Consumer behavior: buyer personas, customer experience and journey (part 1)
A.Y. 2019-2020

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WE REMEMBER THIS …

- Physiological: Breathing, food, water…
- Safety: Security of: body, employment, resources, Health, HOME.
- Belonging: Friendship, family, intimacy
- Esteem: Self esteem, Achievement, respect
- Self actualization: Morality, Creativity, Spontaneity
NOW THIS ...

- Self Expression
  - Personalization, visibility, attention.
- Content
  - Authenticity, storytelling, being heard.
- Sociability
  - Social networking, interaction, sharing.
- Mobility
  - Everywhere – always on (fear of missing out)
- Connectivity
  - Internet connection – wi-fi – 4G

Source: Mediacom elaboration
COGNITIVE APPROACH

Stimulus

Attention

Comprehension

Integration

Memory

Behavior
BEHAVIORAL APPROACH: PAVLOV’S DOG

1. Before Conditioning
   - Food
   - Response
   - Unconditioned Stimulus
   - Unconditioned Response

2. Before Conditioning
   - Bell
   - Response
   - Neutral Stimulus
   - No Salivation
   - No Conditioned Response

3. During Conditioning
   - Bell + Food
   - Response
   - Salivation
   - Unconditioned Response

4. After Conditioning
   - Bell
   - Response
   - Salivation
   - Conditioned Stimulus
   - Conditioned Response
BEHAVIORAL APPROACH: SKINNER BOX
In the ’80s alternative theoretical perspectives develop.

2 premises:

1. The emerging approaches concentrate consumption experiences and not merely on purchases. Try to explain what happens when products enter people’s life.

2. Investigate the aspects that go beyond mere economic utility (identity, social affiliation, etc.)
Theoretical models which aim to describe and comprehend the aspects of consumption that are:

- Contextual
- Symbolic
- Experiential

NEED FOR QUALITATIVE RESEARCHES
Contextual
Symbolic
Emphasizes the «productive» aspects of consumption

Consumers who transform in a creative and personal way the symbolic meanings that are codified in advertising, products and brands

Importance of activities because consumers learn from other consumers and base their preferences on what they see “in the others’ hands”
CCT CONSUMER CREATIVITY
COMPANIES EXPLOIT CONSUMERS’ CREATIVITY!!

Co-Creation x Innovation
CONSUMPTION AS A CULTURAL ACTIVITY

- Goods, services and brands influence people’s culture
- Goods, services and brands are used by consumers to gain a certain position in the society
- A position that changes:
  - In time,
  - In different contexts (home, with friends, at work, etc.)
  - In different moments of the day, of the week (sport, pubs, study time, weekend, etc.)
1. Individual projects of identity creation
2. Market cultures
3. Historical analysis of models and institutions linked to consumption
4. Consumption as practice of reproduction or ideological resistance
1. IDENTITY PROJECTS

- Activities that consumers implement to express themselves and the image they want to transmit to others

- Development of a real «wardrobe» (clothes, cars, accessories, etc.) needed to build an image (self concept)

- This image is fundamentally coherent, but changes and adapt to different contexts

- The conflict among our different images is deceptive, we are able to manage them all!!!!!
The identity of a person is given by her personal characteristics, but also by her objects, services used, and accomplished consumption activities.

Frustration and dissatisfaction if a person CANNOT afford to buy those goods and services needed to communicate her identity (or the one she aspires to).
COUNTERFEIT GOODS

- Why do people buy branded goods?
- And why do people buy counterfeit goods?
- Who buys counterfeit goods … do they say it?
2. CONSUMER CULTURES

- **Collective expression** of individual consumption
- Identity projects **converge** in aggregated socio-cultural structures (see Harley).
- Relationships based on **solidarity, mutual identification and distinction** are created with respect to others.
- Consumer cultures may be short-lived (built during a holiday, excursions, etc.), but links are created that **last beyond** the end of the experience.
It is a phenomenon that CANNOT BE EXPLAINED by the sole marketing strategy of the company.!!
Official Facebook page

The Walking Dead
@TheWalkingDeadAMC

Crea un post

Community
- Invita i tuoi amici a mettere "Mi piace" a questa Pagina
- Piace a 35,409,232 persone
- Follower: 34,146,480
- Piace a Andrea Masi e altri 8 amici

Informazioni
- caul.amc.com/the-walking-dead
- Programma TV
- Suggerisci modifiche

Chat (disattivata)
Nel Mulino che vorrei
3. CONSUMPTION MODELS AND INSTITUTIONS

- Analysis of social structures that have influenced consumer behavior (social class, ethnicity, gender, level of education, etc.)
  - Role of cultural capital: linked to the level of education of the subject, of relatives (especially parents) only indirectly related to disposable income
  - Social links induced by consumer choices: stronger and transversal to the social structure (income, religion, profession)
- If someone is a fan of a soccer team ...
4. IDEOLOGICAL RESISTANCE

- Traditional marketing sees consumer activity as **NEUTRAL** from a moral, ideological or personal value perspective.
- The CCT is linked to the **critical marketing** trend.
Consolidated perspective

- Accepted market logic
- Institutions and organizations (including media) that strengthen the consolidated value system
- Consumers buy goods without caring about ideological issues

Critical consumption

- Consumers begin to evaluate their purchases with an eye to ideology
- They oppose to the so-called mainstream market
- Supported by information from institutions and associations that do counter information
Value co-destruction: Boycott
The research field: carb-based food

“Aside from some extra fiber, eating two slices of whole wheat bread is really little different, and often worse, than drinking a can of sugar-sweetened soda or eating a sugary candy bar.”

