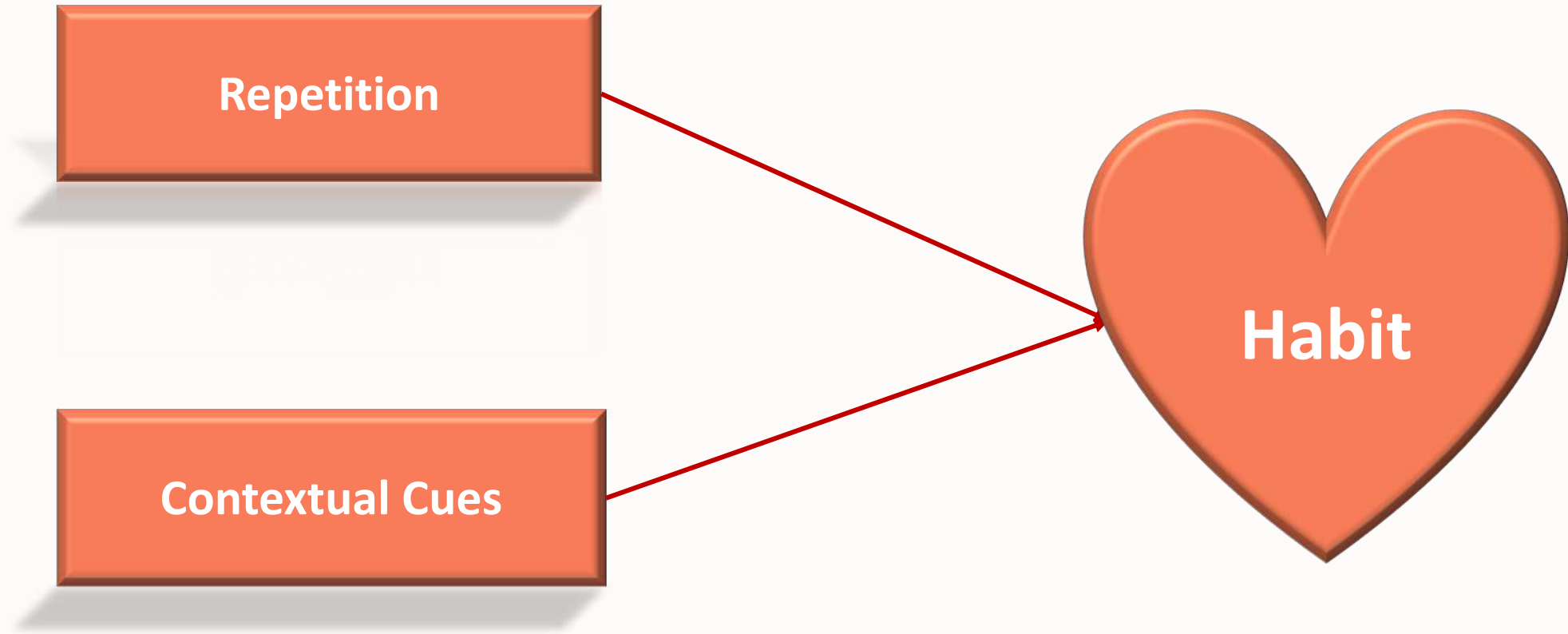
**Habit disruption can be  
an opportunity**

# What exactly is habit?



- High repetition
- Stable behavior
- Automatic execution
- Minimal thinking

# Two essential ingredients of habit



# Repetition-based promotion design



Collect  
**60**★  
BONUS STARS

Start

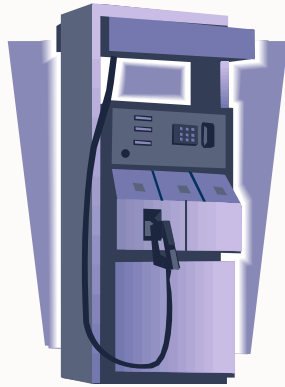
## Star Dash - Flavor

### How to Play

Purchase a Teavana® Shaken Iced Black Tea or Tea Lemonade 3 time(s) through September 25 and collect 60 Bonus Stars.

You can track your Star Dash progress right here in the app.

