



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A++' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF COMPUTER APPLICATIONS

23CAT703 – DIGITAL MARKETING

II YEAR III SEM

UNIT I – INTRODUCTION TO DIGITAL MARKETING

TOPIC 6 – Consumer Online usage and Behavior

Reshaping Common Mind & Business Towards Excellence

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Recall





Consumer Behavior



Consumer Behavior- Past and Present

It is the key to understanding how their customers think, act, and interact with brands. Studying consumer behavior helps marketers identify factors influencing consumers' buying decisions.



Find the difference.....



it is clearly evident that

1. The consumer of the past was limited in their options.
2. They must visit various stores to purchase what they need.
3. Customers were more cost-conscious than brand- or quality-conscious, and they had little purchasing power.
4. The Main Idea Yesterday was about meeting necessities rather than trying to win people over.



Story of Consumer Behavior





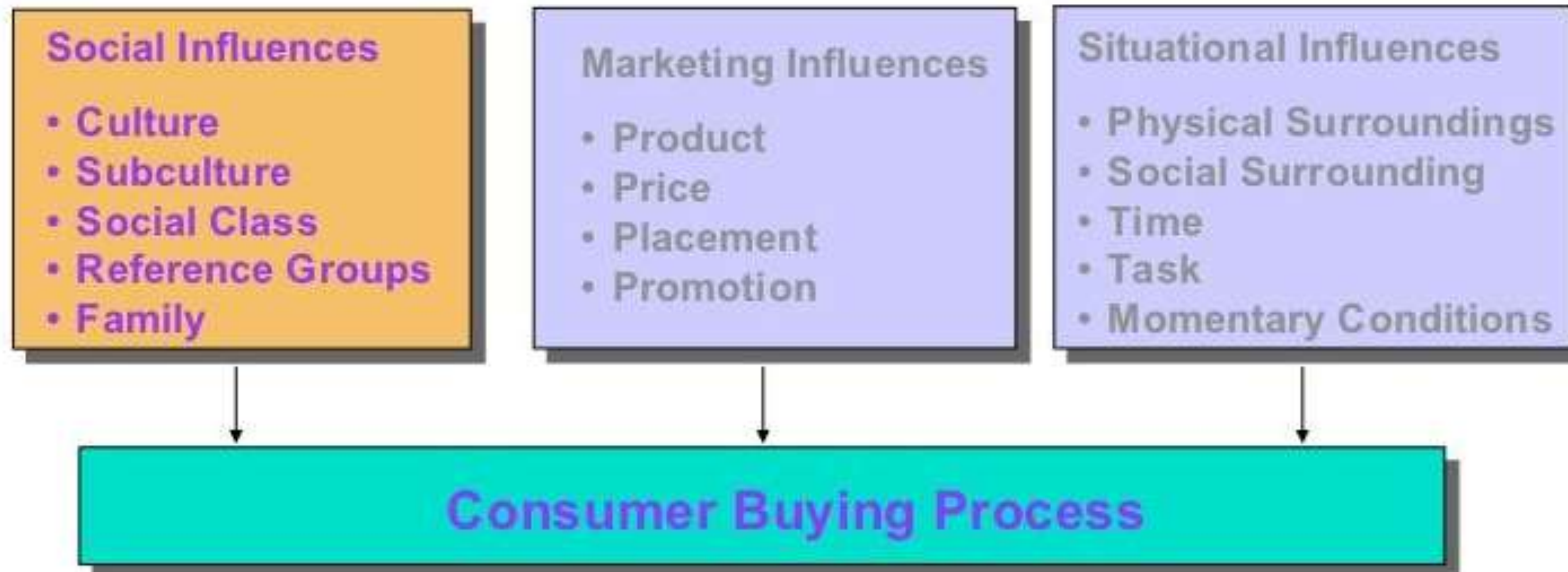
Online Consumer Behavior process



1. Need Recognition
2. Search for Information
3. Product Evaluation
4. Product Choice and Purchase
5. Post Purchase use and evaluation

