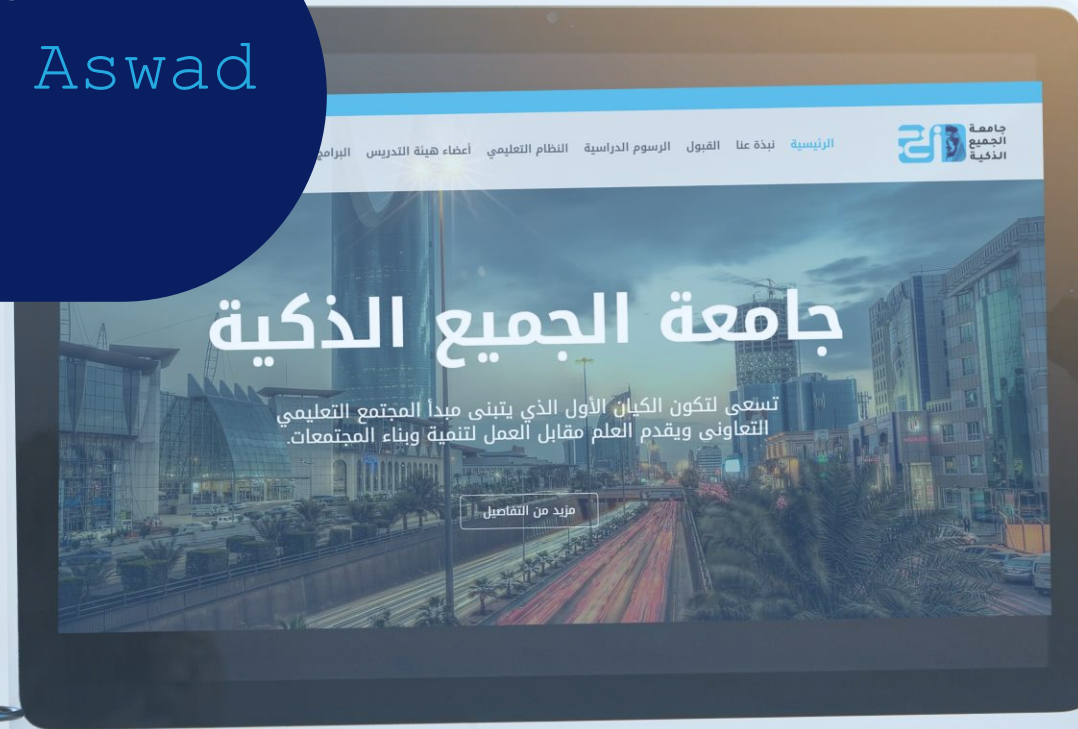


Digital Consumer Behavior

Prepared by Dr. Noha El Aswad

Lecture 4



MKT713

Master of Digital Marketing

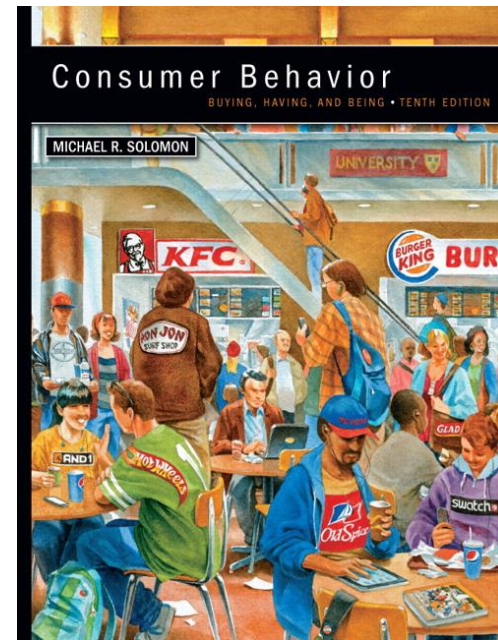


جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Chapter 01

Buying, Having, Being

CONSUMER BEHAVIOR, 10e Michael R. Solomon



جامعة الجيمع الذكية
EVERYONE'S SMART UNIVERSITY

When you finish this chapter, you should understand why:

1. Consumers use products to help them define their identities in different settings.
2. Consumer behavior is a process.
3. Marketers need to understand the wants and needs of different consumer segments.

4. The Web is changing consumer behavior.
5. Consumer behavior relates to other issues in our lives.
6. Many different types of specialists study consumer behavior.
7. There are two major perspectives that seek to understand and study consumer behavior.

