



Changing Consumer Behaviour and Media Habits

Who Am I?



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About Faculty

Area of Research

Consumer Behavior, Green Marketing, Sustainability

Education

Affiliation

Awards & Recognitions

Research

Memberships

Training and Consultancy

Education

- Fellow Program in Management (PhD) in Marketing from XLRI, Jamshedpur
- Post Graduate Diploma in Management (PGDM) from IIM Calcutta
- Bachelor of Engineering (Electronics & Comm.) from Malviya Regional Engineering College, Jaipur

Affiliation

- Indian Institute of Management Raipur (Jun 2019-current)
- Indian Institute of Management Udaipur (Jul 2013-Jun 2019)
- Phoenix International Business School (Jan 2009-Jun 2013)
- Tata AIA Life Insurance (Feb 2008-Dec 2008)
- Boston Consulting Group (Jul 2006-Jan 2008)
- Tata Consultancy Services (Jul 2001-May 2004)

Agenda

- **Introduction to Consumer Behaviour**
- **Capturing consumer in the digital world**

What is Marketing?



- **Art and science of choosing target markets and getting, keeping, and growing customers through**
 - **Creating, Communication and Delivering “superior customer value”**
- **Aim of Marketing is to know and understand the customer so well that the product or service fits him and sells itself**

- *Peter Drucker*

3 main factors affect consumer buying behaviour

Cultural Factor = exposed values and environment



Social Factor = references affecting behavior



Personal Factor = characteristics affecting behavior



Cultural Factors are impacted by Sub-cultures

Cultural Factor = exposed values and environment



1. Nationalities



2. Religions



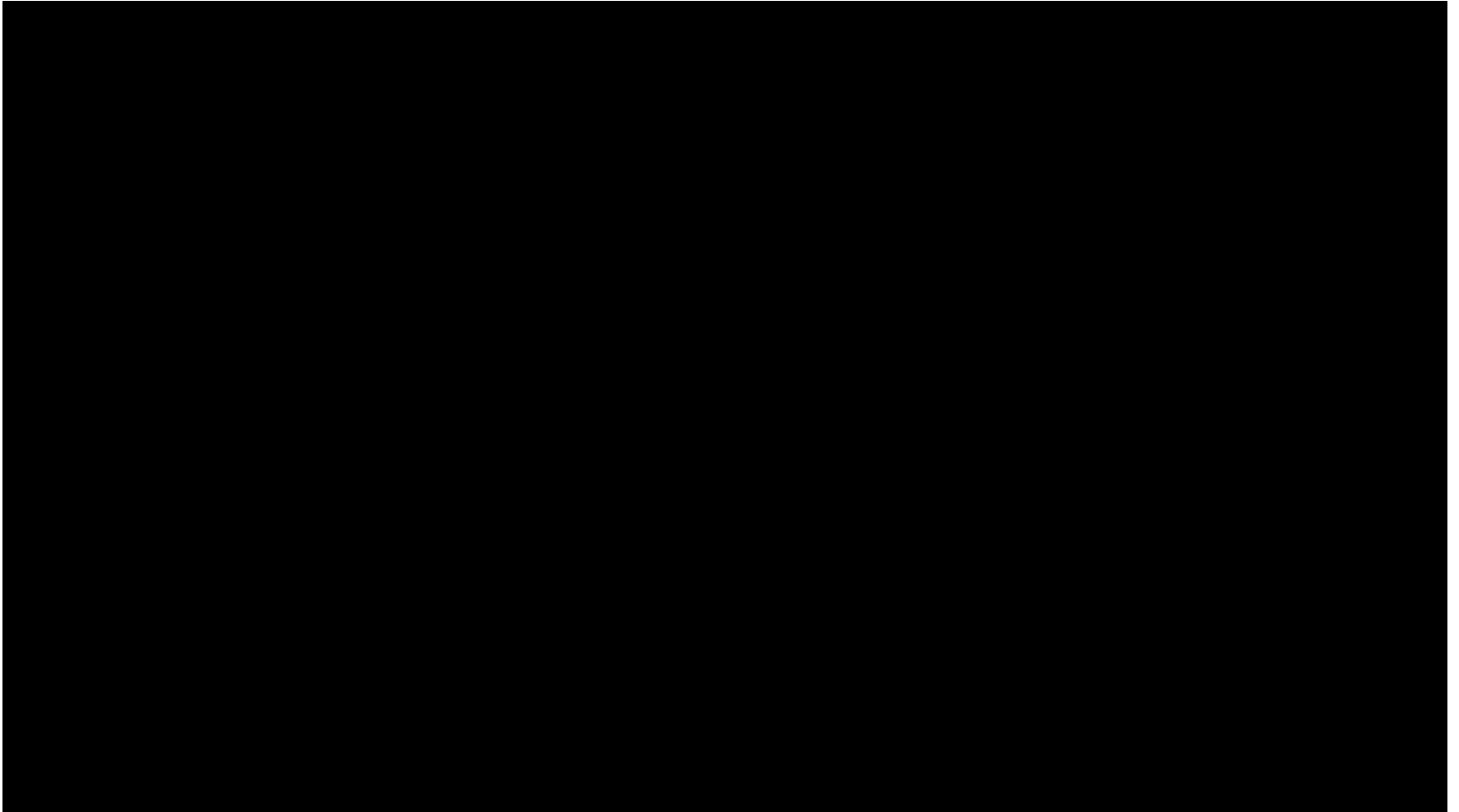
3. Racial Groups



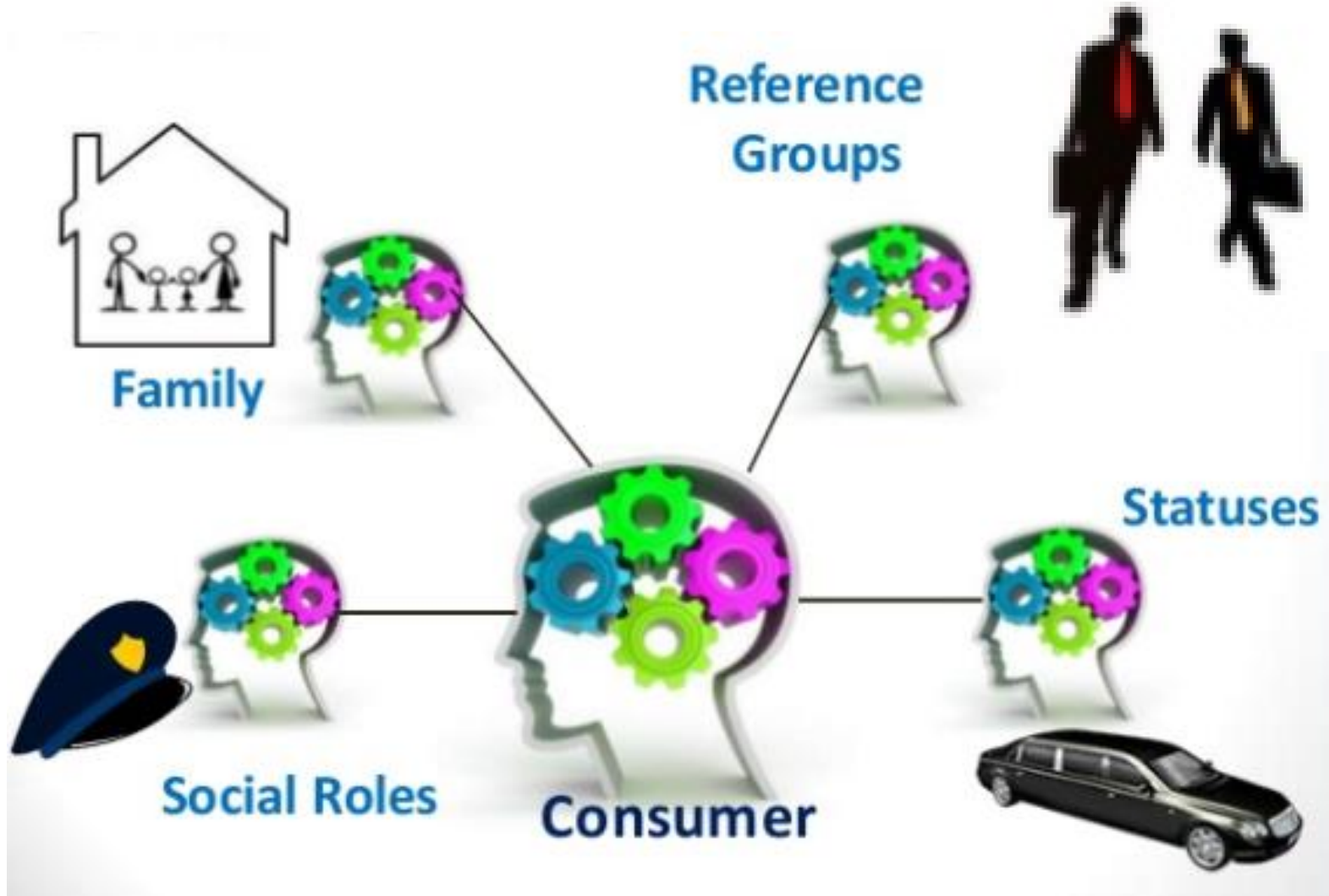
4. Geographic Regions



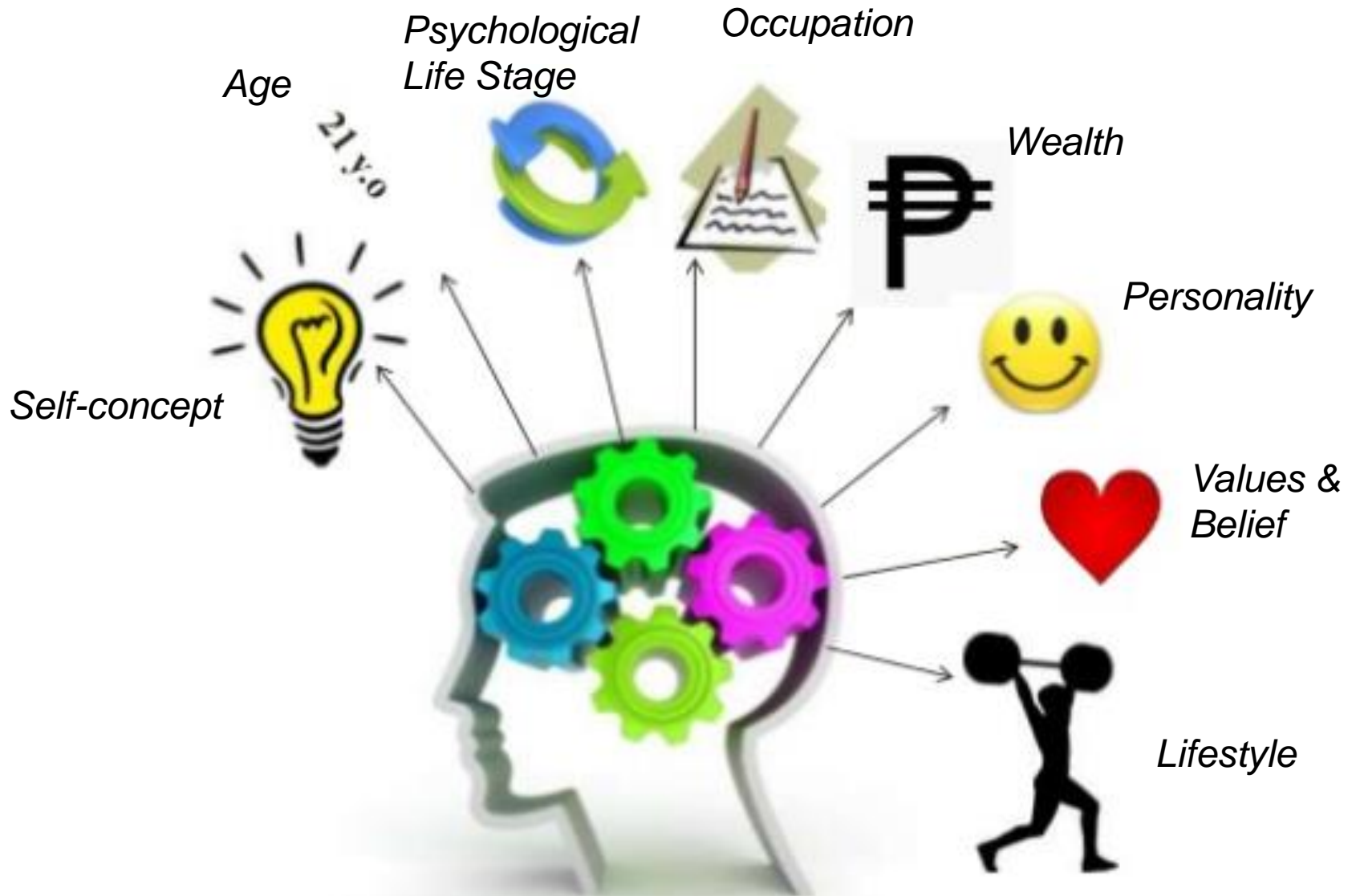
Impact of Culture



Social Factors may divided into four groups



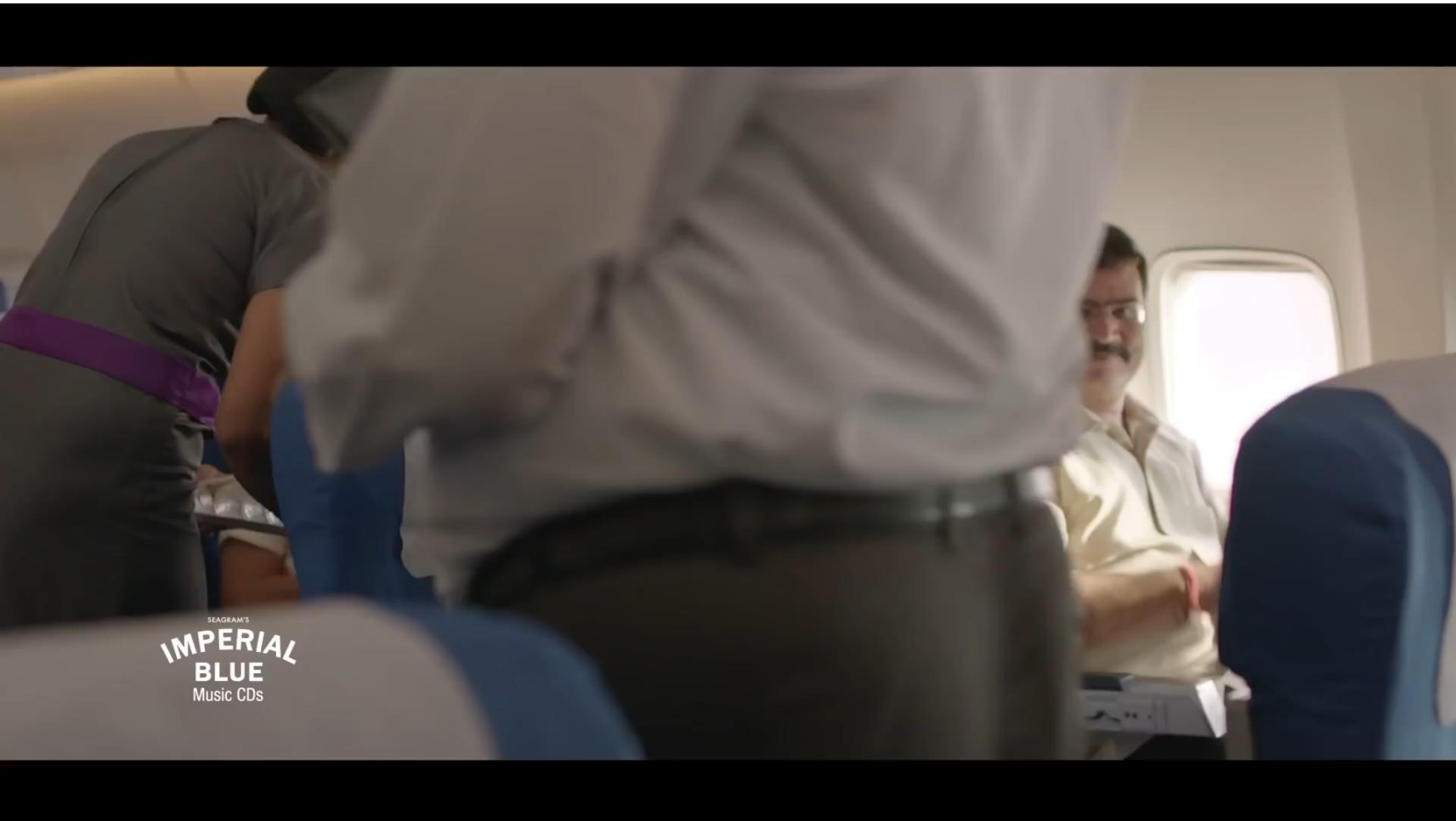
Personal Factors



In a nutshell, all of these factors combine to influence consumer behaviour

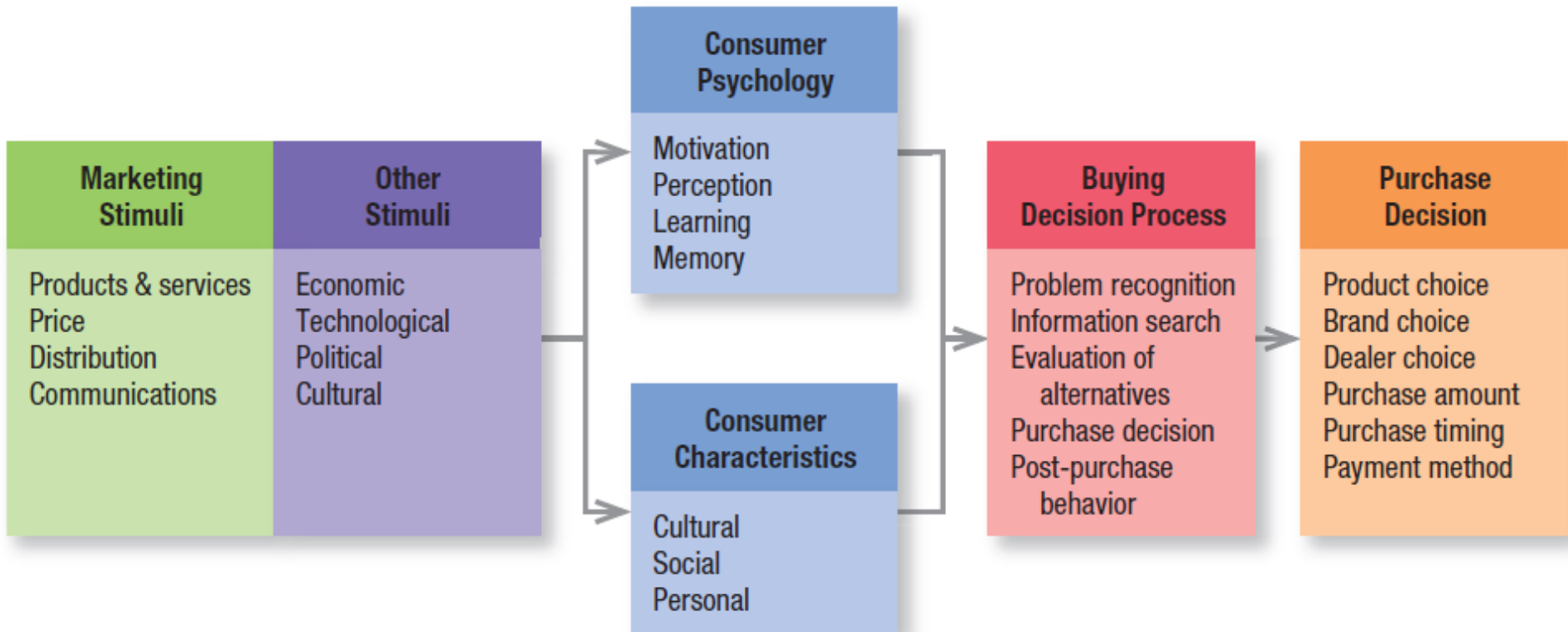


Individually, we might be different, but as a segment, we are the same



Key Psychological Processes

Stimulus-Response Model



Consumer Psychology

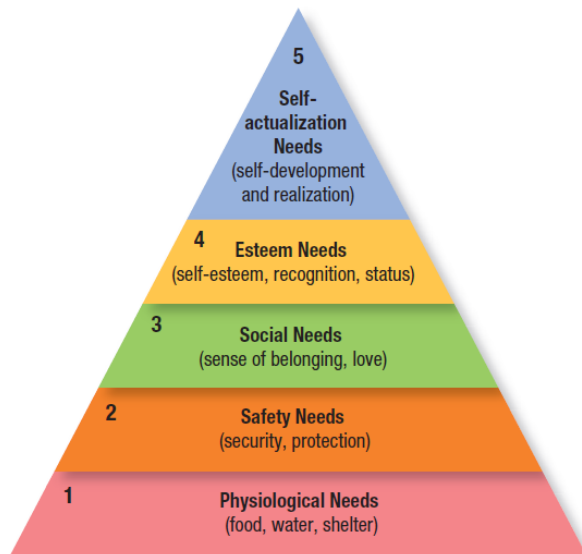
Motivation

- **All of us have needs – Biological and Psychological**
 - Need becomes motive when it is aroused to a certain level of intensity to drive us to act



Motivational Theories

- **Freud**
 - psychological forces shaping people's behavior are largely unconscious
