



## Consumers may look alike, but **are** infinitely different

*The “why” question, can often leave us feeling like we’re playing at Freudian psychoanalysis. To respond to this need, TGI has designed the WHY Code to identify the complex mechanisms that influence people’s decision making processes.*

The Why Code goes on a journey in consumers’ minds, from their most conscious motives to their least conscious motives, explaining the x-factors which contribute to specific purchasing behaviours. This is made of 3 modules:

- The first module explores the consumers rational and conscious motives
- The second module regards values and beliefs. Some are very conscious, others semi-conscious and are captured in TGI’s extensive lifestyle statements
- Finally the third module goes deep into the roots of the unconscious, with the recreation of a very powerful sociological model originally generated by Pierre Bourdieu, a French sociologist

A TGI WHY Code report is a quintessential enabler to intimately get into the headspace of your audience/consumers:

- Understand why consumers make particular decisions, from unconscious values to purely (sector specific) conscious choices, to effectively influence any stage of the consumer decision process

- Get the complete picture on customers’ lives and attitudes, by engaging from a psychographic to a social DNA level
- Ensure the personality of your brand correlates with the lifestyles of its users
- Differentiate the consumer motivations you can influence from those that are inflexible, and adapt communication strategies accordingly
- Tap into your customers’ interests - understand their favorite newspaper sections, music, films and TV programs
- Exploit a range of practical marketing applications, from exploratory research, brand positioning, product design and innovation, to targeting and communications

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