

Digital Consumer Behavior

Dr. Perihan Salah

MKT713
Master of Digital Marketing

Introduction



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Prepared by
Dr. Perihan Salah

www.midocean.ae

Chapter

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LEARNING OBJECTIVES

On successful completion of the program, graduate must be able to:

- Explain and apply the key terms, definitions, and concepts used in the study of consumer behavior.
- Demonstrate how as a marketer you can use your knowledge of consumer behavior concepts to develop better marketing programs and strategies to influence those behaviors.
- Critically evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviors of individuals.
- Complete a project that demonstrates both your working knowledge and analytical skills in assessing the consumer decision-making process.
- Analyze the trends in consumer behavior and apply them to the marketing of an actual product or service.

Introduction

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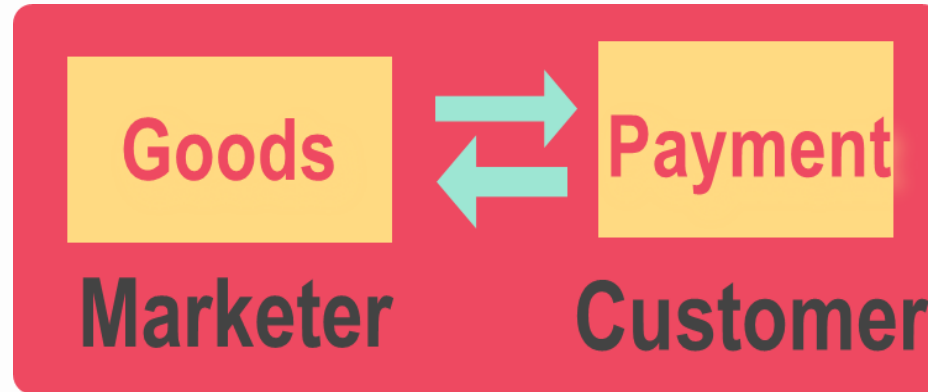
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- 1 Technology-Driven Consumer Behavior
 - 2 Consumer Motivation
 - 3 Consumer Personality
 - 4 Consumer Perception
 - 5 Consumer Learning
 - 6 Consumer Attitude
 - 7 Reference Groups & Word of mouth
 - 8 The Family and It's Social Standing
 - 9 Culture's Influence on Consumer Behavior

What is Marketing?



- **Marketing:** the **process** by which companies **create value** for customers and build **strong customer relationships** in order to capture **value back** from customers
- **The Goal of Marketing:** Is to attract new customers by promising superior *value*, and to keep current customers by delivering *satisfaction*.
- Current Customers
- Potential customers (customers of competitors or future customers)





Exchange is the act of obtaining a desired object from someone by offering something in return.

Consumer:

Someone who buys things for a non-commercial purpose, either for themselves or for others.

Clients:

The word client refers to people who establish long-term relationships with a service provider. (Hospitals, transportation, banks, education,..etc)

Customer:

A customer is an individual, household or that buys a product/brand. (is customized to buy certain product/brand)



What is Consumer Behavior?



What is Consumer Behavior?

The buying behavior of final consumers, individuals and households who buy goods and services for personal consumption

