Certainty vs hesitation.
Sharpen the findings of traditional surveys.
When you change the way you see the world, you can change the world you see.

The question is how to change the way we see the world?
Did you know that?

When 100 consumers say YES to a survey question

100%
Did you know that?

When 100 consumers say YES to a survey question, almost half of them is uncertain of their own answer?

<table>
<thead>
<tr>
<th></th>
<th>Certain Answers</th>
<th>Uncertain Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>56%</td>
<td>44%</td>
</tr>
</tbody>
</table>

What makes consumers uncertain?

- don’t have enough relevant information
- don’t want to criticize or try to be politically correct
- haven’t made up their mind yet
In case of popular issues and when respondents have more experience with it, the number of certain consumers can be higher!

Exceptions? Sure!

97% 3%

100% YES

‘I love my kids.’

Tested group:
Top managers of a big financial institution.

Source: NEUROHM commercial study, financial services, employee satisfaction test (2016)
Exceptions? Sure!

However, the certainty depends on many factors and in some cases the number of certain respondents are much lower!

<table>
<thead>
<tr>
<th></th>
<th>Certain answers</th>
<th>Uncertain answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>'I have enough time for my kids.'</td>
<td>100% YES</td>
<td>9%</td>
</tr>
</tbody>
</table>

Tested group: Top managers of a big financial institution.

Source: NEUROHM commercial study, financial services, employee satisfaction test (2016)
However...

56% certain answers
44% uncertain answers

'I will buy it.'
'I would recommend it.'
'It is a brand for me.'

Changing the way we see the world

TRADITIONAL MODEL

ATTITUDE = rational OPINION

NEW MODEL

ATTITUDE = rational OPINION + emotional CERTAINTY
What does it mean?

**SYSTEM 1** - *implicit*
- Emotional,
- Impulsive,
- Automatic;
- Subconscious experiences,
- Motives and attitudes.

**SYSTEM 2** - *explicit*
- Rational,
- Conscious,
- Verbal;
- Declarative,
- Opinions.

Main purchase drivers are located in subconscious processing.

**Conclusion:**
THAT DECLARATIONS ARE OFTEN NOT ENOUGH TO MEASURE CONSUMERS ATTITUDES!
How to measure certainty?

Asking directly is not the best solution!
- answers may be cognitively distorted
- respondents might be not aware of real reasons

CERTAINTY should be assessed indirectly by measures that reach beyond declarations.

Integrate explicit and implicit measures to get the full picture.
How to go beyond declarations?

Reaction Time uncovers consumers’ TRUE ATTITUDES

Implicit Association Test
IAT

Anthony Greenwald, Washington University
The IAT as a measure of implicit consumer attitudes [in:] R. Ohme (Ed) Implicit Processes in Cognition (2001)

Mahzarin Banaji, Harvard University

Strength & Accessibility
Of the Attitudes

Russel H. Fazio, Ohio State University
CERTAIN (STRONG) ATTITUDES ARE MORE LIKELY TO DRIVE BEHAVIOR


CERTAINTY gives more accurate results predictions of consumer real behavior [via shelf-test]

<table>
<thead>
<tr>
<th></th>
<th>DECLARED</th>
<th>CERTAIN</th>
<th>ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Evaluation</td>
<td>71%</td>
<td>56%</td>
<td>50%</td>
</tr>
<tr>
<td>Product Evaluation</td>
<td>87%</td>
<td>49%</td>
<td>46%</td>
</tr>
</tbody>
</table>

[average score gathered from 8 brands and 8 products from FMCG category]  
Source: NEUROHM internal R&D studies (2014/2015, n=1985)
Measure of certainty sharpens the image

**Integration** of declaration & certainty *sharpens* observations and give new perspective to old questions.

EXPLICIT observations

EXPLICIT + IMPLICIT observations
CERTAINTY gives more accurate results enriches explicit insights

The biggest worldwide Implicit Survey on tobacco health warnings (N=5293) 24 countries participating + 7 countries supporting Report available at http://www.nmsba.com/neuro-against-smoking
Certainty can enhance various areas of market research.
Certainty helps us to change the world of market research!

Thank you!