



# Digital Consumer Behavior

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ENGAGEMENT • STRATEGY • INSIGHTS

# Presentation Agenda

 The Digital Landscape & Global Stats

 Key Consumer Trends 2024-2025

 Psychology of Digital Buyers

 Target Audience & Persona Mastery

 Digital Customer Journey Mapping

 Leveraging Data, AI & Analytics

 Strategic Future Outlook

 Key Summary & Interactive Q&A

**01**

# **The Digital Landscape**

A global perspective on connectivity and power shifts.

# Connectivity by the Numbers

**5.4B**

INTERNET USERS

**6.9B**

SMARTPHONE USERS

**150m**

NEW USERS/YEAR

*Source: Global Digital Report 2024*

# The Digital Power Shift

## From Brands to People

Information transparency has shifted control. Today's consumer is:

- ✓ Highly informed & skeptical
- ✓ Expecting instant gratification
- ✓ Values-driven and vocal






# 02

## Key Consumer Trends

Evolution of habits in the hyper-connected world.

# Mobile-First Reality

With over 60% of web traffic coming from mobile devices, "Mobile-First" is no longer a choice—it's the baseline.

-  App-centric ecosystems
-  Speed as a feature
-  Thumb-friendly UX design



# The Rise of Social Commerce



## In-App Shopping

Users are buying directly within TikTok, Instagram, and Pinterest without ever leaving the app.



## Livestreaming

Live video commerce is revolutionizing engagement, especially in Asian markets, merging entertainment with sales.



## User Content

UGC (User-Generated Content) acts as the modern-day digital word-of-mouth that drives conversion.

# Short-Form Video Impact



## The 15-Second Window

Attention spans are shrinking. Brands must capture interest in the first 3 seconds.

- ▶ Authenticity over production
- 🎵 Audio-visual storytelling
- # Viral trend participation

# The Personalization Demand

Consumers expect brands to know their preferences, past purchases, and current needs in real-time.

## The Cost of Generic

71% of consumers feel frustrated when a shopping experience is impersonal. Generic ads are now filtered out.

**03**

# Consumer Psychology

Understanding the "Why" behind the "Buy".

# Winning Micro-Moments



## I Want to Know

Informational queries that shape early brand preference.



## I Want to Go

Local intent searches seeking immediate physical solutions.



## I Want to Do

Instructional searches (How-to) during task execution.



## I Want to Buy

Decision-making moments ready for conversion.

# The Currency of Trust




*// "People don't buy what you do; they buy why you do it. In the digital world, trust is built through transparency and consistency."*

— Simon Sinek (Digital Context)

# Values-Driven Consumption

## Beyond the Product

Modern buyers support brands that align with their social and environmental values.

-  Sustainability & Eco-footprint
-  Ethical labor practices
-  Corporate social responsibility



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# Target Audience Insight

Moving from broad categories to individual identities.

# Audience Segmentation Evolution

Factor	Traditional (Demographic)	Modern (Psychographic)
Focus	Who they are (Age, Gender)	Why they act (Values, Interests)
Data Type	Static / Census Data	Dynamic / Behavioral Data
Loyalty	Price & Convenience driven	Experience & Trust driven
Reach	Broad Broadcasting	Niche Community Engagement

# Developing Data-Driven Personas

Personas are archetypal representations of your real users, based on actual data and behavioral patterns.

 Goals & Pain Points

 Online Behavior & Platforms

 Buying Triggers



# The Digital Empathy Map

## What they THINK & FEEL

Their aspirations, anxieties about privacy, and desire for simplicity.

## What they SEE & HEAR

Social media feeds, influencer reviews, and community discussions.

## What they SAY & DO

Public reviews, hashtag usage, and cross-platform browsing habits.

## PAINS & GAINS

Frustrations with checkout vs. the joy of personalized rewards.

05

# Journey Mapping

Visualizing the fragmented path to conversion.

# The Path to Purchase



**Awareness**

Discovery via ads/social



**Consideration**

Research &  
comparisons



**Purchase**

Frictionless checkout



**Retention**

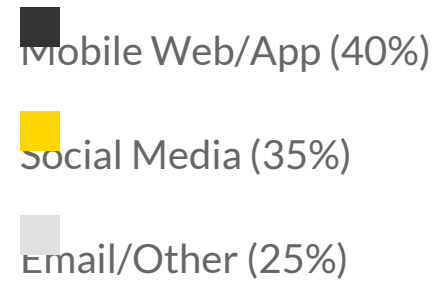
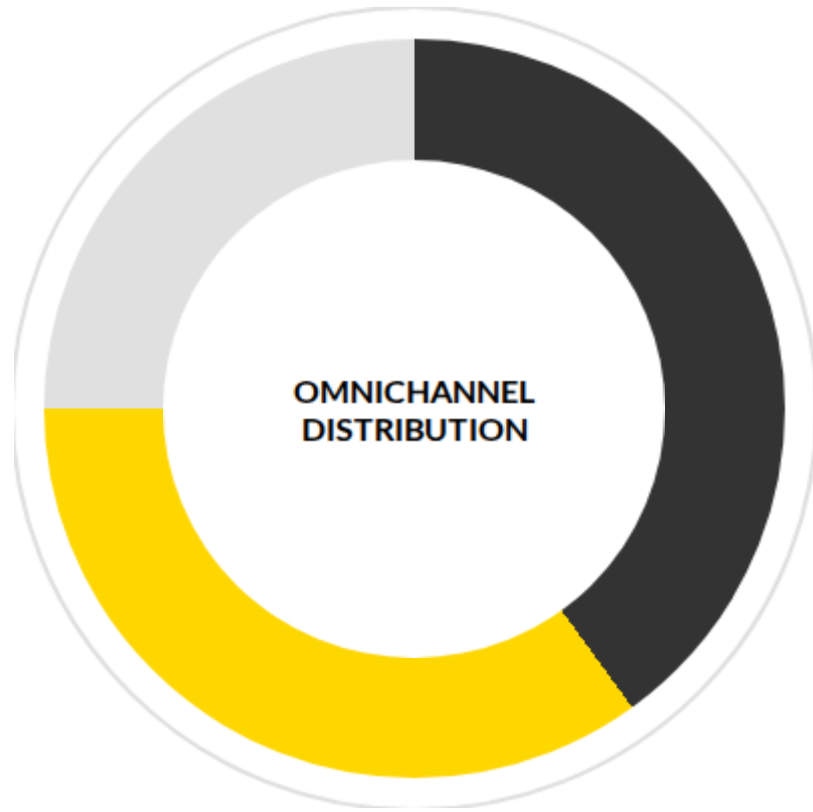
Ongoing engagement