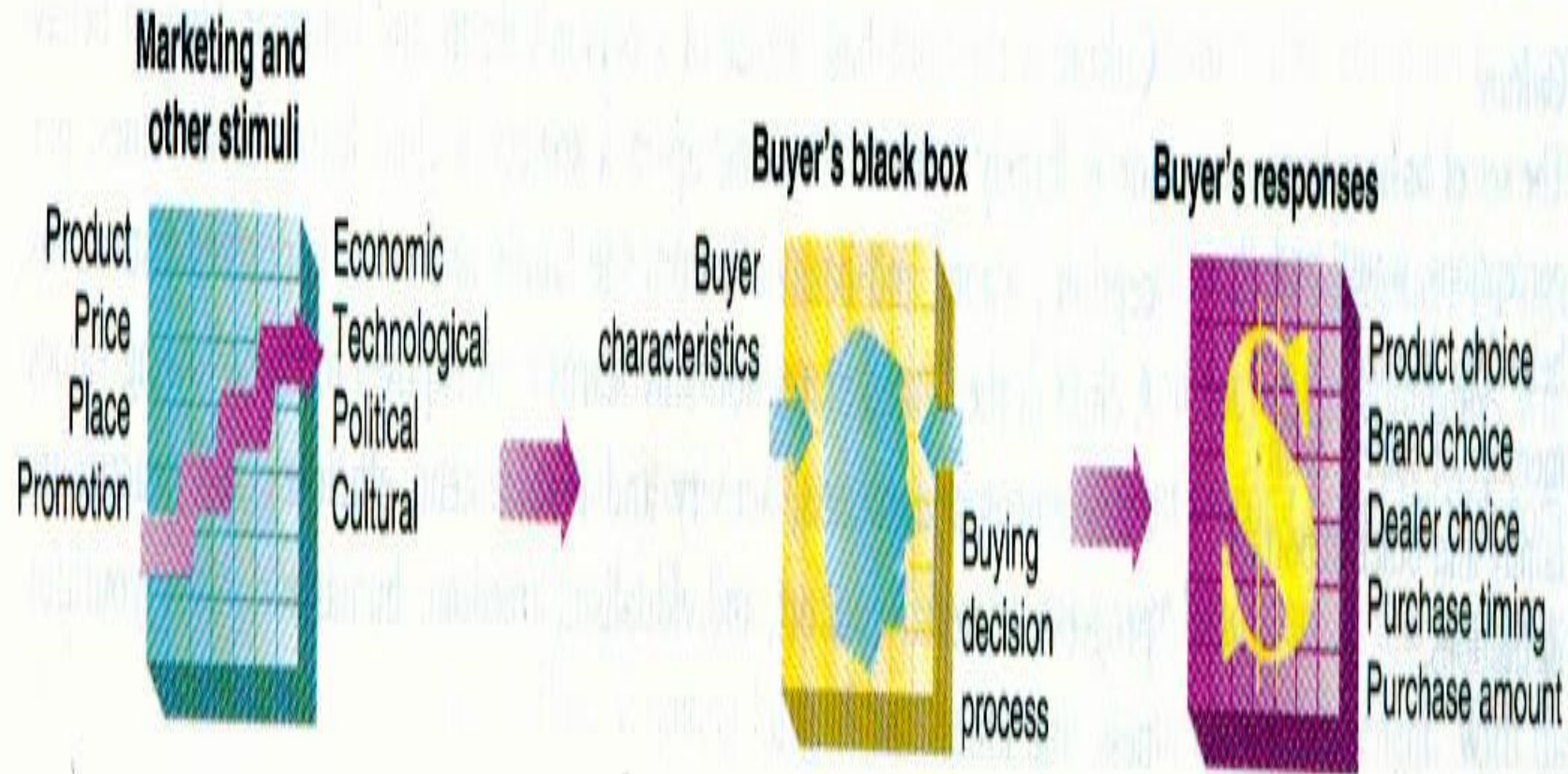


What is Consumer Behavior?



The study of consumer behavior describes what products and brands consumers buy, why they buy them, when they buy them, where they buy them, how often they buy them, how often they use them, how they evaluate them after the purchase, and whether or not they buy them repeatedly.

