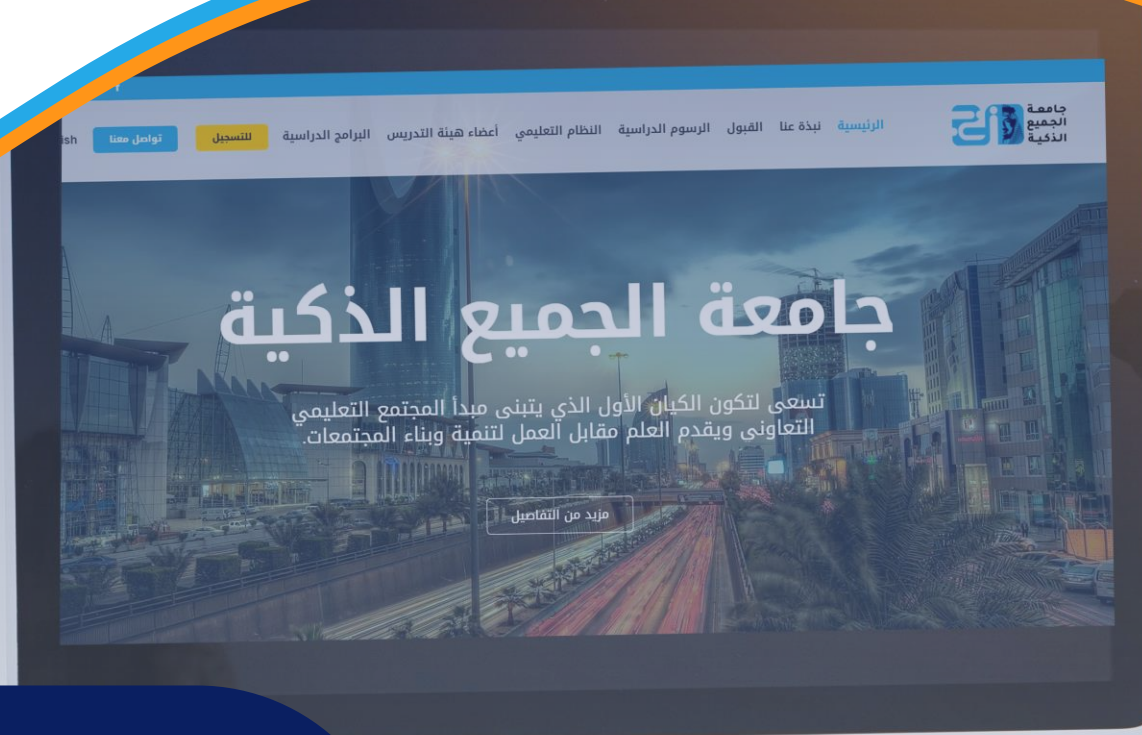




جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY



Digital Consumer Behavior
Prepared by Dr.Noha Al Aswad
Intro Lecture

MKT713

Master of Digital Marketing



Intro Lecture outline

Know about

- Some important definitions.
- Introduction to the course.
- Course description.
- The syllabus (Learning Outcomes).
- The syllabus (Course Topics).
- References.



Some important definitions

- Marketing
- Consumer behavior
- Digital consumer behavior



What is Marketing?

- Marketing is “Satisfying customer needs at a profit”.



What is Consumer behavior?

Consumer behavior is the study of how people are making purchase decisions to satisfy their needs, wants or desires, and how their emotional, mental, and behavioral responses influence the buying decision.



- What is Digital consumer behavior?

Digital consumer behavior It refers to how customers and potential customers interact with brands in their social media use, website visits, browsing and shopping, and ad engagement—wherever businesses seek our attention and sales.



Introduction to the course

- As more of us go online every day, there's no doubt the world is changing—and consumer behavior evolves faster than you can say “the Web.”.
- Today, consumers and producers come together electronically in ways we have never known before. Rapid transmission of information alters the speed at which new trends develop and the direction in which they travel, especially because the virtual world lets consumers participate in the creation and dissemination of new products.



Introduction to the course

- One of the most exciting aspects of the new digital world is that consumers can interact directly with other people who live around the block or around the world.
- As a result, we need to radically redefine the meaning of community. It's no longer enough to acknowledge that consumers like to talk to each other about products.
- Now we share opinions and get the buzz about new movies, CDs, cars, clothes—you name it—in electronic communities that may include a housewife in Alabama, a disabled senior citizen in Alaska, or a teen in Amsterdam.

