



Our biggest illusion is the assumption that our choices and decisions are the outcome of deliberate conscious thought. A growing body of evidence supports the concept that sub-conscious or implicit processes govern human behaviour.

This is not without consequences for economics and commerce. The essence of commercial marketing is to influence purchase decisions. Understandably, most marketing methods are rooted in a traditional, but outdated understanding of the decision process. Beyond Reason assists commercial organisations and research agencies to develop marketing practices that implement science's more recent – implicit based – motivation theories. It is sheer logic that a method that builds on **a more accurate understanding of the decision process, will also be more successful at influencing decisions – which above all, is the essence of marketing.**

The implicit

The implicit mind, the collection of all brain activity that happens under the threshold of conscious thought, is easily responsible for over 90% of the total brain activity. We relate on the implicit for most of our actions that might seem to 'just' happen, but in reality require complex calculations – such as, memory, sensorial input, social interaction, language, attention, balance and also decision taking.

Most people are aware that phenomena such as intuition, instinct, gut feeling and emotions – all popular terms for aspects of the implicit – do exert a certain influence over the decisions we take. But it is only recent that the cognitive sciences start to gain a proper understanding of what goes in that sub-conscious or implicit brain of ours.



Implicit motives & purchase decisions

The sub-conscious brain does not randomly generate decisions. It follows precise patterns – called implicit motives, also known in scientific literature as inner drivers, inner needs, basic human needs, human fundamentals, etc,

The Science of Evolutionary Psychology explains that the brain is genetically programmed to take decisions that optimise our survival chances. Implicit motives see to the execution of the programme. The sub-conscious brain runs a kind of “what's in it for me” check on everything we observe and encounter, scanning for opportunities to fulfil implicit motives. If it detects an opportunity, the brain automatically generates a command / decision that will lead to the fulfilment of that implicit motive. The decisions we make are automated attempts to fulfil implicit motives.

Implicit marketing

When consumers are considering to buy an item, they are not aware that their brain is seeking which implicit motives can be fulfilled via the purchase. Nevertheless, this is exactly what goes on in the consumer's brain, and it is exactly how the purchase decision will be shaped. While consumers think they are buying products or services, in reality they are paying for the fulfilment of implicit motives.

Traditional marketing primordially tries to influence purchase decisions through conscious reasoning. The logic of **implicit marketing is to address the consumer's sub-conscious mind, for this is where decisions are made.** The most powerful and convincing marketing messages are those who convey the potential to fulfil the consumer's implicit motives.

Decision science in a nutshell

- Most decisions are not based on conscious thinking. Sub-conscious or **implicit processes govern human behaviour.**
- The implicit brain does not randomly generate decisions, it follows precise patterns, called implicit motives, also known in scientific literature as inner drivers, inner needs, basic human needs, human fundamentals, etc.
- The brain is programmed to favour choices that lead to the fulfilment of implicit motives. This permanent, lightning fast and automated mechanism lays at the core of the decision process, including the vast majority of purchase decisions.
- **While consumers think they are buying products or services, in reality they are paying for the fulfilment of implicit motives.**
- The most powerful and convincing marketing messages are those who convey the potential to fulfil the consumer's implicit motives.

