Consumer behavior: buyer personas, customer experience and journey (part 1)
A.Y. 2018-2019

Costanza Nosi
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 ...
Digital users

**Digital Around the World in October 2018**

- **Total Population**: 7.655 billion
- **Internet Users**: 4.176 billion
- **Active Social Media Users**: 3.397 billion
- **Unique Mobile Users**: 5.118 billion
- **Active Mobile Social Users**: 3.179 billion

**Penetration Rates**
- Urbanisation: 55%
- Internet Penetration: 55%
- Active Social Media Penetration: 44%
- Unique Mobile Penetration: 67%
- Active Mobile Social Penetration: 42%

**Sources**: Population: United Nations, U.S. Census Bureau, Internet World Stats, ITU, Eurecom, Internet Live Stats, CIA World Factbook, World Bank, We Are Social, Facebook, Twitter, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, Pinterest, Ding, WeChat, Weibo, WeChat, Instagram, LinkedIn, Facebook, Twitter, Pinterest, LinkedIn, Instagram, TikTok, Pinterest, SnapChat, WeChat, P
Digital growth

**Global Annual Digital Growth**

- **Internet Users**: +7% (SEP 2017 - OCT 2018, +284 million)
- **Active Social Media Users**: +10% (SEP 2017 - OCT 2018, +320 million)
- **Unique Mobile Users**: +1% (SEP 2017 - OCT 2018, +36 million)
- **Active Mobile Social Users**: +13% (SEP 2017 - OCT 2018, +361 million)

**Sources**: UNICEF, U.S. Census Bureau, Internet World Stats, ITU, Eurostat, Internet World Stats, CIA World Factbook, MediaTrend Media, Facebook, Google, Twitter, LinkedIn, Google Analytics, Facebook Insights,Hootsuite's "Digital in 2013" Report.
Share of web traffic by device

OCT 2018

**SHARE OF WEB TRAFFIC BY DEVICE**
Based on each device’s share of all web pages served to web browsers

- **Laptops & Desktops**: 44.1% (Year-on-Year Change: +2%)
- **Mobile Phones**: 51.6% (Year-on-Year Change: -1%)
- **Tablet Devices**: 4.2% (Year-on-Year Change: -5%)
- **Other Devices**: 0.1% (Year-on-Year Change: -71%)

SOURCE: STATCOUNTER, SEP 2018
E-commerce activities

Time spent on mobile

Smartphone Addiction Tightens Its Global Grip

Hours per day spent online via a mobile device, per user

- Brazil: 04:48 (2012), 03:03 (2016)
- China: 03:03 (2012), 03:03 (2016)
- Italy: 02:34 (2012), 02:34 (2016)
- South Korea: 02:10 (2012), 02:10 (2016)
- Canada: 02:10 (2012), 02:10 (2016)
- United Kingdom: 02:09 (2012), 02:09 (2016)

Based on internet users aged 16 and over
Source: Statista Digital Market Outlook
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.)
CONSUMER CULTURE THEORY - CCT

- Theoretical models which aim to describe and comprehend the aspects of consumption that are:
  - Contextual
  - Symbolic
  - Experiential

NEED FOR QUALITATIVE RESEARCHES
Contextual
Symbolic
Symbolic
Experiential
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
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.!!
Episode 908 - Evolution
Air Date: 11/25/2018 - A small rescue mission braves a dangerous herd in their hunt for a missing comrade, only to discover a surprising threat that could doom them all.

The Walking Dead Television Series
Latest: She SHAVED off her... BatmansHooker, Yesterda...
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**
Boycott
Need to find new ways to deal with customers