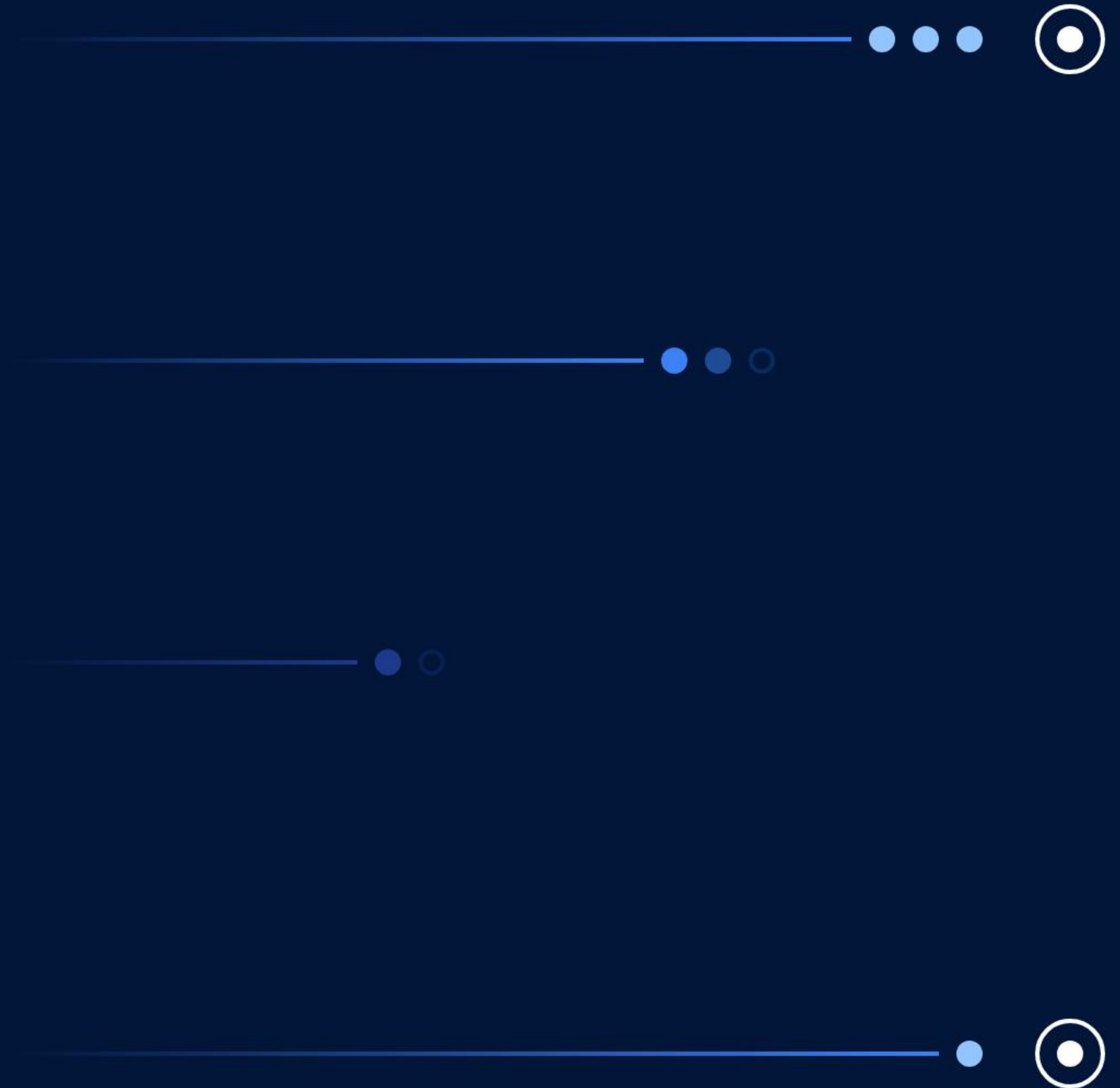


A BEHAVIOURAL RESEARCH CASE STUDY

WHY INTEREST WASN'T BECOMING PURCHASE

| From product interest to purchase friction.

● CORE BEHAVIOUR



Interest was high. Conversion wasn't.

The client attracted customers successfully.
Purchase journeys ended prematurely.

