Purchase Behaviour of Consumers in Digital Marketing

Journal:- Consumer Buying Behaviour defined as the Sum of total of a Consumer's attitude, Preferences, Intensions, and decisions regarding the Consumer's behaviour in the Market place when purchasing a Product or Service.

→ Buying behaviour has become a lot more Complex with the advent of the internet.

→ There are now many more influences on purchase from Search engines and Social networks, media sites to personal blogs

→ The Consumer market, the purchasers and household members who intend to Consume or benefit from the purchased products and do not buy products to make products.

→ The design decision process and acts of people involved in buying and using products.

→ The Decision process and purchasing activities of people who purchase products for personal or household use and not for business purpose

→ The Consumer problem- Solving process used when purchasing frequently purchased, low-cost items needing very little Search any decision effort.

→ A Consumer extended problem-solving process employed when purchasing unfamiliar, expensive, or infrequently bought products.

ex:- Consumer behaviour is ... people make decisions about wha... need, or act in regards to produc... Company.

→ Buying Behaviour has become a lot m.. with the advent of internet.

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→ In Consumer market, the purchasers and household members who intend to Consume or benifit from the purchased products and do not buy products to make products.

→ The designs process & act's of people involved in buying & using products. The decision processe & Purchasing activities of people who purchase products for personal & purchasing activities or household use and not for business purpose.

stages of the Consumer Buying process:-

here are Six stages of the Consumer Buying process.

. Problem recognization:- The Consumer Can have the awareness of their need and difference between desired state and actual Condition deficit in assortment of products.

...mation **Search** :- The Consumer Can Search about
→ the particular information through different aspects.
→ There are two types of Information Search i,e

1) Internal Search
2) External Search

→ **Internal Search** :- Search in which buyers Search
their memories for information about their product
that might Solve problems.

→ **External Search** :- An information Search in which
buyers Seek information from Sources other than
memory.

* If we need more information, friends and relatives
words and market domain Sources are Comparision
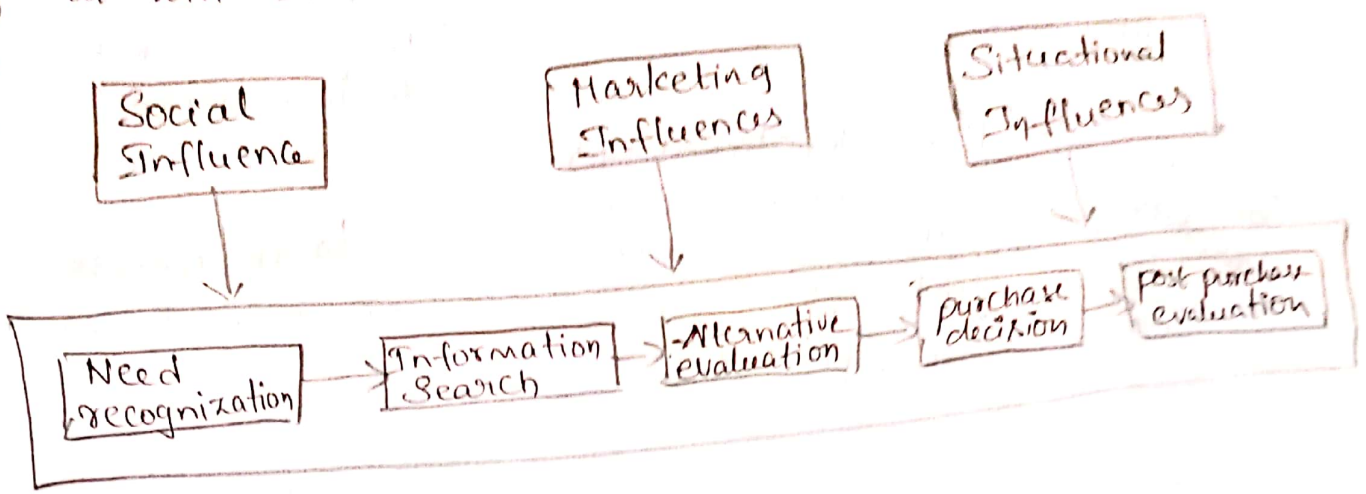of Shopping, public Sources.