When you finish this lecture, you should understand:

The rest of Learning Objective 2

- Quick revision on Learning Objective 1&2
- **Types of Buying Decision Behavior**
- **Adopter Categories for New Products**
- **Types of buyers**

Learning Objective 1

1. Consumers use products to help them define their identities
2. Consumers segmented by demographics and psychographics
3. Consumers understood in part based on their consumption communities and reference groups.
4. The concept of consumption community

Learning Objective 1

5. Consumer identity theory
6. Brands target consumers using market segmentation strategies.
7. Consumers may choose brands that match with their own identities.
8. Consumer behavior: the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

Learning Objective 2

1. Consumer behavior is a process.
2. Consumer behavior is an ongoing process
3. The exchange
4. Expanded view

Learning Objective 2

5. A consumer
6. The purchaser and the user of a product
7. Stages in the Consumption Process
8. Consumers' Impact on Marketing Strategy 1/3
9. Consumers Are Different! How We Divide them Up.1/2
10. Factors and trends shaping consumer behavior

Complex buying behavior

Dissonance-reducing buying behavior

Habitual buying behavior

Variety-seeking buying behavior

1-Complex buying behavior (buying a mobile or laptop) 1/3

- Consumer buying behavior in situations characterized by **high consumer involvement in a purchase** and **significant perceived differences among brands**.

1-Complex buying behavior (buying a mobile or laptop) 2/3

- Consumer may be highly involved when the product is expensive, risky, and purchase infrequently.
- Typically, the consumer has much to learn about the product category.

- **1-Complex buying behavior (buying a mobile or laptop) 3/3**
 - This buyer will pass through a learning process:
 1. Developing beliefs about the product
 2. Attitudes
 3. Making a thoughtful purchase choice
 - Marketers must understand the behavior of high-involvement consumer.

2-Dissonance-Reducing buying behavior (diamond ring) 1/3

- Consumer buying behavior in situation characterized by **high consumer involvement in a purchase** but **few perceived differences among brands**.

2-Dissonance-Reducing buying behavior (diamond ring) 2/3

- Consumer are high involved with an expensive, risky, and **infrequent** purchase, but **see little differences among brands**.
- Buyers may **shop around, relatively quickly, and respond primarily to what is available or to a good price.**

2-Dissonance-Reducing buying behavior (diamond ring) 3/3

- After purchase, consumer might experience **post-purchase dissonance** (after sale discomfort) when they notice certain disadvantages of the purchased brand or hear favorable things about brands not purchased.
- To counter such dissonance, the marketer's should provide evidence and support to help consumer feel good about their brand choices.

3-Habitual buying behavior (loaf of bread)1/2

- Consumer buying behavior in situation characterized by **low consumer involvement in a purchase** and **few perceived differences among brands**.

3-Habitual buying behavior (loaf of bread)2/2

- Consumer appear to have low involvement with most low cost, frequently purchased products.
- Consumer do not search extensively for information about brands, they passively receive information as they watch television, ad repetition creates brand familiarity.

4-Variety-seeking buying behavior (buy a cookie)1/2

- Consumer buying behavior in situation characterized by **low consumer involvement in a purchase** but **significance differences among brands**.

4-Variety-seeking buying behavior (buy a cookie)2/2

- In such a cases, consumers often do a lot of brand switching, simply to try something different.
- Brand switching occurs for the sake of variety rather than because of dissatisfaction.