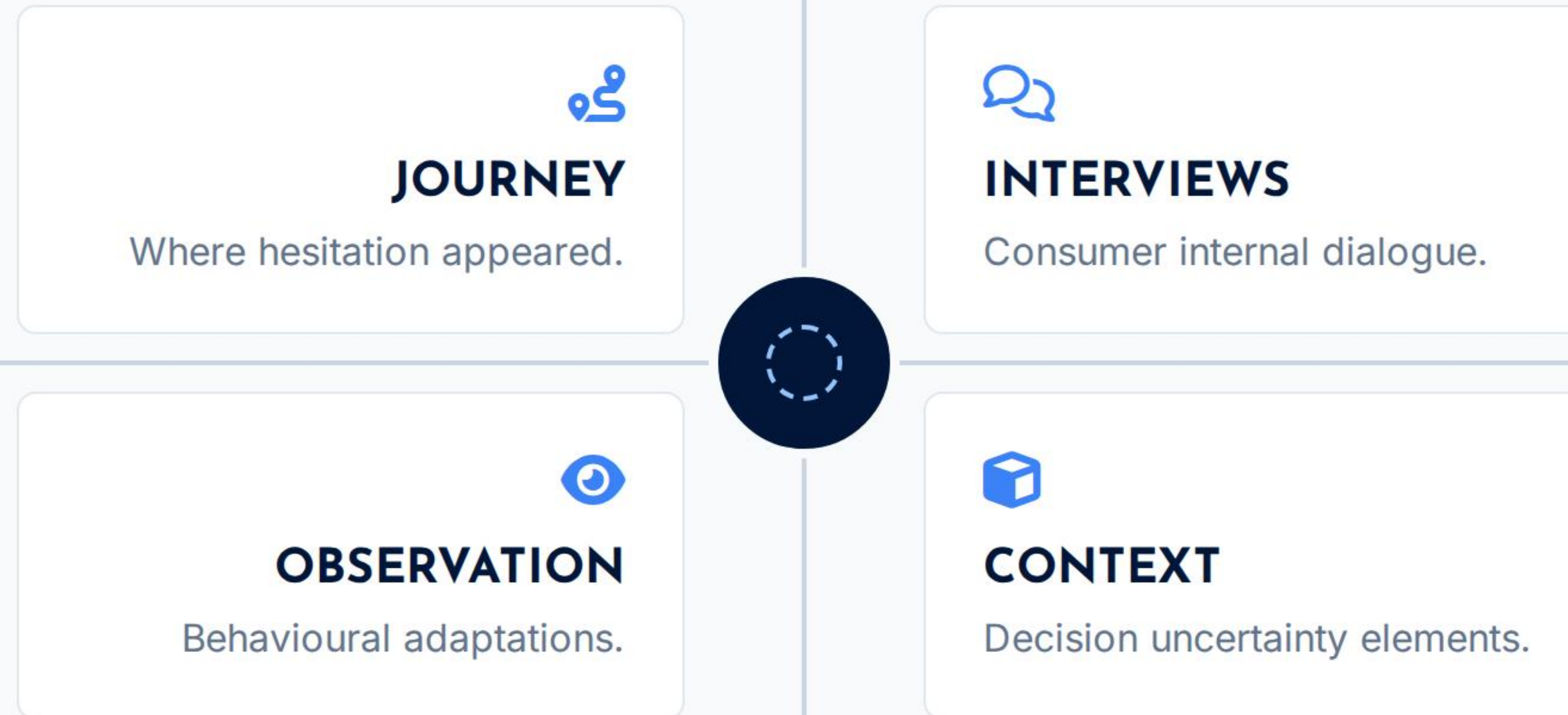
HIGH INTEREST
↓
LOW COMPLETION

Why are interested consumers abandoning?



WE LOOKED BEYOND THE CLICK

We studied the environment surrounding the decision.