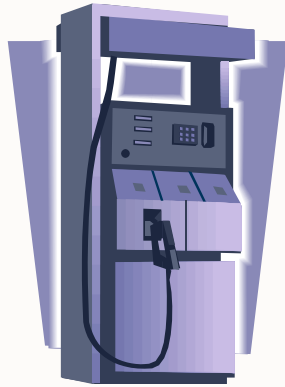
# Cross-Selling Campaign



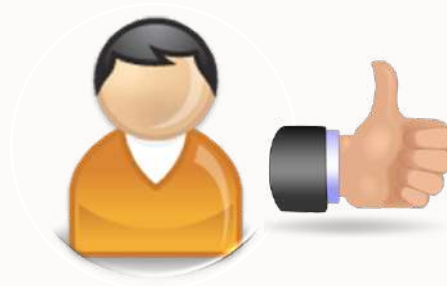
Buy three bottles of water and receive one bottle for free



# Cross-Selling Campaign



Buy one bottle of water each of three visits and receive one bottle for free

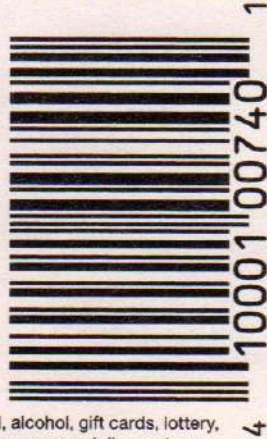




STORE COUPON • VALID December 16-December 24, 2016

**\$10 off**

**your grocery purchase of \$50 or more!**



Effective ONLY at Farm Fresh.

Limit one coupon per transaction. Limit one coupon per person per household per day. Excludes fuel, alcohol, gift cards, lottery, money orders, pharmacy, postage stamps, sales tax and tobacco. The \$50 requirement is after all coupons and discounts are applied. Valid December 16 through December 24, 2016.

STORE COUPON • VALID December 26-December 31, 2016

**\$10 off**

**your grocery purchase of \$50 or more!**



Effective ONLY at Farm Fresh.

Limit one coupon per transaction. Limit one coupon per person per household per day. Excludes fuel, alcohol, gift cards, lottery, money orders, pharmacy, postage stamps, sales tax and tobacco. The \$50 requirement is after all coupons and discounts are applied. Valid December 26 through December 31, 2016.

STORE COUPON • VALID January 01-January 07, 2017

**\$20 off**

**your grocery purchase of \$70 or more!**



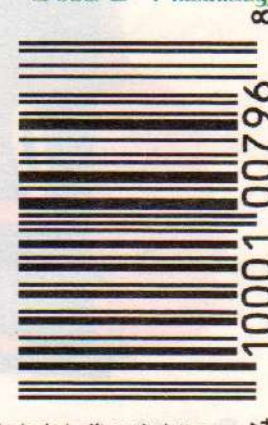
Effective ONLY at Farm Fresh.

Limit one coupon per transaction. Limit one coupon per person per household per day. Excludes fuel, alcohol, gift cards, lottery, money orders, pharmacy, postage stamps, sales tax and tobacco. The \$70 requirement is after all coupons and discounts are applied. Valid January 01 through January 07, 2017.

