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Consumer behavior and customer insights

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Buying Behavior & Decision-Making Process

Buying Behavior

Buying behavior refers to the thought processes, perceptions, feelings, and actions of consumers before, during, and after a purchase.

In the digital age, buying behavior is characterized by:

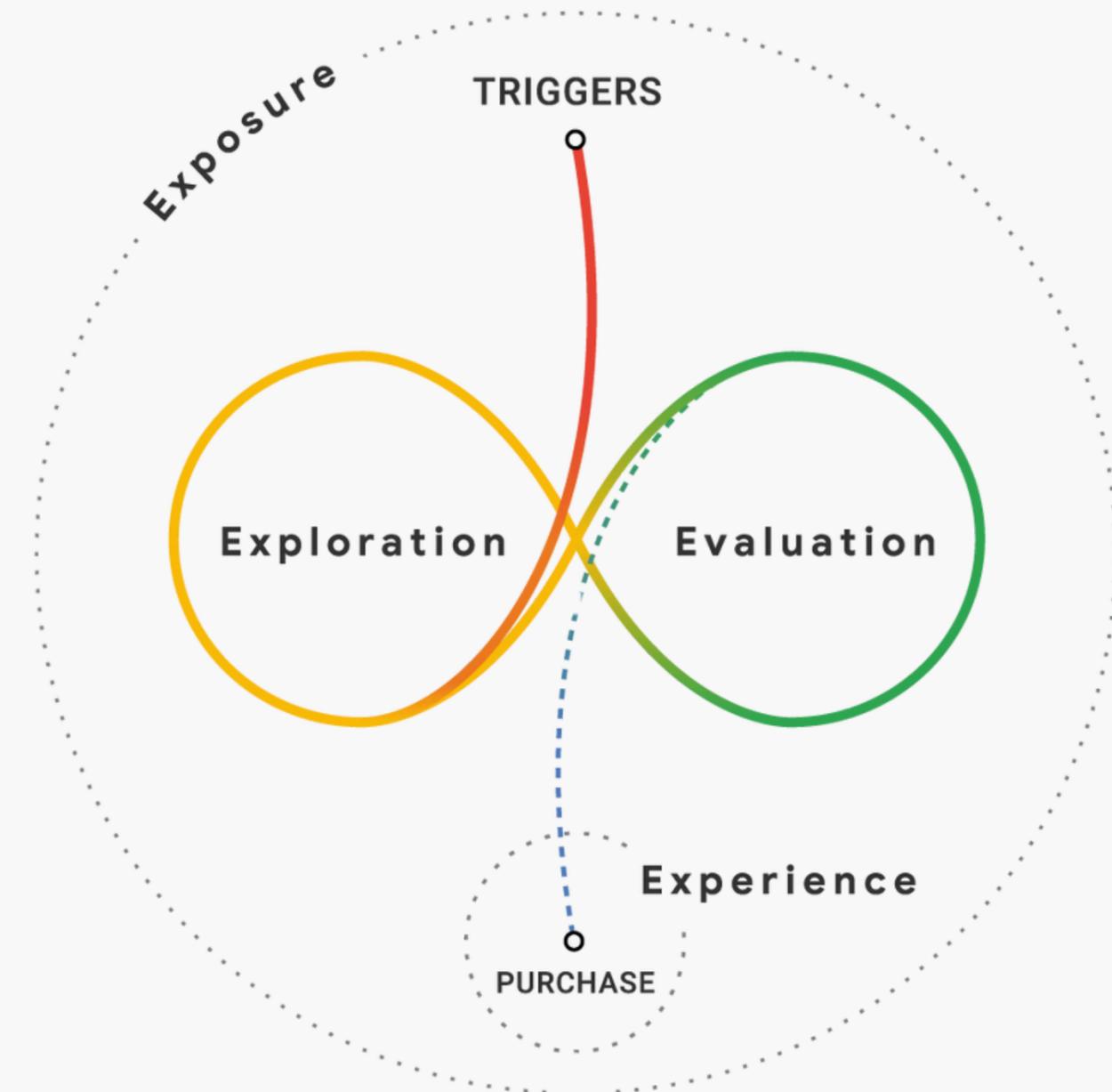
- Non-linear behavior
- Data and review driven
- Simultaneous interaction with multiple brand touchpoints
- Increased consumer decision-making power