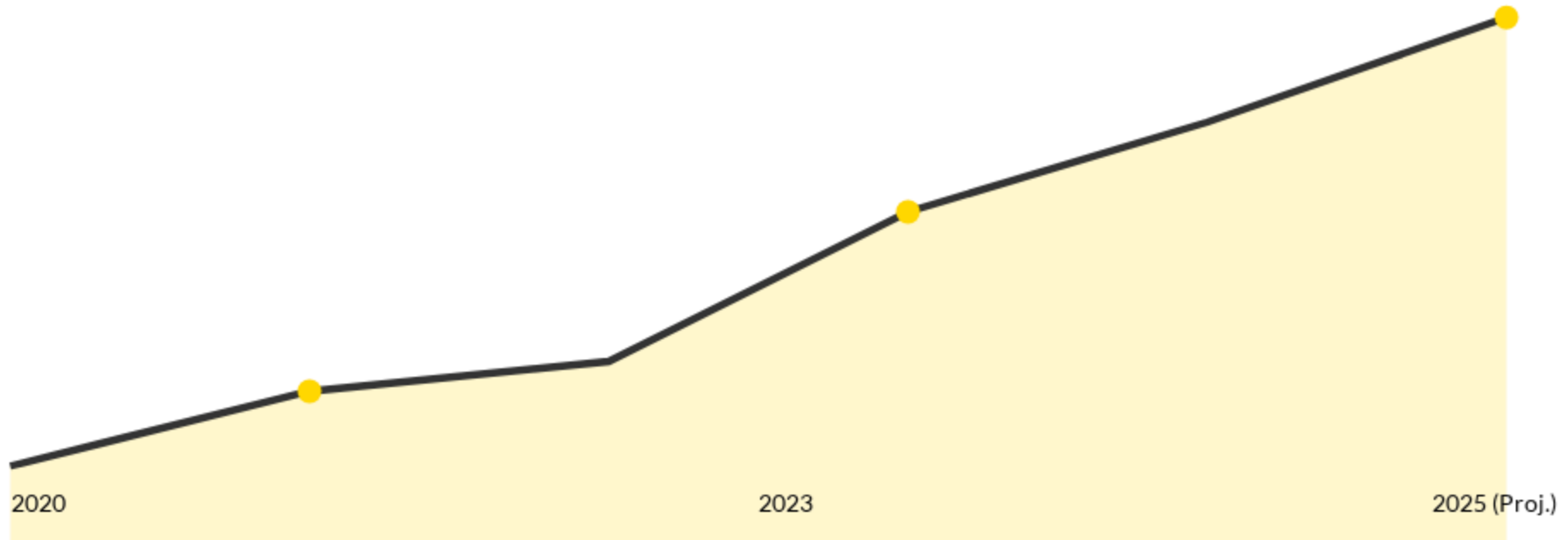
**Advocacy**

Sharing & reviews

# Omnichannel Touchpoints

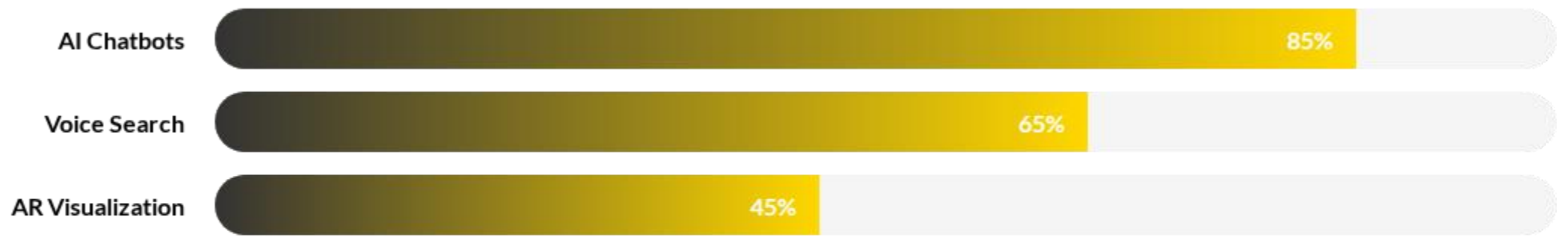


# Growth of Data-Driven Decisions



Integration of Real-Time Analytics in Marketing Operations

# Technology Adoption Rates



Percentage of top e-commerce players implementing these technologies by 2025.

# Key Summary & Takeaways

## Actionable Insights

- ✓ Optimize for mobile-speed first
- ✓ Prioritize hyper-personalization
- ✓ Build trust through social proof

## Strategic Focus

- ✓ Map end-to-end user journeys
- ✓ Leverage AI for behavioral data
- ✓ Align brand with core values