The stimulus response model of buyer behavior



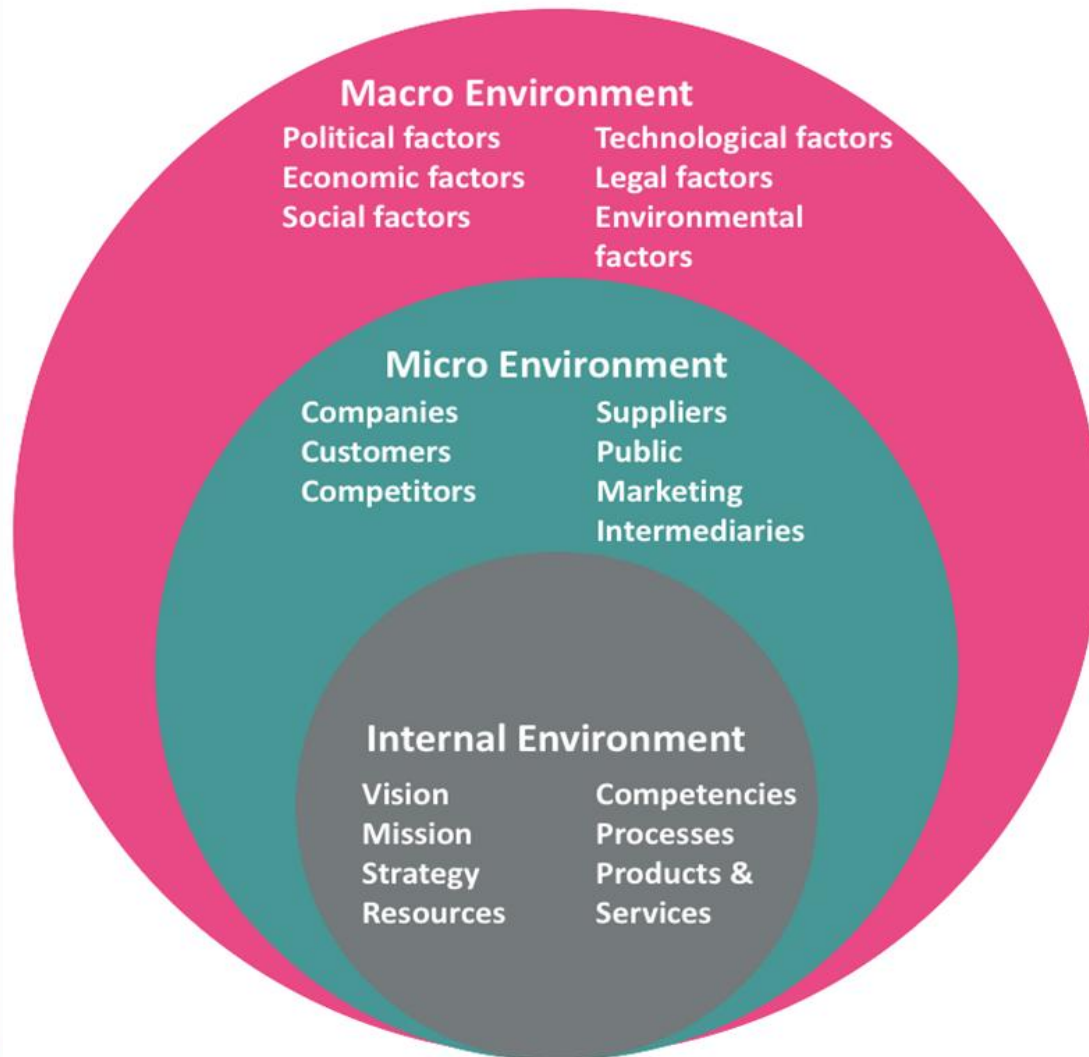
Marketing Concept Requirements



- Consumer Research
- Market Segmentation, Targeting and Positioning
- The Marketing Mix (4 Ps)
 - Product or service
 - Price
 - Place
 - Promotion

Forms of Product





PESTEL



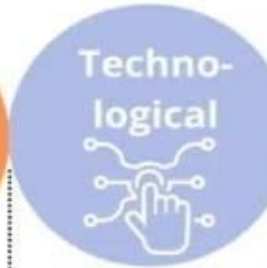
- War,
- Dictatorship,
- Facilities for starting a business
- Waste reduction policy,
- High taxes



- High GDP,
- Price inflation
- Saturated markets
- High loan rates for companies...



- Purchasing habits
- The budget per household
- Trends and cultural influence in the country



- The country's technical and logistical resources
- The level of expertise
- The latest developments (tools, research)



- Law "to preserve animal and plant life",
- Suitable Environment to launch the activity (soils, climate)



- Employment laws of the country,
- Laws related to the activity
- Permits, authorizations and other requirements.

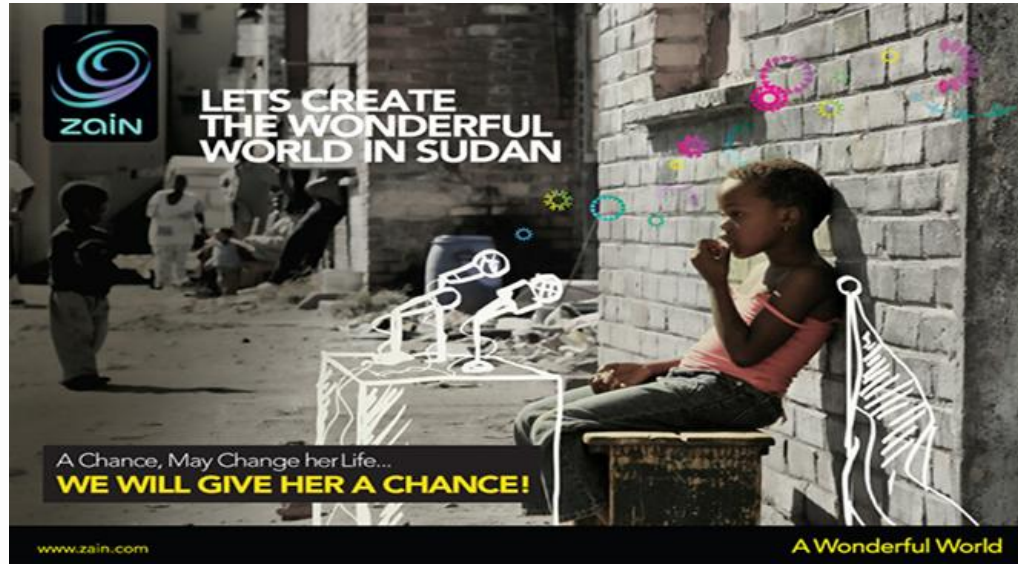


Societal marketing concept requires marketers to fulfill the needs of the target audience in ways that improve, preserve, and enhance society's well-being while meeting their business objectives.

Not all companies focus on society, but some companies believe socially responsible marketing is a part of organizational effectiveness.

Further, not-for-profit advocacy organizations are driven by a mission to encourage actions that are ethically and morally right.

CSR



1. Buyer's characteristics influence how he/she perceives and reacts to the stimuli.
2. Buyer's decision process itself affects the buyer's behavior.



Purchase Influences



Culture

Culture
Subculture
Social class

Social

Reference group
Family
Role & Status

Personal

Age ,life cycle
Occupation
Life style
Personality

Psychological

Attitude
Perception
Beliefs
Learning
motivation



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Thank You

Dr. Perihan Salah