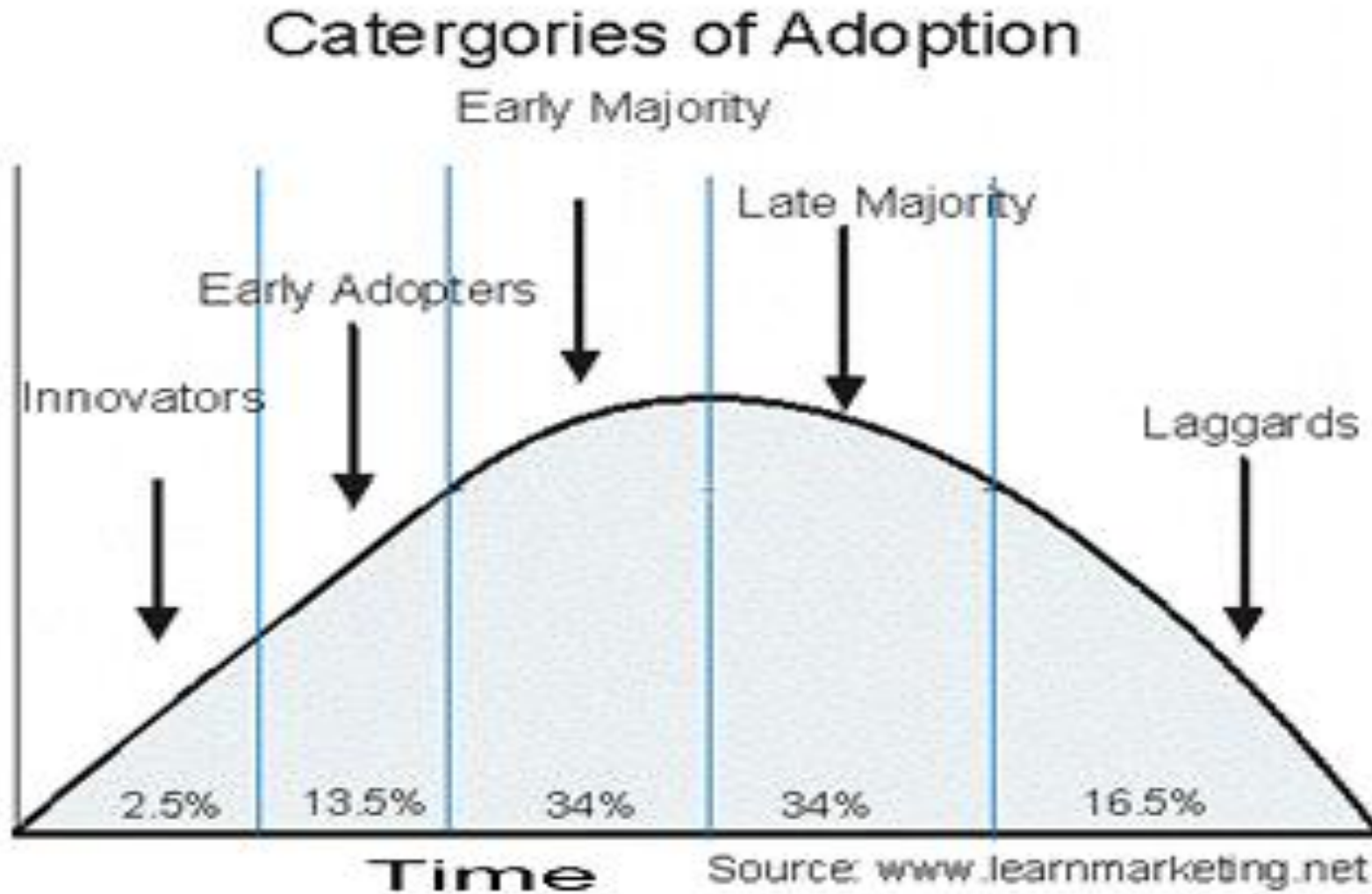
Types of Buying Decision Behavior

- Four Types of Buying Behavior

	High involvement	Low involvement
Significant differences between brands	Complex buying behavior	Variety-seeking buying behavior
Few differences between brands	Dissonance-reducing buying behavior	Habitual buying behavior

This figure shows the Four Types of Consumer Buying Behavior based on the degree of buyer involvement and the degree of differences among brands

Adopter Categories for New Products 1/8



Consumers are divided into 5 adopter categories based on their behavioral patterns and values. The 5 adopter categories, in order of their speed of uptake, are:

- 1. Innovators
- 2. Early Adopters
- 3. Early Majority
- 4. Late Majority
- 5. Laggards

- Customer adoption patterns are important to understanding how to market new product for adoption. Without a clear understanding of what each type of adopter values it can be difficult, if not impossible to target them through marketing.

1-Innovators

- Innovators are the first customers to try a new product. They are, by nature, risk takers and are excited by the possibilities of new ideas and new ways of doing things.
- It's also important to realize that innovators are comfortable with the risks that they take. They are aware that some products that they adopt will not deliver the benefits that are promised or will fail to win mass market appeal.

1-Innovators

- Innovators are the first customers to try a new product. They are, by nature, risk takers and are excited by the possibilities of new ideas and new ways of doing things.
- It's also important to realize that innovators are comfortable with the risks that they take. They are aware that some products that they adopt will not deliver the benefits that are promised or will fail to win mass market appeal.

2-Early Adopters

- Early adopters are the second phase of product purchasers following innovators. These tend to be the most influential people within any market space and they will often have a degree of “[thought leadership](#)” for other potential adopters. They may be very active in [social media](#) and often create reviews and other materials around new products that they strongly like or dislike.