 - Laddering technique needs to be employed; Word association, sentence completion
- **Herzberg's two-factor theory**
 - Dissatisfiers and Satisfiers
- **Maslow's Theory**
 - Determines the messaging that you want to give you



Consumer Psychology

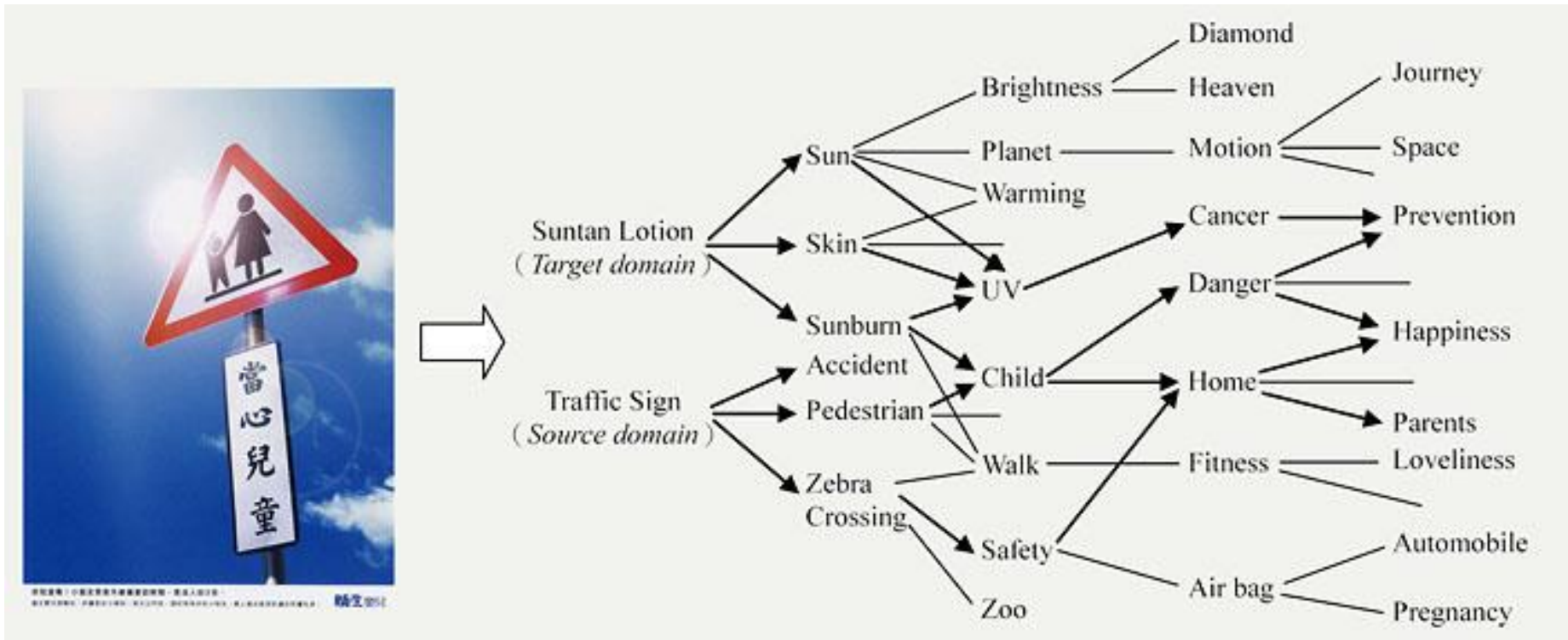
Perception

- **In Marketing, Perception is more important than reality**
 - Process by which we select, organise, and interpret information inputs to create a meaningful picture of the world



Long Term Memory and Associations

- All information & experiences we encounter get locked into long-term memory
 - Associative Network Memory Model
 - Nodes and Links
 - Depends on what gets activated



Is it Pepsi – Is it Kerosene?



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Digital – Taking Communication to the next level!

What is Digital Marketing

- ***Digital marketing* can be described as actively promoting products and services using digital distribution channels as an alternative to the more traditional mediums such as television, print and radio**
- **Avenues utilized for reaching customers**
 1. Internet Marketing
 2. Mobile Marketing
 3. Social Media Marketing
 4. Viral Marketing

Why study internet marketing?