- Dr. William Davis, preventative cardiologist and author of Wheat Belly

LOSE THE WHEAT
LOSE THE WEIGHT
WHEAT BELLY
- With Guest Dr. William Davis

CHEAPER THAN HEROINE

GRAIN BRAIN
The Surprising Truth About Wheat, Carbs, and Sugar - Your Brain’s Silent Killers

Your Brain on Grains
The Shrinking Brain

Normal
Severe Alzheimer’s
Some data … 1/2


Mintel report (2014): more than 1 American out of 7 declares they eat gluten-free products

only 16% of those who consume gluten-free are diagnosed as coeliac

(Remaining) 84%: fear gluten will make them fat, produce inflammation, depression or other health risks.
Mintel (Stones, 2013): 2008-2013, EU new product launches in the food and beverage with a low-carb and/or high-fat claim increase by 57%.

Same years: carrying only a low-carb claim rock by 95%.


Point-of-sale pet panel (GfK, 2015), - over 11,000 pet specialty stores:
  - in 2015 grain-free dog and cat food 34% of all pet food sales in the US (+25% over 2014)
  - 2014-2015, 45% of all new pet food items launched on the market are grain-free
Search and analyze data from the largest low carb and paleo research database in the world.

GET STARTED

Do your own research.
Erica, May 2014

Choices in the Standard American Diet (aptly, SAD) got me up to 206 lbs. and very unhealthy - with diagnoses of thyroid disease and high cholesterol by age 24 (2003) (...) At 30 1/2, I was at 145 lbs. when I was diagnosed with Type 1 Diabetes (LADA) and began low-carbing and researching my heart out. (...) I continued my research and found Mark’s Daily Apple online and learned there what my doctor didn’t have a clue about; high fat grain-free eating. From here, I became my own doctor.

Peter, November 2015

So I bought the book and read it in one sitting. I was astonished, why had I never heard about this before? it all made sense. Gary Taubes is a fantastic writer, he was able to explain in layman’s terms how the body works and how it deals with the foods you eat. I was angry, really, really angry. I thought, if this is true why have I been lied to by my health care professionals all these years.
Joe, March 2016

I was a shocking 360 pounds, I had diverticulitis, knee pains, and was constantly low energy with poor sleeping habits and bad health. I also had some nervous ticks like hitting my legs just above the knee for whatever reason (I’m thinking leaky gut). After shifting to a paleo diet it’s just gone. I’m now down to 255, I sleep well, I lift weights and exercise, I no longer have knee pain or neurological oddities. I am less anxious, and my diverticulitis is gone. My knee pain vanished and now I have a standing desk.
Lynn, October 2014

I started to feel happy when I looked in the mirror, and loved getting a new and smaller wardrobe.
And the power of images ...

MEET REBECCA
MEET THE NEW REBECCA
Dieters as gurus ...

Johnathan, November 2015
Being diagnosed as Type 2 diabetic and reading Gary Taubes and Dr. Bernsteins books literally saved my life.

Robin, March 2015
I feel like I owe my life and health to Gary Taubes, and I am forever grateful that he took the time to expose all that data and research about obesity that most everyone else in the scientific community is hiding under the rug or simply refusing to acknowledge.

Edward, June 2014
Thanks to Mark Sisson for all your help and wise words, and thanks to this wonderful community we’ve become part of, I know we’ll spend our lives “Paleoing it forward” until everyone gets it like we did.
And the evangelization process

Tom, March 2014
This is my journey so far, I haven’t cheated at all and I can’t go back. My goal weight for now is 225. I think with hard-work and determination I can achieve that goal. My friends and family have been supportive. I have also introduced family members, friends, and strangers to the diet. They have also found success. **We’ll keep fighting the good fight!**

Phillip, December 2015
If my example can even **inspire one person to convert**, I’ll feel that I have spent my time well writing this.

Stephanie, January 2016
I actually have to hold myself back for fear of **preaching and evangelizing** something I value so highly.
• LCHF movement started by non-business actors
• LCHF movement = lifestyle movement (low degree of formalization, hard to detect)
• Dieters become advocates
• The strength of the movement depends on LCHF proposers’ ability to communicate and manage communication channels
• Communities of Us vs. Them type
• Authentication process vs. language of science
• Incumbents and authorities: Re-think communication style, arguments
Need to find new ways to deal with customers