

Module 3: E-MARKETING

Lesson 3: Customer Behaviour

Module 3 : E-MARKETING

Unit 3	CUSTOMER BEHAVIOUR
Topic 1	Customer Behaviour. Definitions
Topic 2	Customer Behaviour. Factors
Topic 3	Customer Behavior Process
Topic 4	How to know customer behavior?
Topic 5	Steps in customer behavior
Topic 6	Importance of knowing consumer behavior

Module: Learning Outcomes

Module 3: E- Marketing

Lesson 3: Customer Behaviour

Introduction to the Module: In this module, one of the most important issues related to Electronic Commerce today is developed. Digital Marketing (E-Marketing) has become a fundamental tool for the sale of products. The Module attends to essential topics of E-Marketing, such as the development of digital skills and knowing what factors influence the behavior of customers and, thus, creating successful sales strategies. The presentation of the product (packaging) and the different shipping and payment methods are also highly valued by customers, which is why they have a specific development in this module.

Introduction to the Lesson: In lesson 3, the most important concepts about consumer behavior are explained. Since consumer behavior is essential to develop a successful marketing strategy, it is essential to know how it is defined, what factors influence it and how to carry out a correct analysis that improves the sale of our product or service.

Knowledge

Manage the different concepts related to "Customer Behavior" and the different factors that influence it.

Develop sales strategies and customer loyalty.

Skills

Analyze the different factors that influence the behavior of customers to buy a product or choose a specific brand and not others

Competences

Develop sales strategies and customer loyalty

Introductory video

SCRIPT:

Hello everybody!

In this lesson, the most important concepts about consumer behavior are explained.

Since consumer behavior is essential to develop a successful marketing strategy, it is essential to know how it is defined, what factors influence it and how to carry out a correct analysis that improves the sale of our product or service.

Unit 3: CUSTOMER BEHAVIOUR

Topic 1: Customer Behaviour. Definition

- In this topic, the concept of "Consumer Behavior" is defined.
- Knowing what "**Consumer Behavior**" is, its characteristics and what factors influence it, is essential to develop a Marketing and E-Marketing strategy for the promotion and sale of products.
- Knowing the needs and demands of potential customers helps the entrepreneur to focus his efforts on the essentials, attract and retain customers that allow his company to grow and establish it in the market above other commercial brands.

Topic 1: Customer Behaviour. Definition

- Processes such as product choice, purchase, use or abandonment of products, customer experience with the point of sale or online purchase platform, product presentation/packaging, etc. are involved in customer behavior.
- The idea that the products are handmade, local, fair trade or use recycled materials attracts many customers, especially young people who are looking for a unique product with added value.

Read more: <https://www.questionpro.com/blog/consumer-behavior-definition/>

Topic 2: Customer Behaviour. Factors

- It is important to know that the behavior of clients or consumers are influenced by multiple variables.
- These **variables** are grouped into:
 - ***Personal factors*** (age, culture, generation)
 - ***Psychological factors*** (beliefs, moods, perception of their own needs)
 - ***Social factors*** (education level, economic level, family characteristics)
- It is interesting to know how the influence of marketing campaigns is directly related to the mood of customers

Topic 2: Customer Behaviour. Factors

- Consumer Psychology: Learn about its importance to analyze customer behavior patterns

Read more: <https://www.emotiv.com/glossary/consumer-psychology/>

and <https://www.educba.com/4-factors-influencing-consumer-behaviour/>

Topic 3: Customer Behavior Process

- The *customer behavior process* goes through different phases. Identifying them is key to converting the needs of a potential client into a loyal consumer of our brand.
- The process begins with a **LACK**. Once the consumer is aware of this lack, a **NEED** is created. Once the client is aware of that need, he feels the **MOTIVATION**, which is what will move him to satisfy it. Each person tends to satisfy their needs in different ways. Here influences the **DESIRE** and personal beliefs. Likewise, the way in which each person solves their needs becomes a **LEARNING**, where family, social and cultural factors exert their own influence.

Topic 3: Consumer Behavior Process

- The customer's **ATTITUDE** towards the sales options that are presented to him/her is a fundamental step in this process, as is the **ECONOMIC SITUATION**, which determines the final choice. Finally, having an adequate **INFRASTRUCTURE** is essential to sell the product, either in a physical establishment or a website. Also keep in mind that a good **MARKETING** strategy is key and decides a good percentage of the sale of the products, especially in clients who are undecided.

Read more: <https://lapaas.com/consumer-behavior/>

Topic 4: How to know customer behaviour?

- To know the behavior of a potential client, it is important to know the factors that influence it.
- Analyzing personal, social and cultural factors is essential to understand a customer's decision-making with respect to a certain product or brand.
- Age is a matter to take into account, since with age, not only the personal situation changes, but also the needs.
- Focusing our sales target on a specific age range can be a very useful marketing strategy.
- Other issues to take into account are: the client's gender, income level and educational level.

Topic 4: How to know customer behaviour?

- **Gender:** The differences between the needs of women and men lead them to have different preferences in terms of products. This is not always the case, but it is a matter to take into account.
- **Income Level:** Income plays a fundamental role when customers decide on a type of product and, above all, certain brands. Especially when there is a wide range of low cost products on the market.
- The **level of education** influences the benefits that the customer seeks in a certain product. This is clearly seen in the sale of electronic or digital products.

Read more: <https://lapaas.com/consumer-behavior/>

Topic 5: Steps in Customer Behaviour

- Knowing the customer's behavior means analyzing, previously, what their needs are, what factors are influencing their decision-making and what is their opinion regarding certain products and brands.
- To analyze all this, there are different research methods that allow the inclusion of a wide variety of study variables.
- The most widely used strategy globally is MARKET ANALYSIS, although many more can be used, such as customer feedback, surveys, question and answer websites, online panels or focus groups.

