

Understanding how consumer needs may vary according to the situational context is a critical ingredient that helps marketers understand new pockets of demand to tap into with products or positioning.

While people have overarching principles that guide many of their choices, the specific situations in which they find themselves also influence their decisions.

For instance, consumers who are typically defined by health-oriented attitudes – eating foods that are nutritious, for example – may still pick options that are more indulgent in certain circumstances. When surrounded by friends (*Come together*), or at a special event (*Social stage*), their values may take a back seat, if only for a minute or an hour or a day.

## HOW: Behavioural context

### Example from non-alcoholic beverages category US