- And many of us meet up in computer-mediated environments (CMEs) such as Facebook, Twitter, and Foursquare.
- Consumer behavior is the study of people and the products that help to shape their identities.
- In many courses, students are merely passive observers; they learn about topics that affect them indirectly, if at all.
- Not everyone is a plasma physicist, a medieval French scholar, or a marketing professional.

Introduction to the course

- But we are all consumers. Many of the topics in this book have both professional and personal relevance to the reader, regardless of whether he or she is a student, professor, or businessperson.
- Consumer behavior is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how our possessions influence the way we feel about ourselves and about each other—our state of being.

Introduction to the course

- In addition to understanding why people buy things, we also try to appreciate how products, services, and consumption activities contribute to the broader social world we experience.
- Whether we shop, cook, clean, play basketball, hang out at the beach, or even look at ourselves in the mirror, the marketing system touches our lives.
- As if these experiences aren't complex enough, the task of understanding the consumer increases when we take a multicultural perspective.

Course Description

- We'll explore these ideas with intriguing and current examples as we show how the consumer behavior discipline relates to your daily life.
- In this course, students are introduced to an overview of the field of consumer behavior (CB). In Part 1, we look at how consumers influence the field of marketing and at how marketers influence us. We describe the discipline of consumer behavior and some of the different approaches to understanding what makes consumers tick.

- In Part 2 we'll look at the broad issue of well-being, at both the positive and negative ways the products we use affect us and we'll also focus on the central role of ethics in marketing decisions.
- We will focus on the internal dynamics of consumers. Although “no man is an island,” each of us are to some degree “self-contained” in terms of receiving information about the outside world.

- We are constantly confronted by advertising messages, products, and other people—not to mention our own thoughts about ourselves—that affect how we make sense of the world and of course what we choose to buy.
- Each chapter in this section looks at some aspect that may be “invisible” to others but is important to understand how consumers make choices.
- Part 3 describes the process of perception; the way we absorb and interpret information about products and other people from the outside world.

At the end of this course, students should be able to demonstrate the following:

- Consumers use products to help them define their identities in different settings.
- Consumer behavior is a process.
- Marketers need to understand the wants and needs of different consumer segments.
- The Web is changing consumer behavior.
- Consumer behavior relates to other issues in our lives.
- Many different types of specialists study consumer behavior.

- There are two major perspectives that seek to understand and study consumer behavior.
- Ethical business is good business.
- Marketers have an obligation to provide safe and functional products as part of their business activities.
- Consumer behavior impacts directly on major public policy issues that confront our society.

- The design of a product often is a key driver of its success or failure.
- Products and commercial messages often appeal to our senses, but because of the profusion of these messages we don't notice most of them.
- Perception is a three-stage process that translates raw stimuli into meaning.
- Subliminal advertising is a controversial—but largely ineffective—way to talk to consumers.
- We interpret the stimuli to which we do pay attention according to learned patterns and expectations.

- Consumer behavior can be harmful to individuals and to society.
- The field of semiotics helps us to understand how marketers use symbols to create meaning

Topics

Part 1: Buying, Having, and Being: An Introduction to Consumer Behavior

- People in the Marketplace
- What Is Consumer Behavior?
- Consumer Behavior Is a Process
- Consumers' Impact on Marketing Strategy
- Consumers Are Different! How We Divide Them Up



- Marketing's Impact on Consumers
- Popular Culture Is Marketing Is Popular Culture ...
- What Does It Mean to Consume?
- What Do We Need—Really?
- The Global “Always-On” Consumer
- The Digital Native: Living a Social [Media] Life
- Consumer Behavior as a Field of Study

- Where Do We Find Consumer Researchers?



Part 2: Consumer and Social Well-Being

- Business Ethics and Consumer Rights
- Needs and Wants: Do Marketers Manipulate Consumers?
- Consumers' Rights and Product Satisfaction



- Market Regulation
- Consumerism
- Transformative Consumer Research
- Social Marketing and Corporate Social Responsibility (CSR)
- Major Policy Issues Relevant to Consumer Behavior
- Data Privacy and Identity Theft
- Market Access



- Sustainability and Environmental Stewardship
- The Dark Side of Consumer Behavior
- Addictive Consumption
- Consumed Consumers



- **Part 3: Perception**
- Sensation
- Hedonic Consumption
- Sensory Marketing



- The Stages of Perception
- Stage 1: Exposure
- Stage 2: Attention
- Stage 3: Interpretation



Consumer Behavior Buying, Having, and Being Twelfth Edition, Michael R. Solomon Saint Joseph's University.



LECTURE OBJECTIVE

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Thank You!