



**CUSTOMER
AND CONSUMER
BEHAVIOR ANALYSIS**



CUSTOMER ANALYTICS

It refers to the process of using data to understand customers in depth to improve marketing strategies, develop products and services, and make effective business decisions by analyzing data from multiple sources such as demographics, behaviors, preferences, and feedback to understand customer needs, problems, and motivations

Customer analytics tools

STP Model

❖ Market Segmentation

❖ Target Customer

❖ Positioning

Market Segmentation

Dividing consumers into subgroups according to common characteristics, such

- **(Demographic)**
 - Age / Gender
 - Income / Occupation
 - Education Level
- **(Geographic)**
 - Province/District
 - Community/Town/Countryside
 - Climate/Culture
- **(Behavioral)**
 - Purchase frequency
 - Opportunity to use the goods
 - Brand loyalty levels
 - Purchase incentives
- **(Psychographic)**
 - Lifestyle
 - Values
 - Personality
 - Attention

Target Customer

It means evaluating and selecting a group of customers with similar needs or interests from a market segment that has already been divided. To determine which group will mainly carry out marketing activities.

Target Customer Selection

- ❖ High market potential
- ❖ Easy Access
- ❖ Purchasing power
- ❖ Perfect for your product or service

Positioning

It refers to a marketing strategy used to create awareness of a product or service in a "prominent position". In the minds of the target audience compared to competitors, so that the product or service is different and cost-effective in the eyes of the customer, emphasizing the value or benefits are clear

Or it answers the question, "What do your products/services want customers to remember?" For example:

- Good quality healthy food**
- Affordable, healthy cafes that provide nutritional value.**
- Fashionable clothes for the younger generation**

CONSUMER BEHAVIOR ANALYSIS

It refers to the process of studying to understand how customers decide to buy goods or services. The study examines whether customers have "pre-purchase-during-post-purchase behaviors." How?

Pre-Purchase Behavior

- ❖ **Where do you find information? Friends)**
- ❖ **Factors of interest such as price, quality, reviews, promotions, etc.**
- ❖ **Problems that customers want to solve**

Purchase Behavior

- ❖ **How to buy (in-store, delivery, online)**
- ❖ **Why buy it (beliefs, trends, convenience)**
- ❖ **How often to buy (daily, weekly)**

Post-Purchase Behavior

- ❖ Rate or review?
- ❖ Do you repeat it?
- ❖ Common problems
- ❖ Additional expectations

Example: Customer analysis and consumer behavior (STP)

Segmentation

Demographic

- Age 18–35 years
- Male/Female
- Students, workers
- Revenue 8,000–25,000 THB/month

Geographic

- University Area and Community Area
- Live or work within a 3km radius of the store

Psychographic

- Interested in health and weight loss
- Prefer healthy food/drinks
- Lifestyle, exercise, fitness

Behavioral

- Buy healthy drinking water 2–3 times a week.
- Choose a store with good reviews.
- I bought it because I want to take care of my health/reduce sweetness

Target Market

"Students and workers in the university area, aged 18–30 years old, who want healthy drinks and care about low sugar."

Positioning Statement

“Healthy Café is a health drink shop that uses fresh, cold-pressed fruit juices that are of good quality, healthy, and affordable, suitable for the new generation who want to take care of themselves every day.”

Consumer Behavior

☐ Pre-purchase behavior

❖ Find information from: TikTok, Friend Reviews, Health Coffee Shop Page.

○ **Reasons for choosing:**

- **Want to be healthy.**
- **Reduce sugar**
- **Low-calorie drink**

○ **Expectations:**

- **Delicious taste Lightweight and comfortable**
- **The price is not too high.**
- **cleanliness and quality of raw materials**



❖ Behavior during purchase

- **Purchase Channels:**
 - Storefront 60%
 - Delivery 40%
- **The most important factors:**
 - **Promotions**
 - **stable taste;**
 - **The packaging looks good and is eco-friendly**
- **Frequency: 2–4 times/week**
- **Average budget: 45–75 baht/glass**



❖ Post-purchase behavior

○ **Satisfaction:**

- 90% like it because it tastes not very sweet.
- 75% like it because it uses organic ingredients.

○ **Common problems:**

- Sometimes you have to wait for a long time during the peak.
- Expensive when ordering delivery

○ **Loyalty:**

- Loyal customers 30%
- Repeat purchases 5–10 times a month

○ **Additional Requirements:**

- Add a new menu
- More frequent promotions
- Reward system

Customer Analytics (Template)

segmentation

- Demographic:

- Geographic:

- Psychographic:

- Behavioral:

Target Market

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Specify, for example, "University students aged 18–24 years old, interested in health, living in the university area".

Positioning

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Consumer Behavior Analysis (Template)

❖ Pre-purchase behavior

- Resources to

search: _____

- Purchasing

Factors _____

- Problems to be

solved:

❖ **Behavior during purchase**

- Purchase

Channels: _____

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- Purchase

Frequency: _____

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• **Answer Book 1B**

❖ **Post-purchase behavior**

- Satisfaction:

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- Issues found:

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End of lecture