3-Early Majority

- As a product begins to have mass market appeal, the next class of adopter to arrive is the early majority. This class of adopter is reasonably risk averse and wants to be sure that their, often more limited, resources are spent wisely on products.

4-Late Majority

- The late majority tend to put their resources towards tried and tested solutions only and are risk-averse.

5-Laggards

- Laggards are last to arrive at the adoption party and their arrival is typically a sign that a product is entering decline. Laggards value traditional methods of doing things and highly averse to change and risk.

- The Socializer
- The Director
- The Relator
- The Thinker



- The 4 Buyer Types are a way of profiling your entire audience and identifying how your warmed-up leads like to be sold to based on their internal buying psychology.

- You can think of buying psychology as an invisible checklist of wants, needs, and proof your reader needs to see written out on the page before feeling confident enough to pull out their credit card and make a purchase.

1) The Socializer

- The Socializer loves getting to know the personality behind the business. When it comes to the know/like/trust factor, they're all about the LIKE. They run their most important decisions by their peer group because their opinions are the ones that matter to them most. The brands and businesses they follow all carry a similar vibe or aesthetic. They like feeling like a part of a brand family and being a part of a community.

Attract The Socializer:

- Tell them your [brand story](#)
- Let your [brand voice](#) demonstrate [your personality](#).
- Speak to them directly so it feels like you're building a rapport or peer relationship.
- [Use imagery and brand photography to illustrate your story.](#)
- Tell them how your product or service will elevate their own brand or business as a result.

2) The Director

- The Director is a big picture thinker who is able to consume information quickly. they're likely to make their decision while reading the top half of your sales or services page.
- Goal-oriented and competitive, they're looking for partners and solutions that will help them overcome a challenge with the least resistance or the most certainty possible.

- **Attract The Director:**
- Keep your copy shorter at the top of the page and keep paragraphs to 2-3 sentences in length.
- Focus your headers on the “What” not the “Why”.
- Use infographics or pricing tables to convey lots of information quickly.
- Present data, facts, or quantitative testimonials (“I saw 200% growth...”) to demonstrate your expertise or ROI.

3) The Relator

- The Relator is highly empathetic, highly intuitive, and doesn't like to be put into a box. They focus their attention on the emotional costs of their problems. They need to feel assured that a brand or business understands their problems and is focused on helping them find a unique solution that will improve their day-to-day life.
- When it comes to the know/like/trust factor, they're all about TRUST. They're looking for high-touch solutions that will solve both a business and a lifestyle problem.

- **Attract The Relator:**
- Offers areas of flexibility: payment plans, optional add-ons, or customizable features.
- Use call-out sections to make it clear you feel what they feel — you understand their problems and know the way out.
- Use quality-of-life testimonials (Ex: "I was finally able to release myself from FOMO and build a business that matched my values.")
- Use case studies to paint the before-and-after picture and provide social proof.
- Use images that focus on human faces (particularly yours) to build trust.
- Use statements, rather than questions in your headers.
- Speak to how your product or service will affect The Relator's outer circle (their employees, partners, and family.)

4-The Thinker

- The Thinker needs to know every single detail about a product or service before making a commitment. They have perfectionist tendencies. They tend to follow a very logical thought process, weighing the pros and cons of every situation before handing over their credit card details or reaching out for a consult.
- When it comes to the know/like/trust factor they are all about TRUST. They need to be assured that moving forward is the absolute right decision because you are the absolute authority. Thinkers will read every word of a long-form sales page...and the FAQs...and the fine print, including the returns and privacy policy. When it comes to making a decision, they don't like feeling rushed or pressured. They need plenty of time to consider all the facts before making a choice they can feel confident about.

Attract The Thinker:

- Lead with a crystal clear 1-liner introducing exactly what the product or offer is — no poetic slogans, please.
- Dedicate an entire space to “the marketing receipt” or a bulleted list of all the features they will walk away with or take part in.
- Organize your copy logically – each section should help this person connect the dots from *The What* to *The Why* to *The So What?* to *The Proof* of results.
- Pair copy and testimonials logically – when making an emotional appeal, pull in an emotional testimonial to support your claim. When you’re trying to prove to your reader that your offer’s legit, use a qualitative testimonial.



We have been learning:-

- Quick revision of learning objective 1&2
- Types of Buying Decision Behavior
- Adopter Categories for New Products
- Types of buyers



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Thank You!