STORE COUPON • VALID January 08-January 14, 2017

**\$20 off**

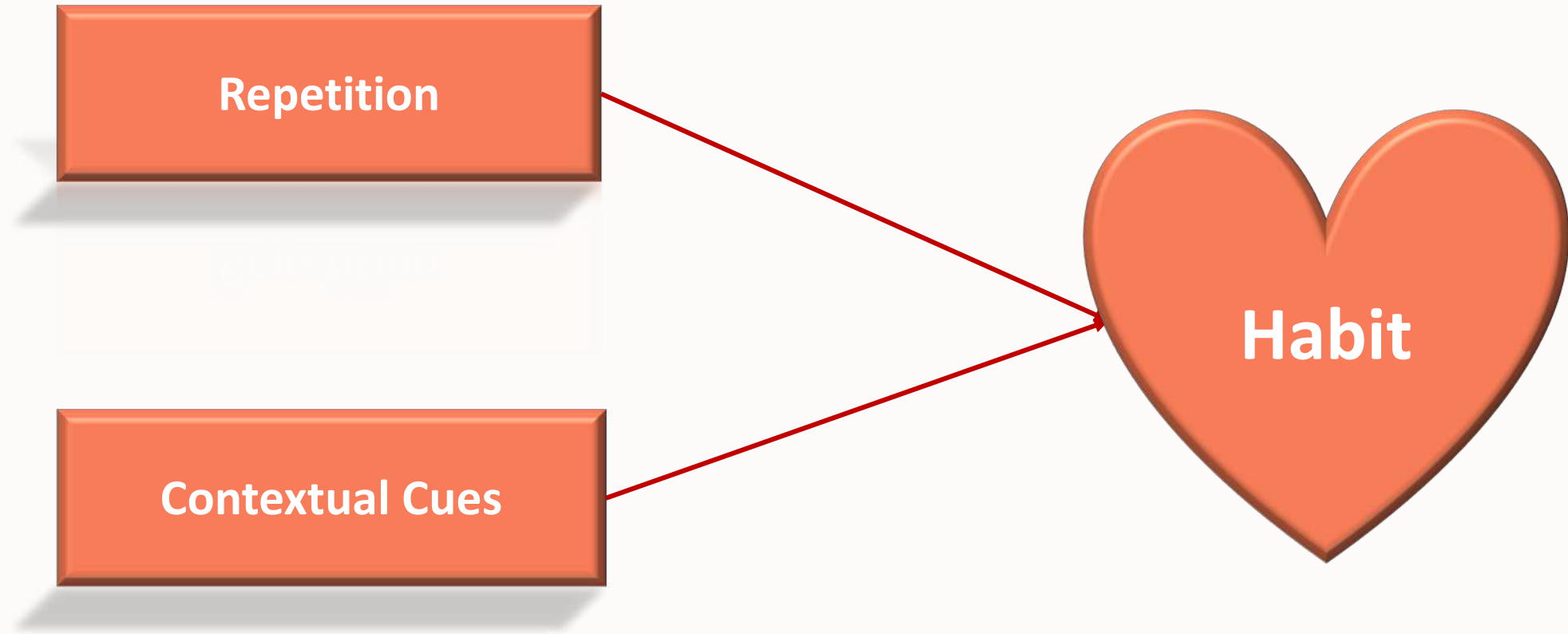
**your grocery purchase of \$70 or more!**



Effective ONLY at Farm Fresh.

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# Two essential ingredients of habit



# Add Contextual Triggers

## Time

- Time of the day, day of the week, etc.

## Location

- Where you are

## Social context

- Who you are with

## Pre-/Post-Event

- What happens immediately before or after

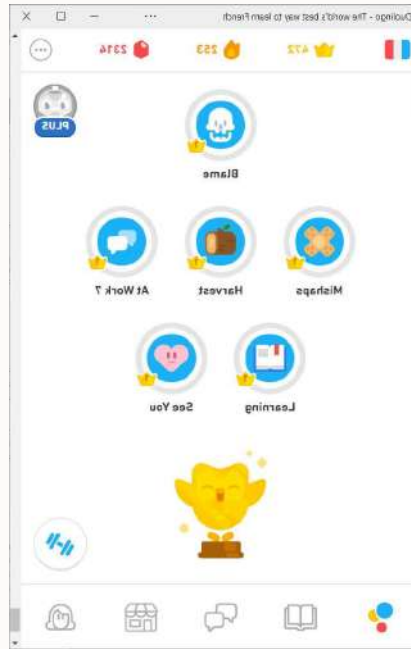
# Add Contextual Triggers



Order from Quiznos after 3PM



After soccer practice, before picking up kids from school, etc.



Analyzing and sustaining habit



Harris Teeter Cutlery in my kitchen

## Other considerations



Build on stable contextual triggers.



Reward small instead of big.



Easier to add onto existing habit than to create brand new habit

# For Further Information

## How to Navigate Customer Habit Disruptions



Loyalty Science Lab

May 5, 2020 · 8 min read ★



Psychological insights into managing customer relationships at a time of disrupted habits \*

<https://bit.ly/3b9AZuX>

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