Buying Behavior

1. Non-linear behavior

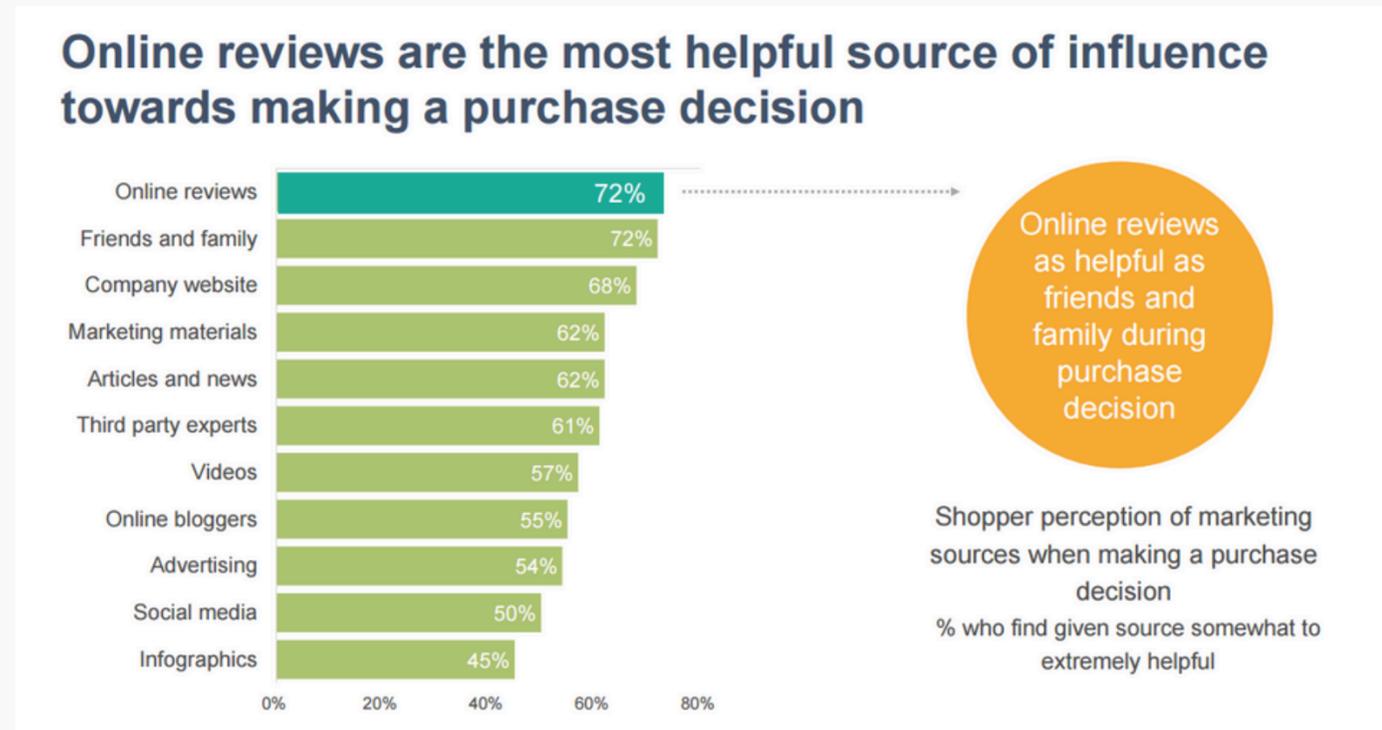
Purchasing decisions are often based more on "information from others" than solely on information from the brand, especially user-generated content (UGC).