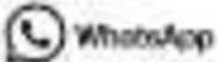
- Over the past 20+ years traditional marketing practices have been transformed
- October 27, 1994 - first banner ad first: AT&T on Hotwired

Oct. 27, 1994: Web Gives Birth to Banner Ads



- Late 90s and early 2000s saw the influence of Web 2.0, social media, product digitization
 - and now the impact of mobile computing
- New skills, knowledge and strategies in high demand in the business world
- Marketers need to understand technology and collaborate with IT colleagues

Digital Transformation

	168 years	\$92B
	122 years	\$173B
	103 years	\$240B
	59 years	\$100B
	39 years	\$234B
	38 years	\$416B
	16 years	\$268B
	10 years	\$63B
	5 years	\$19B*

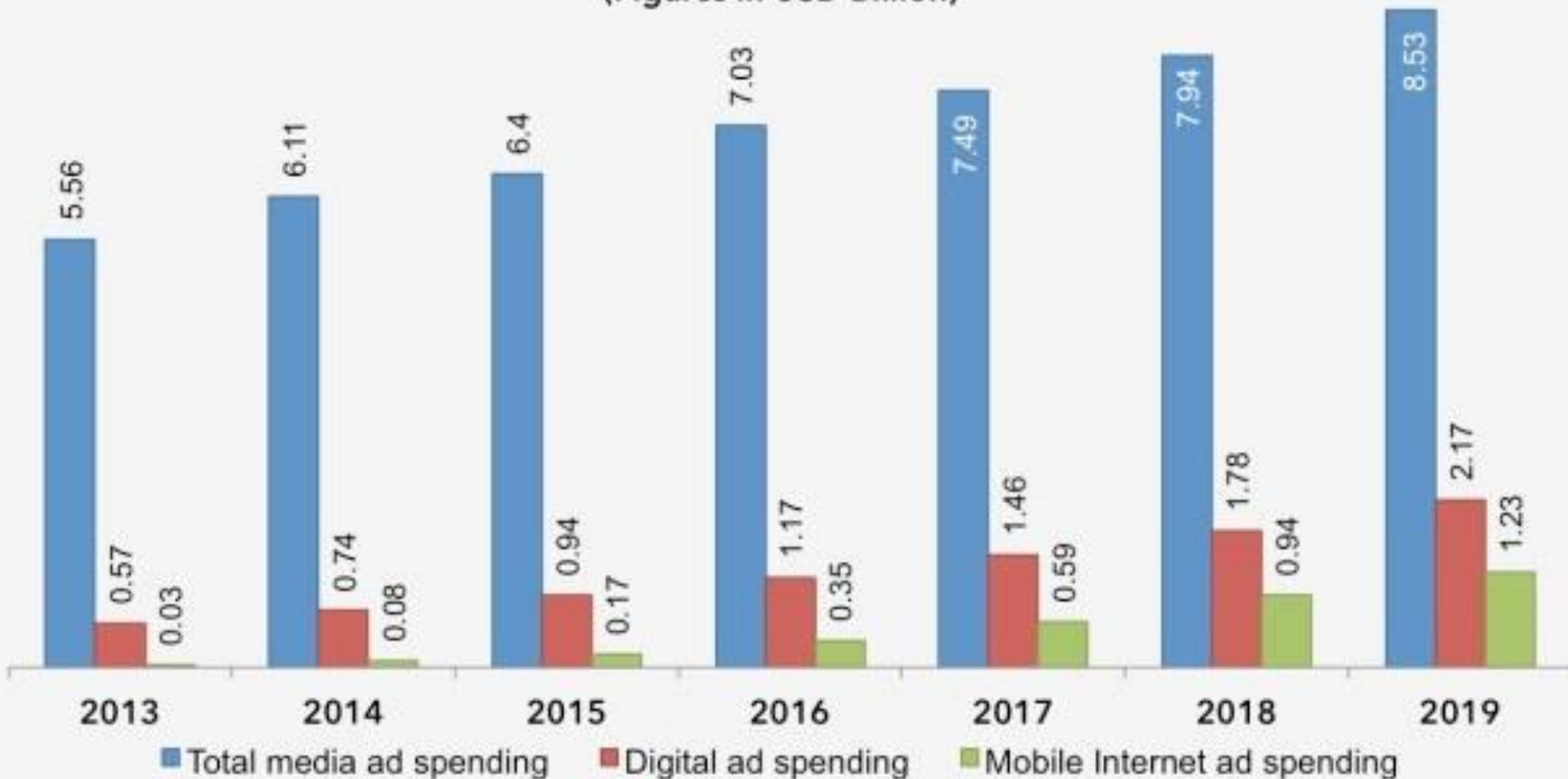
Digital Transformation

- **Uber**, the world's largest taxi company, owns no vehicles
- **Facebook**, the world's most popular media owner, creates no content.
- **Alibaba**, the most valuable retailer, has no inventory
- And **Airbnb**, the world's largest accommodation provider, owns no real estate.

Something interesting is happening.

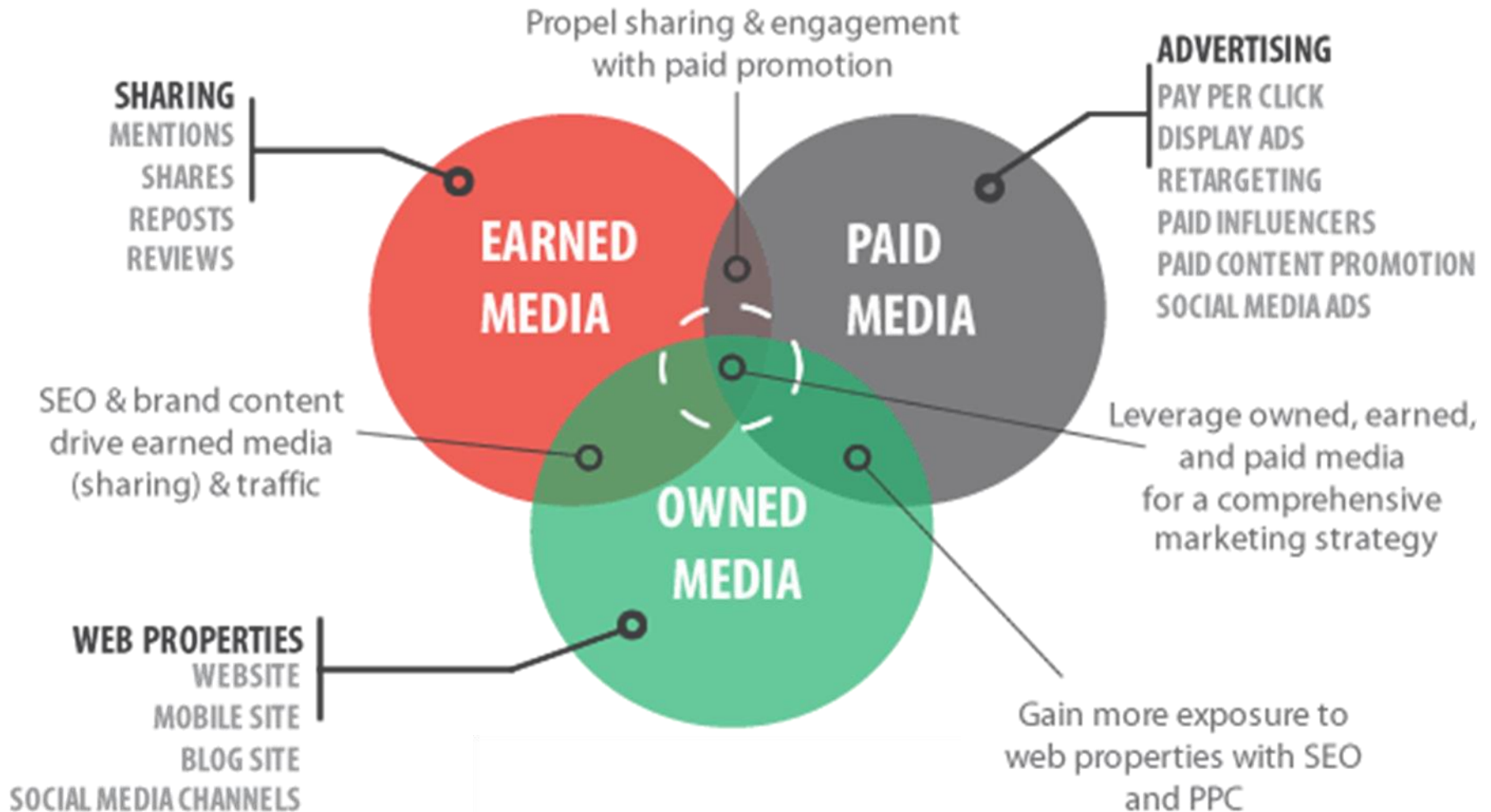
Digital Ad spend now accounting for ~25% of overall media ad spending in India

Total Media, Digital and Mobile Internet Ad Spending In India, 2013 - 2019
(Figures in USD Billion)