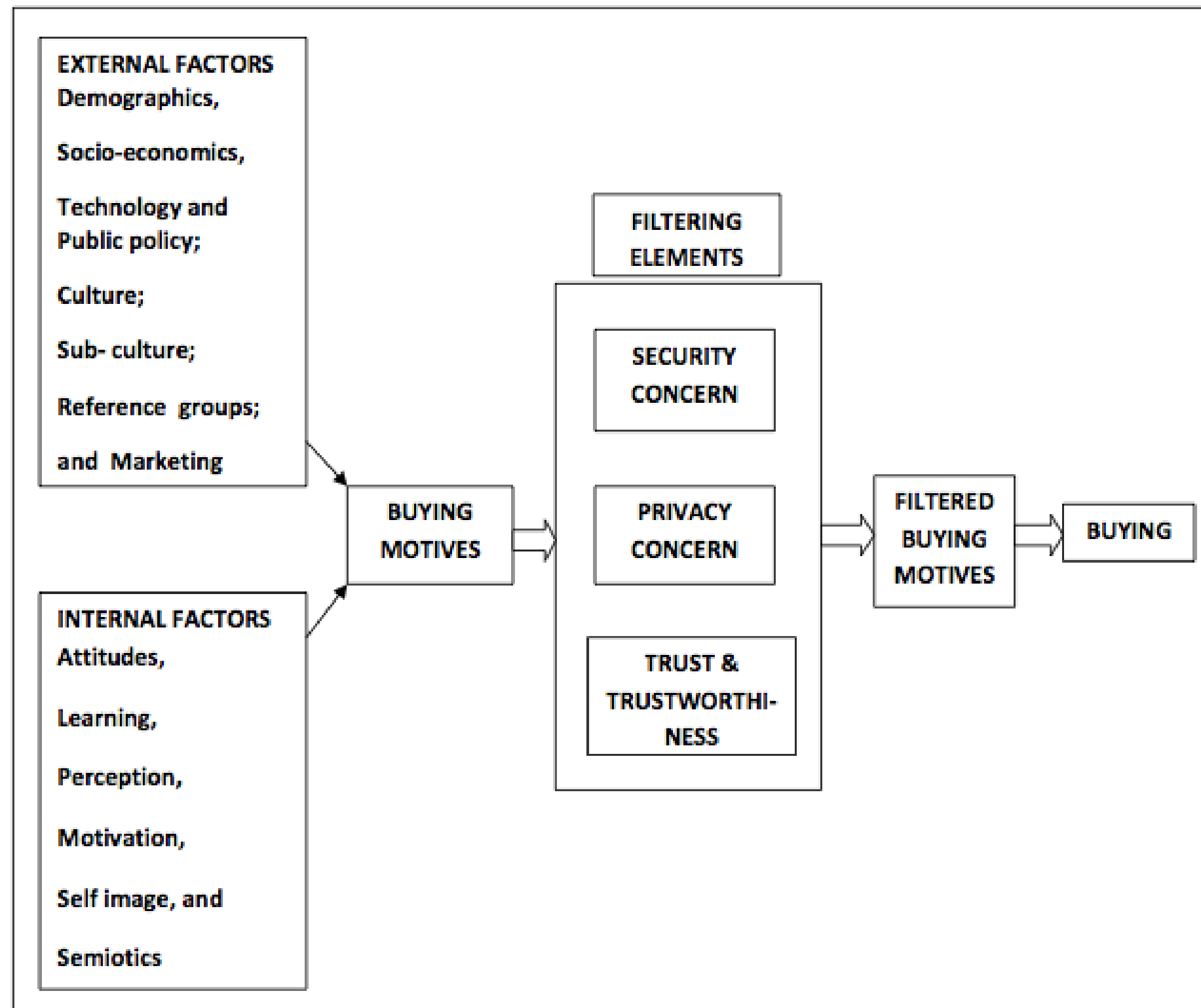


Influences on Consumer Behavior





Key Factors





Reference



1. Smith P R Chaffey Dave, “E-Marketing Excellence: The Heart of E-Business”, Butterworth Heinemann, USA.
2. Deepak Bansal, “A Complete Guide To Search Engine Optimization”, B.R. Publishing Corporation, First edition 2009.

Thank You