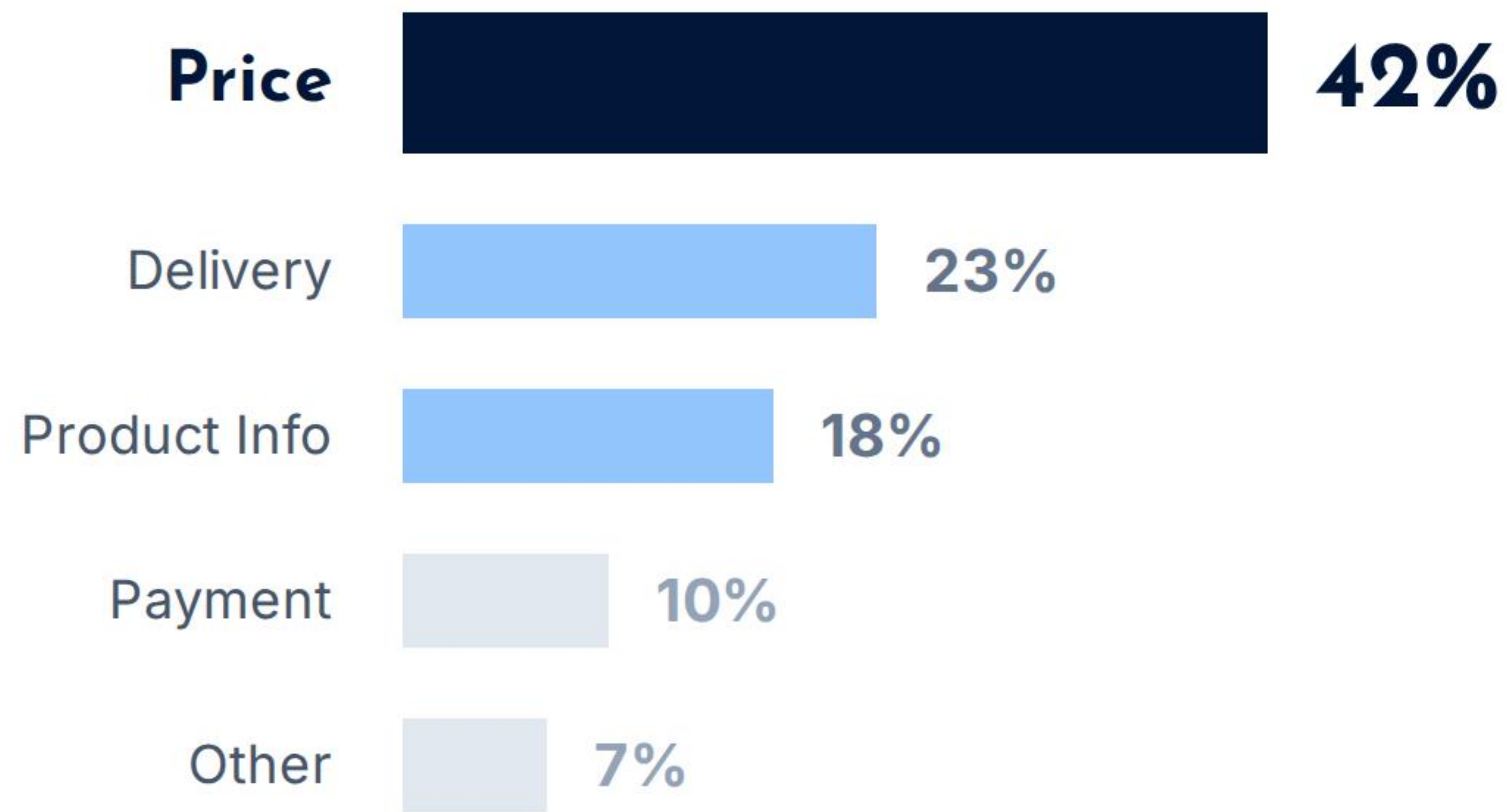


The goal wasn't more data. It was finding the behaviour behind the data.

THE OBVIOUS ANSWER WASN'T THE FULL ANSWER

Initial feedback suggested price was the biggest barrier.

REASONS MENTIONED BY CONSUMERS



* Illustrative data

But observed behaviour told a different story.

THE REAL BARRIER WAS UNCERTAINTY

Price was visible. Uncertainty was driving hesitation.



CONSUMER

|
CONFIDENCE
"Will this work?"

|
TRUST
"Can I trust it?"

|
RISK
"What if I regret?"



PURCHASE

WE DIDN'T RECOMMEND A BIGGER DISCOUNT

We removed uncertainty exactly where hesitation peaked.

Strengthen Proof

UNCERTAINTY → PROOF

Bring reviews closer.

Clarify Value

CONFUSION → CLARITY

Make choice obvious.

Reduce Risk

RISK → REASSURANCE

Clarify return policies.

Simplify Checkout

FRICTION → SIMPLICITY

Remove decision friction.

The strategy shifted from lowering price to increasing confidence.

WHEN CONFIDENCE ROSE, FRICTION FELL

ILLUSTRATIVE POST-INTERVENTION RESULTS

+24%

Checkout completion

-18%

Purchase abandonment

+16%

Conversion rate

Customers didn't simply need a better price.

They needed a more confident decision.

Good research doesn't just tell you what happened.
It changes what you do next.

● CORE BEHAVIOUR

* Illustrative data placeholders