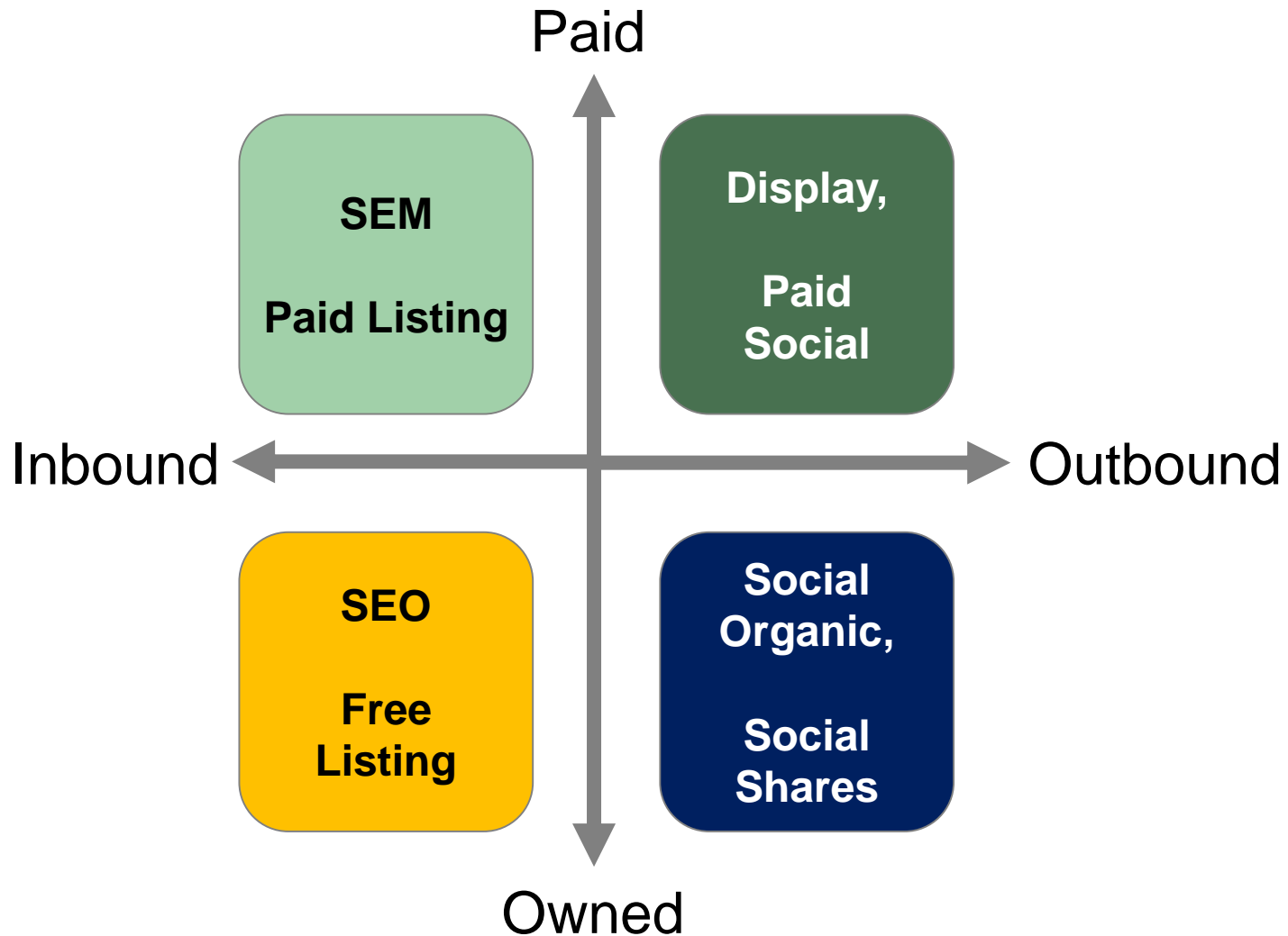


Digital Marketing Mix

Earned, Owned, Paid



Digital Marketing Spectrum



Understanding Search Results

The image shows a Google search interface for the query "buy cctv online". A callout box labeled "Search Term" points to the search bar. Below the search bar, navigation links for "All", "Shopping", "News", "Maps", "Images", and "More" are visible. The search results are categorized into "Google Shopping Ads" and "Organic Search Results".

Search Term: buy cctv online

Google Shopping Ads:

Product	Price	Retailer
Mi Home Security...	₹ 1,799	Mi.com
Shop93 Store Wireless Hd I...	₹ 1,689	Snapdeal
Godrej Security Solutions...	₹ 1,111	Amazon India
Bieber Cctv Tv Dome Camer...	₹ 1,399	Snapdeal
SharpNode Smart Securit...	₹ 8,399	Seniority.in

Paid Ads:

Buy CCTV Online @ Amazon | Upto 25% Off On Top Brands.
www.amazon.in/

Shop for DSLRs, Point & Shoot, Camera Lenses & More. Pay COD. Buy Now! Top Brands. Huge Selection. Low Prices. Amazing Cashbacks. Types: DSLRs, Point & Shoot Cameras, Lenses, Action Cameras, Camera Bags, Batteries, Spy Cameras, Camera Cases. Digital SLRs · Point & Shoot · Telescopes · Camcorders · Digital Picture Frames · Projectors

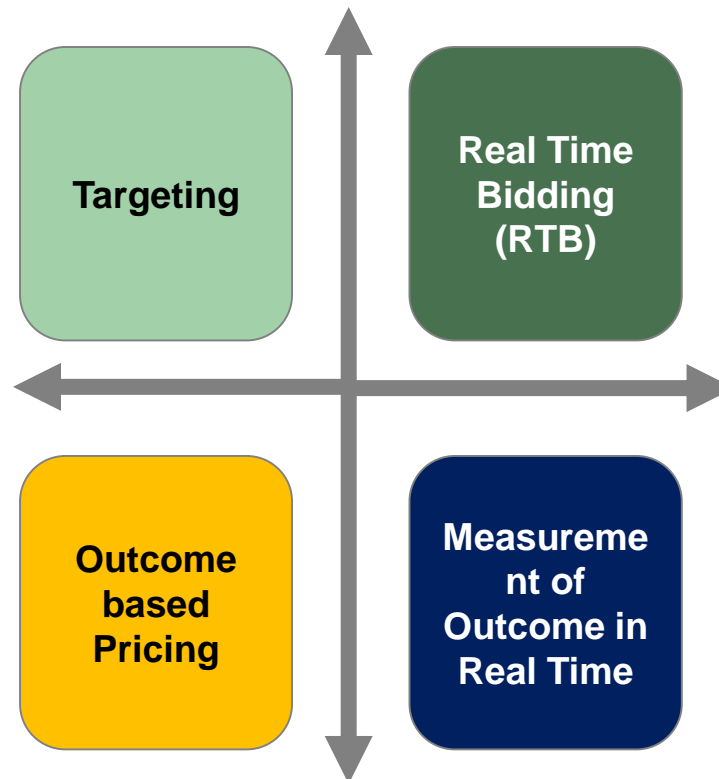
Organic Search Results:

Surveillance Cameras: Buy CCTV Cameras Online at Best ...
<https://www.amazon.in/Surveillance-Cameras>

Top deals in Security cameras & accessories. ... Royallite Wireless HD IP Wi-Fi CCTV Indoor Security Camera (Black) (Black) ... ThinkValue T8855 Wi-Fi Wireless HD IP Security Camera CCTV (White)

Search Engine Marketing

- Search engine marketing is one of various digital marketing techniques that enable a product or service a company intends to market to appear in search results page of a search engine (e.g. Google or Bing) when a surfer is searching for a product or service on the Internet.



Search Engine Optimization

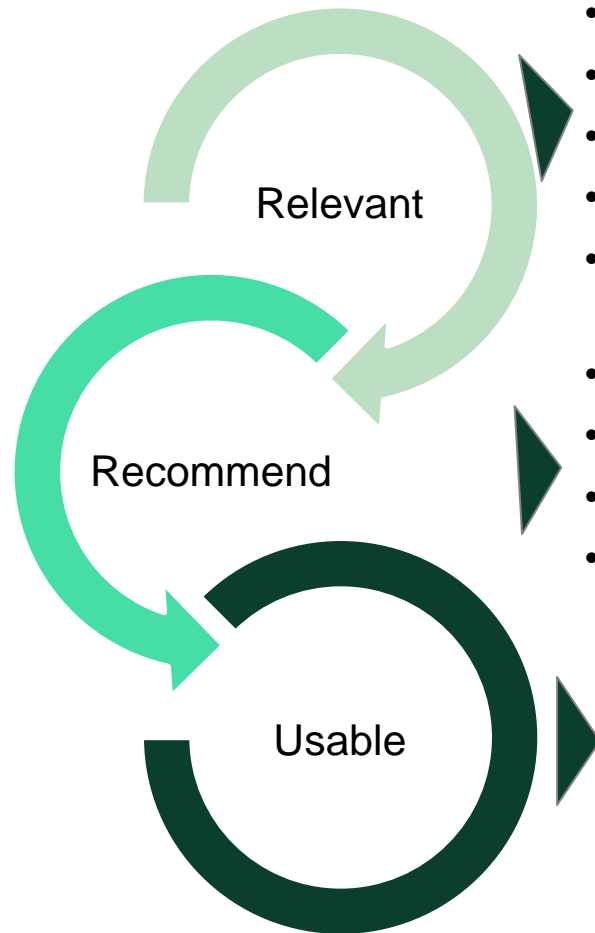
- Search Engine Optimization (SEO) refers to
 - **legitimate techniques** applied on and outside your website to help Search Engines (e.g. Google, Bing etc.)
 - to give your website its **rightful position** in search results (called **Search Engine Results Page Rank or SERP**)
 - for those words (**Search Terms**) for which users are using to search for your products or services in the Search Engine