Read more: <https://www.questionpro.com/blog/data-collection/>

Topic 6: Importance of knowing consumer behavior

Knowing consumer behavior is essential, since:

- Create a better relationship with customers, which leads to the loyalty of that customer.
- Generate more customers.
- Helps to better define the potential client and to establish potential market niches
- Improves the position of the brand with respect to others.

Read more: <https://www.educba.com/customer-support/>

Learning Activity 1: Roleplaying: how I serve my clients

Educational goal	Type of activity	Content	Additional materials
Management of social and linguistic skills Knowledge of concepts involved in the buying/selling process	Simulation	In this roleplaying, the main situations that occur during a purchase/sale take place. The trainees will put themselves in the shoes of the customer and the salesperson for a few minutes. The analysis of these situations creates a fundamental feedback for learning.	List of resources, links, videos that might be useful for the target group.

Learning Activity 2: Customer profile creation

Educational goal	Type of activity	Content	Additional materials
Analyze the different factors that influence the behavior of customers	Individual	Create a customer profile for the sale of handmade products, analyzing all possible variables	https://www.questionpro.com/blog/consumer-behavior-definition/ https://www.educba.com/4-factors-influencing-consumer-behaviour/

Learning Activity 3: Consumer Behavior Analysis Resources

Educational goal	Type of activity	Content	Additional materials
Use of different document creation formats. Search and data analysis	Individual	Creation of a questionnaire or other resource to analyze the behavior of customers interested in buying handmade products	https://www.questionpro.com/blog/data-collection/

Evaluation

Question 1:

Choose the correct option:

Consumer behavior involves:

- a) Know the factors that influence it
- b) It is essential to develop an effective marketing strategy.
- c) Know the needs and demands of potential customers
- d) All the answers are true

Correct answer: d) All the answers are true.

Question 2:

The factors that influence consumer behavior are:

- a) Psychological, social, and cultural
- b) Age, gender and economic income
- c) Beliefs, moods, perception of their own needs

Correct answer: a) Psychological, social, and cultural

Question 3:

What are the key factors influencing the process of selling products?

- a) The physical establishment or website, economic situation, and marketing strategy.
- b) The customer's age, economic situation, and physical fitness.
- c) The customer's attitude, social media popularity, and website design.
- d) The product's color, customer's attitude, and the economic situation of the company.
- e) Marketing strategy, product availability, and customer attire.

Correct answer: a) The physical establishment or website, economic situation, and marketing strategy.

Question 4:

Which factors can influence customer behavior and preferences?

- a) Product availability and store location
- b) Product color and packaging design
- c) Customer's age and favorite music genre
- d) Gender, income level, and level of education
- e) Website layout and customer service quality

Correct answer: d) Gender, income level, and level of education

Question 5:

The importance of knowing customer behavior is in:

- a) It helps to establish a good relationship with him, which attracts other potential clients.
- b) It is not involved in the establishment of potential market niches.
- c) It does not imply the improvement of the position of our brand with respect to others.

Correct answer: It helps to establish a good relationship with him, which attracts other potential clients.

Summary

The most relevant lessons related to customer behavior are the following:

- The analysis of the factors that influence it is decisive to carry out a satisfactory marketing strategy.
- The internal process that leads each client to choose some brands/products or others has psychological variables, but also economic and social ones. There are different methods to measure these variables and establish a reliable market analysis.
- Establishing a connection with the client, knowing their preferences or establishing market children is possible by understanding their needs.

References

Examples of APA 7th edition referencing:

For articles:

Surname, A. A. (Year). Title of the work. *Title of the publication in italics, volume in italics*(issue), pages. doi or link

Oliver, K. L., & Lalik, R. (2004). Critical Inquiry on the Body in Girls' Physical Education Classes: A Critical Poststructural Perspective. *Journal of Teaching in Physical Education*, 23(1), 162 -195. <https://doi.org/10.1123/jtpe.23.2.162>

For books:

Surname, A. A. (Year). *Title in italics*. Publisher.

Spiegel, D. (1981). *Reading for pleasure: Guidelines*. International Reading Association.

For book chapters:

Surname, A. A., & Surname, A. A. (Year). Title of the chapter. In A. Surname & A. A. Surname (Eds.), *Title of the book in italics* (pp. xx-xx). Publisher.

Aron, L., Botella, M., & Lubart, T. (2019). Culinary arts: Talent and their development. In R. F. Subotnik, P. Olszewski-Kubilius, & F. C. Worrell (Eds.), *The psychology of high performance: Developing human potential into domain-specific talent* (pp. 345–359). American Psychological Association. <https://doi.org/10.1037/0000120-016>

In-text citations

Examples of APA 7th edition citations:

If there are **1 or 2 authors**, the first and successive times that they are cited, all the authors must be mentioned.

If there are **3 or more authors**, the surname of the first author and "et al." from the first time they are cited (in references ALL AUTHORS ARE CITED).

PARAPHRASING

While improvements in aerobic capacity have been shown after 8 to 12 weeks of training (Eather et al., 2016; Goins, 2014; Heinrich et al., 2014; Murawska-Cialowicz et al., 2015; Smith et al., 2013), only Goins (2014) obtained significant improvements in anaerobic capacity after 6 weeks of the CrossFit programme.

QUOTATIONS

Díaz and Hernández (2010), consider that cooperative learning is "the pedagogical use of a small community, in which students work together to increase their training and that of other members" (p. 87).