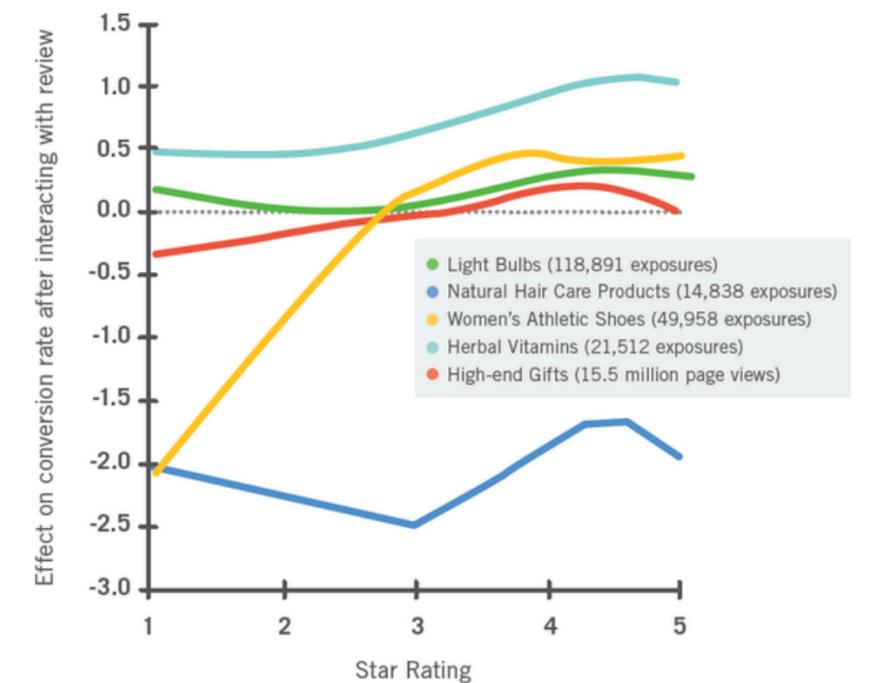
Buying Behavior

2.Data and review driven

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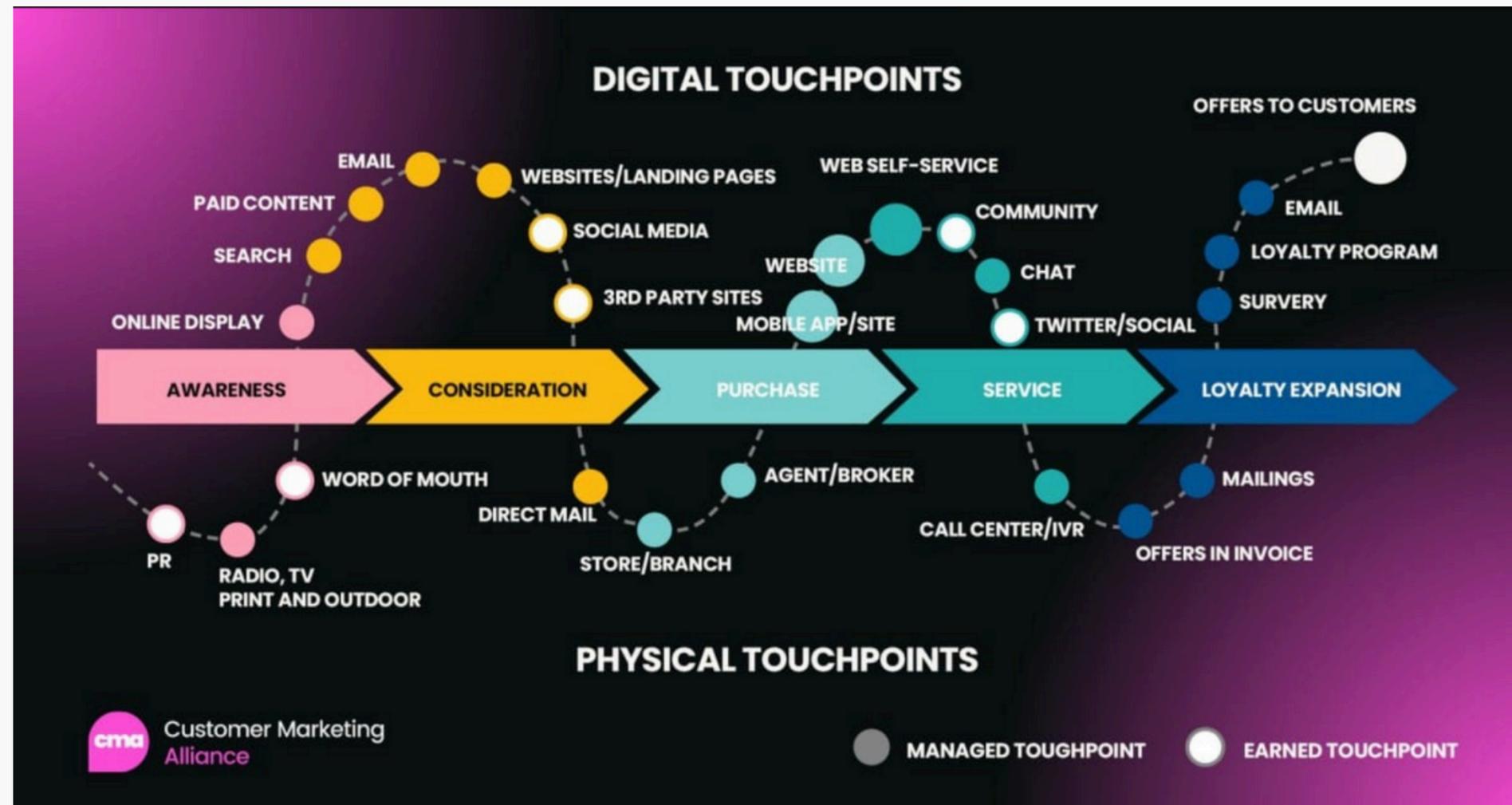