Lets understand SEO with Library Analogy

Quiz in next 1 hours

- **You are looking for a book on Digital Marketing that covers SEO. You have a quiz on SEO in next 1 hour. You are looking for some suggested questions that you can study quickly in the time available.**
- **You don't know the name of any book. You rush to the librarian of your Institute for last minute help. How do you think the librarian will search for and serve you the book that you need?**

How a librarian refers a book to you



- Catalog card
- Book Title ; Author
- Table of Content; Chapter Headings
- Subject Index at the end of the book
- Relevant images in the book
- Any highlights (bold, italics) in the content of the book
- Book reviews
- Referenced by other books
- Referenced by faculty
- Referenced by senior students
- Availability
- Accessibility (you need the book fast as your exam is only 1 hour away)
- Latest version
- Readability (no torn pages, font size readable)

Analogy for SEO

Student



Searcher

Librarian



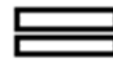
Search Engine

Relevant



On Page SEO

Recommended



Off Page SEO

Usable



Technical SEO

Digital Display Platform

Display Ads



BIG STORY



PM Turns 69 Today; Will Visit Mother, Sardar Sarovar Dam In Gujarat

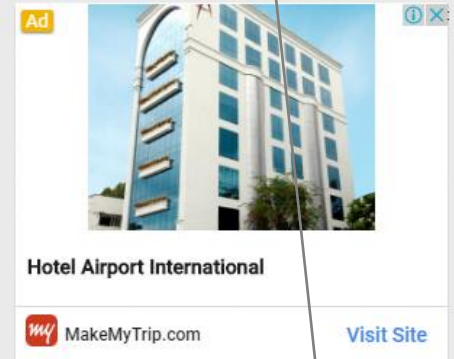


Will Karnataka Need By-Polls? Disqualified MLAs' Case In Top Court Today

Top Stories



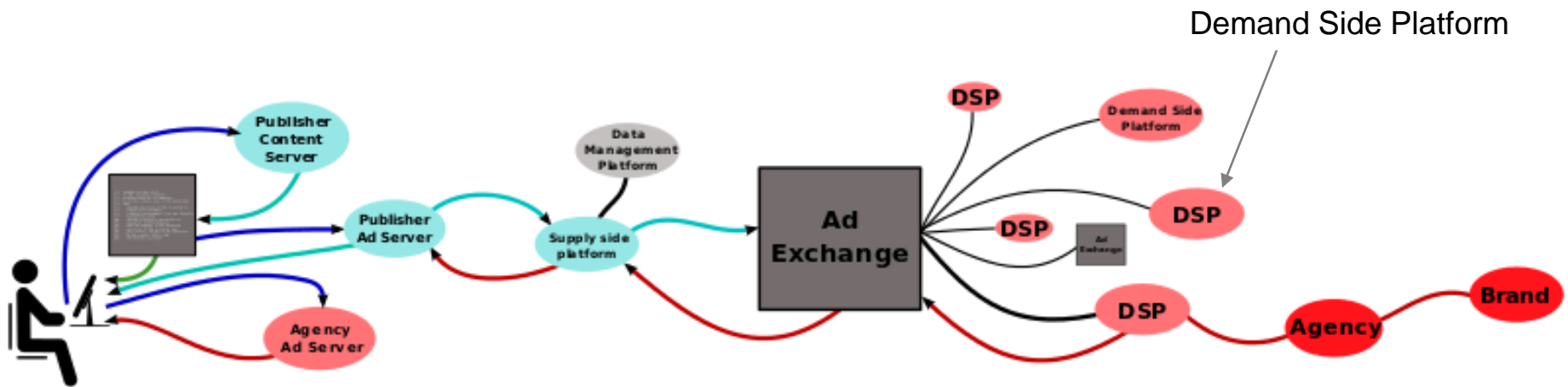
"Let's Contest Independently": HD Deve Gowda On Alliance With Congress



Featured

- Can you think of any other difference between the ads outside the shape, size and content?

Digital Display Ad Serving Ecosystem



DSPs segment audiences by collecting and analysing surfing behaviour from third party cookies dropped on the browser of the surfers.

SSPs may segment publishers based on the topics the publisher pages cover.

Few Popular DSP, SSP and Ad-exchanges

DSPs

- Google Ads
- Double Click Bid Manager (of Google)
- Facebook Ad Manager
- Media Math
- Amazon Ad Platform (AAP)
- Adobe
- Criteo
- Dataxu
- One by AOL

SSPs

- Google AdSense
- DFA (Double Click for Publishers – from Google)
- Facebook Audience Network
- Pubmatic
- Rubicon
- OpenX

Ad Exchanges

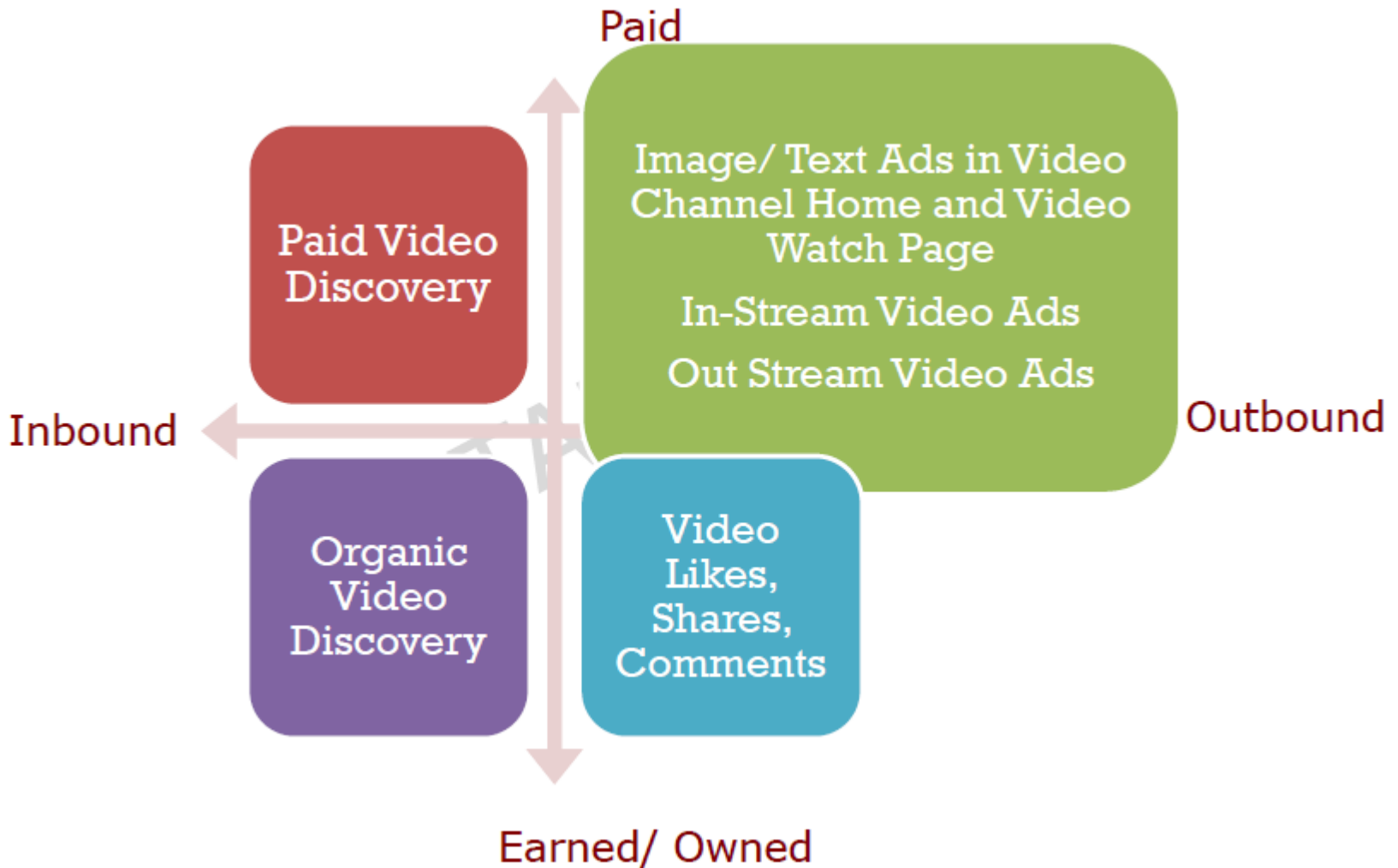
- Double Click Ad Exchange (from Google)
- OpenX
- AppNexus
- SmartyAds
- One by AOL

Popularity of Watching Videos Online is on meteoric rise

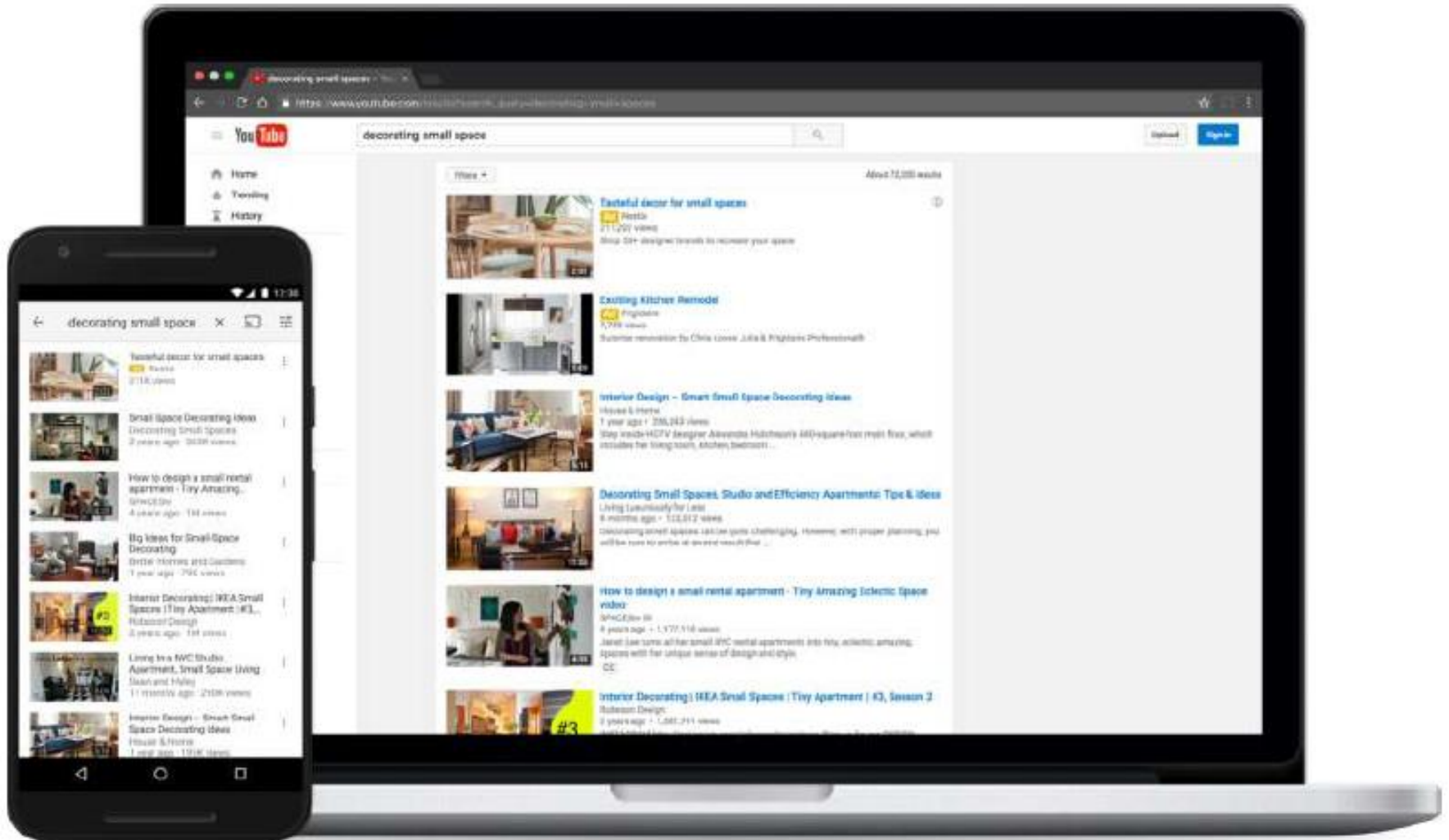
2018 This Is What Happens In An Internet Minute



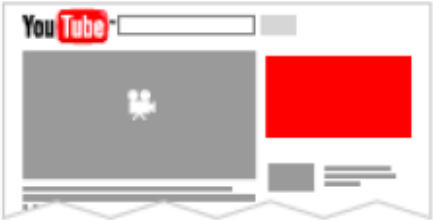

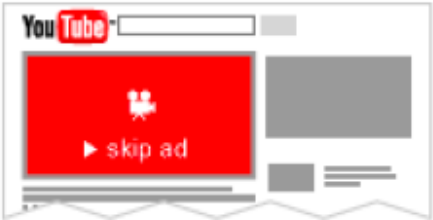
Video Marketing in Digital Marketing Spectrum



Discovery ads: Paid and Organic



Video Format Ads – Select Youtube formats

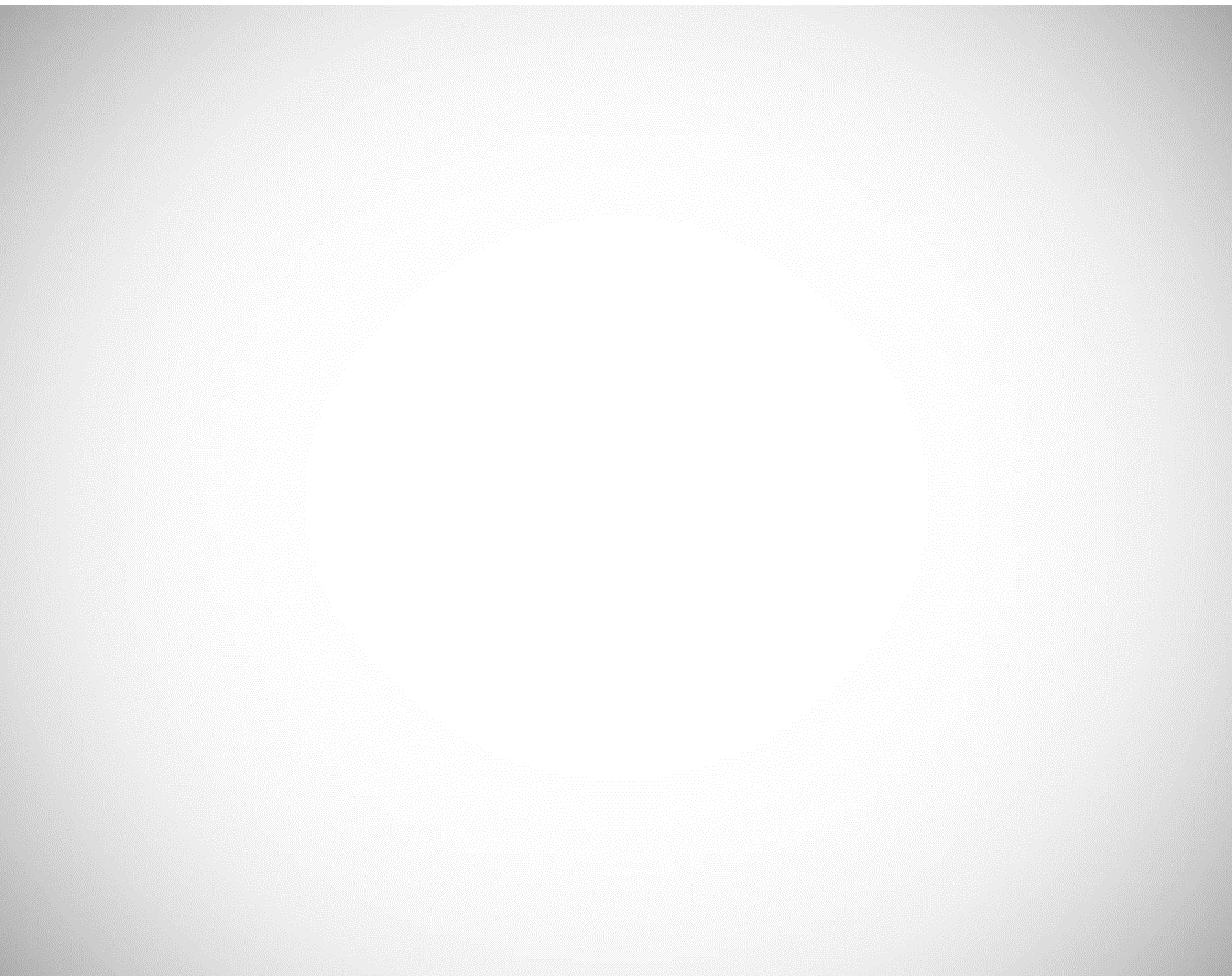
Ad format	Placement	Platform	Specs
<p data-bbox="73 344 258 382">Display ads</p> 	<p data-bbox="537 344 1253 482">Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player.</p>	<p data-bbox="1280 344 1412 382">Desktop</p>	<p data-bbox="1547 344 1727 425">300x250 or 300x60</p>
<p data-bbox="73 686 258 725">Overlay ads</p> 	<p data-bbox="537 679 1253 761">Semi-transparent overlay ads that appear on the lower 20% portion of your video.</p>	<p data-bbox="1280 679 1412 718">Desktop</p>	<p data-bbox="1547 679 1837 761">468x60 or 728x90 image ads or text</p>
<p data-bbox="73 1051 394 1089">Skippable video ads</p> 	<p data-bbox="537 1051 1253 1189">Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video.</p> <p data-bbox="537 1236 1215 1375">If you turn on this option, you may see a combination of skippable and bumper ads play back to back.</p>	<p data-bbox="1280 1051 1470 1275">Desktop, mobile devices, TV, and game consoles</p>	<p data-bbox="1547 1051 1765 1132">Plays in video player.</p>