Star Ratings' Impact on Purchase Probability



Buying Behavior

3. Simultaneous interaction with multiple brand touchpoints



Consumers interact with brands through multiple channels simultaneously, without a clear separation between online and offline.

Buying Behavior

4. Increased consumer decision-making power

Consumers are not merely passive recipients of information, but also have the power to choose, compare, criticize, and voice their opinions publicly.

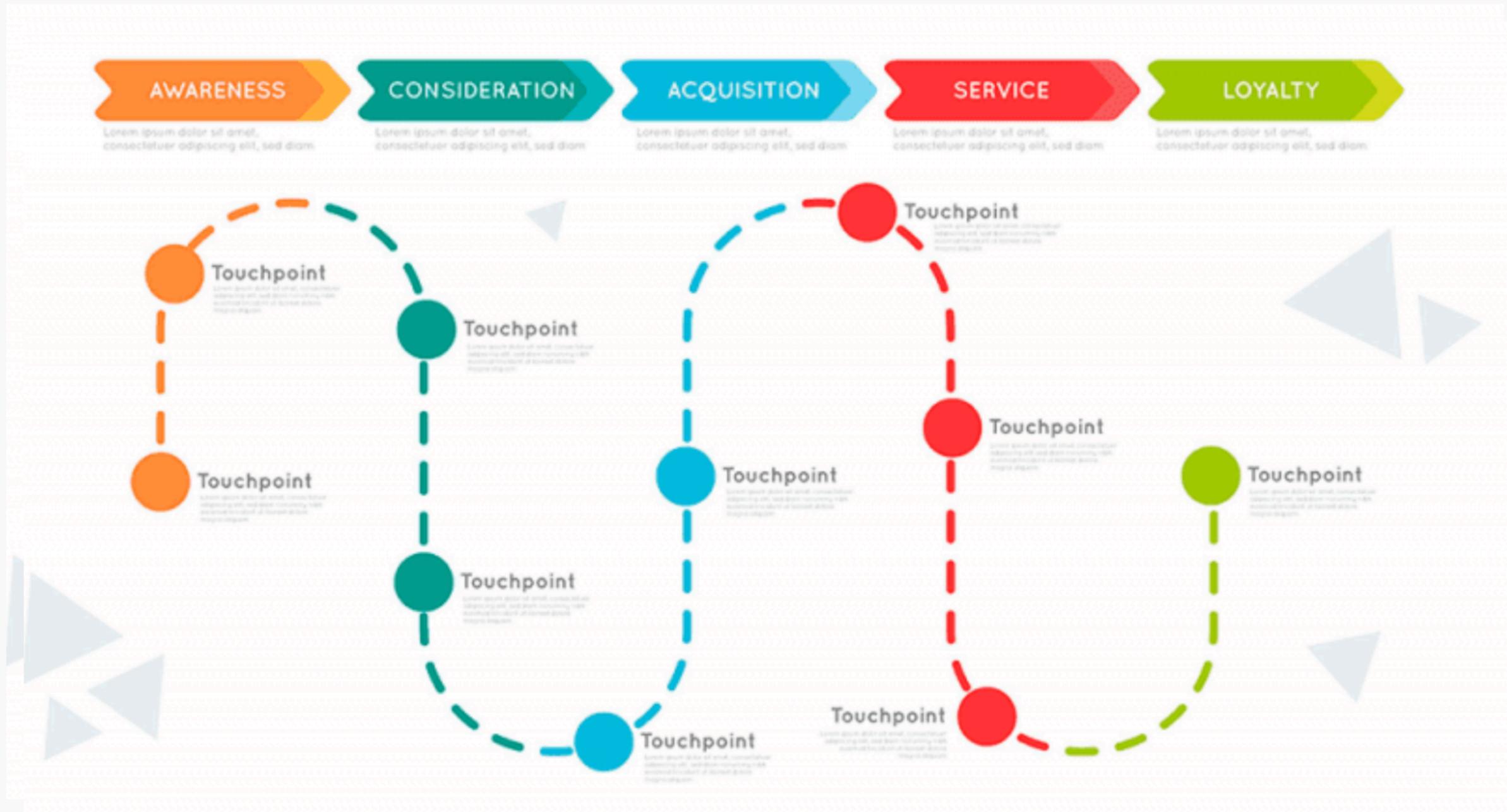


Consumer Decision-Making Process



Needs, perceptions, learning, memory, attitudes, beliefs, personality, and cognitive biases.

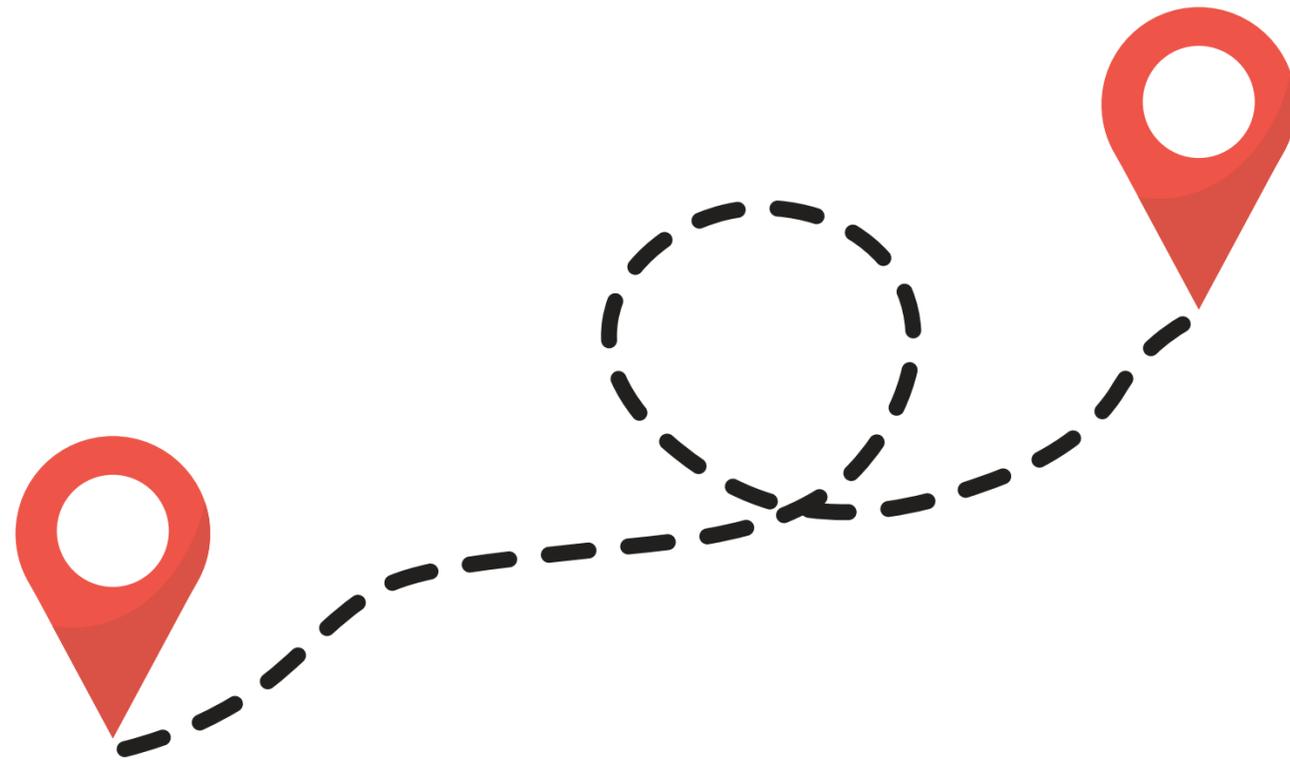
Traditional Customer Journey



Customer Journey in the Digital Age



From Funnel to Journey & Ecosystem



Summary