Display and Overlay together

The screenshot shows a YouTube video player with the following elements:

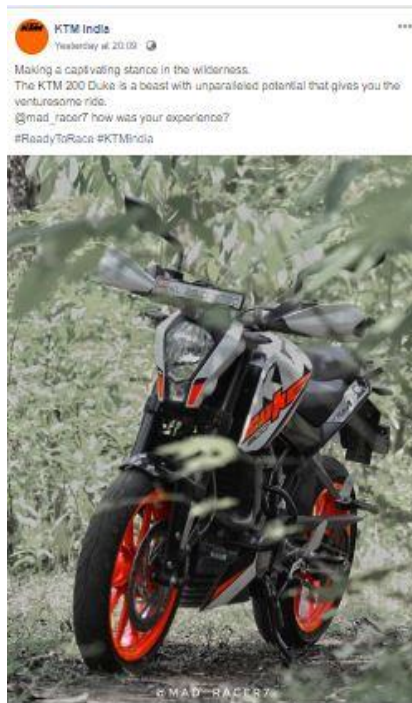
- Browser Address Bar:** <https://www.youtube.com/watch?v=NyXi30acGO0>
- YouTube Header:** Search bar, TubeBuddy Sign-in Required, Click Here, and user profile icons.
- Video Content:** A hand is shown working on a white cylindrical object on a wooden surface. A blue hair dryer is visible in the background.
- Overlays:**
 - REVELATION Ad:** "EVERYTHING WE LOVE ABOUT MMORPGS" with a "PLAY FREE" button and a character image.
 - GST Accounting Software Ad:** "GST Accounting Software. 50% Off on QuickBooks Online. GST Invoicing, Payment Reminders, Reports & More for Your Business. Buy Now." with a "Buy Now" button.
- Video Title:** How to Make a Hair Dryer from Scrap - Homemade
- Up next:** "Homemade Hair Dryer - DIY How to Make Hair Dryer - ..." (6:01) and "How to make Hair Dryer - at home - easy way" (8:33).

Rolex – World of Wimbledon



Social Media: How marketers enhance brand performance?

Marketer Content



User Content

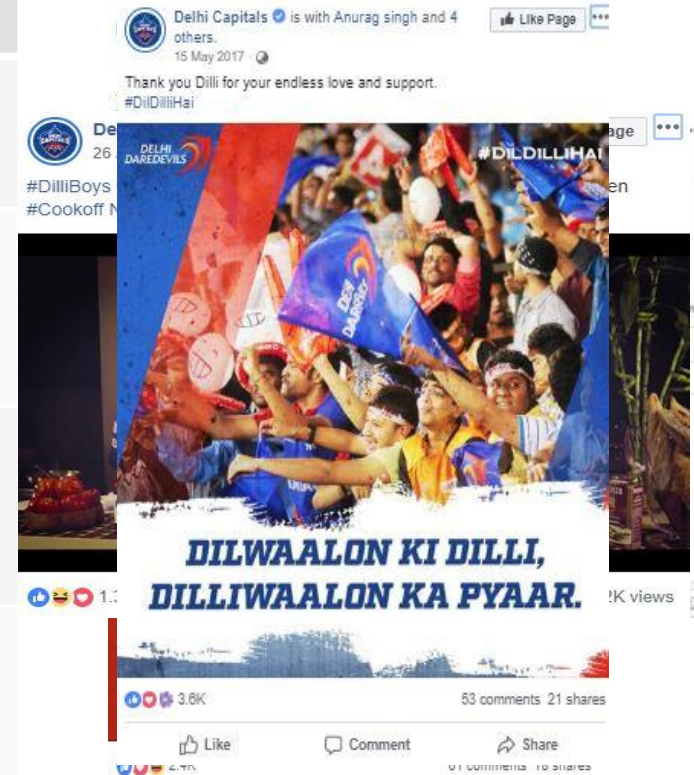


Brand Performance



Sports Club - Broad Outline on Content Types

Content	Description
Information	Club's participation in IPL such as match related update, individual performances and related marketing activities of club and sponsors
Remuneration	Directly or indirectly associated with benefits; they include content featuring some kind of reward, such as giveaways or prizes through contest, discount or special offer
Entertainment	Beyond cricket - non-cricket activities by associated members like players, coach, support staffs, sponsors etc. It also include humorous videos or wordplay
Social	Questions or statements to elicit interaction and encourage participation and give fans the opportunity to respond, facilitating interaction



Viral Marketing

- Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence

Virat Kohli charges \$120,000 for each Instagram post, Kylie Jenner tops list with whopping \$1mn

By: ANI | New Delhi | Published: July 25, 2018 3:28:32 PM

Social media is becoming increasingly powerful when it comes to influencing a consumer's buying decisions and celebrities are often found to be the driving factor behind it.



Indian skipper Virat Kohli took the 17th spot on the list with a hefty tag of 120,000 US dollars per post. (ANI)



Traditional versus Digital Strategic Choice

You have the following 2 options for a branding campaign

1. Full “cover on cover” ad in a leading newspaper at a price of Rs. 10 lakhs. The circulation of the newspaper is 10 lakhs.
 2. Display ads on some relevant websites at a rate of Rs. 100 CPM (Cost per Thousand)
- Which option would you go for?



Iteration 1

Parameters	Print	Digital
Cost per Impression	Rs. 1	Rs. 0.10

- One newspaper is read by the entire household.
 - Assume each household has 4 members.
- One person (identified by a device i.e. desktop/ laptop/ mobile) might get to view same ad multiple times. Let's assume on an average a person gets to see same ad 3 times.
- How will the parameters and associated decision change, if at all?

Iteration 2

Parameters	Print	Digital
Cost per Impression	Rs. 1	Rs. 0.10
Cost per Unique Reach	Rs. 0.25	Rs. 0.30

- Digital can target more accurately. Thus 80% of unique reach from digital is to a target audience that is relevant for the product. Print is mass media. Only 20% of the unique reach is to an audience that is relevant for the product.
- Now which medium would you recommend?

Iteration 3

Parameters	Print	Digital
Cost per Impression	Rs. 1	Rs. 0.10
Cost per Unique Reach	Rs. 0.25	Rs. 0.30
Cost of Unique <i>Relevant</i> Reach	Rs. 1.25	Rs. 0.375

- As a brand manager you want to ensure a good brand recall from the campaign.
- Past data shows that brand recall from cover on cover front page ad is 50% after 1 week while that for digital campaigns is only 10% after the same time duration.
- **Which would be your recommended medium now?**

Iteration 4

Parameters	Print	Digital
Cost per Impression	Rs. 1	Rs. 0.10
Cost per Unique Reach	Rs. 0.25	Rs. 0.30
Cost of Unique Relevant Reach	Rs. 1.25	Rs. 0.375
Cost of Unique Relevant Reach who can recall the brand after 1 week	Rs. 2.50	Rs. 3.75

- The advertiser does not have enough budget to give a cover on cover ad. Instead she settles for a half page ad in back page of the newspaper at a price of Rs. 1 lakh. As a result while the unique reach remains same, the number of people who are likely to view the ad becomes 20% instead of previous 100%. Because of lower visibility the brand recall also gets reduced to 10% instead of previous 50%.
- On digital campaign you now also estimate the percentage of viewable impressions which is at 80%. Which would be your recommended medium?

Iteration 5

Parameters	Print	Digital
Cost per Impression	Rs. 0.10	Rs. 0.10
Cost per Unique Reach	Rs. 0.025	Rs. 0.30
Cost of Unique <i>Relevant</i> Reach	Rs. 0.125	Rs. 0.375
Cost of Unique Relevant Viewable Reach	Rs. 0.625	Rs. 0.469
Cost of Unique Relevant Viewable Reach who can recall the brand after 1 week	Rs. 6.25	Rs. 4.69

Strategic Framework



Thank you