③ **Evaluation of Alternatives** :- The Marketer has the
Capacity to deliver a product and the need to
establish criteria for evaluation.

→ The buyer wants does not want, Rank/weig
alternatives or resume Search. May decide tho
you made the right decision. This Can be red
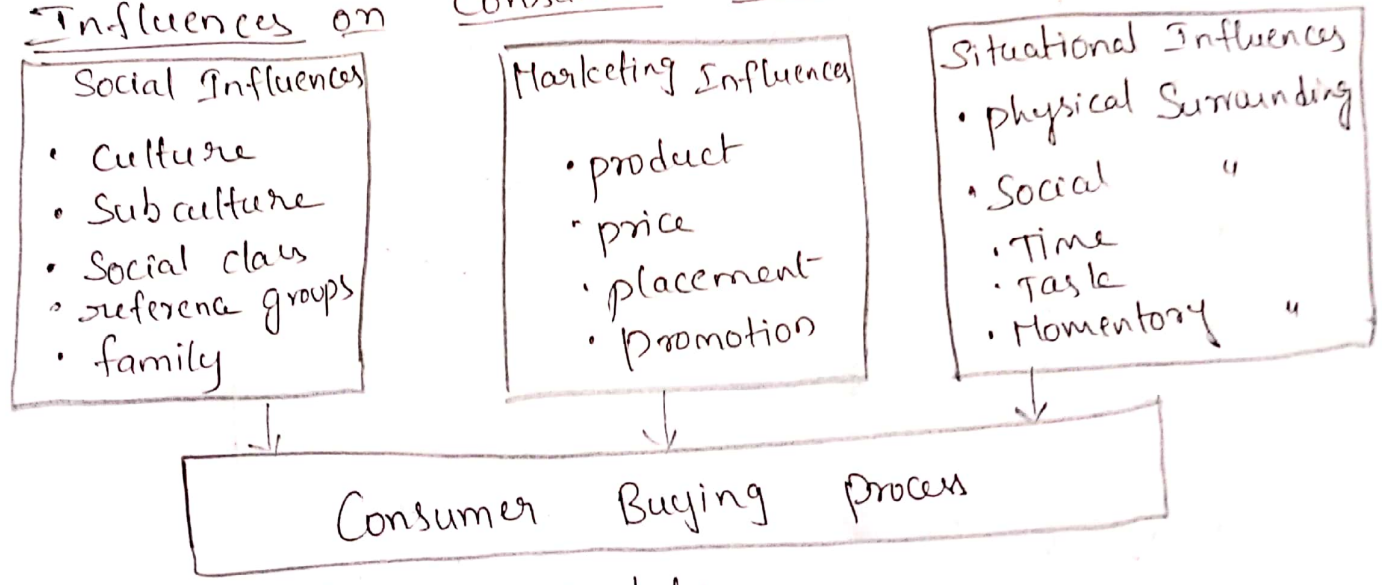by warranties, after Sales Communication etc.

④ **purchase decision** :- Choose buying alternative
includes product, package Store method of
purchase.

⑤ **Purchase decision:** After the completion of above all stages the consumer take the decision of the perticular product (or) service.

⑥ **Post purchase evaluation:** The consumer can't Satisfied with the perticular product (or) have you made the wrong decision to buy a product, it will be returned to the retailer.

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┌──────────┐   ┌──────────┐   ┌──────────┐
│ Social   │   │ Marketing│   │Situational│
│Influence │   │Influences│   │Influences│
└────┬─────┘   └────┬─────┘   └────┬─────┘
     │              │              │
     ▼              ▼              ▼
┌───────────┬────────────┬───────────┬──────────┬──────────┐
│  Need     │Information │Alternative│ Purchase │Post purchase│
│recognization│ Search   │evaluation │ decision │ evaluation │
└───────────┴────────────┴───────────┴──────────┴──────────┘
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Influences on Consumer Behaviour:-

Social Influences	Marketing Influences	Situational Influences
• Culture	• product	• physical Surrounding
• Sub culture	• price	• Social "
• Social class	• placement	• Time
• reference groups	• promotion	• Task
• family		• Momentory "

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        │              │              │
        ▼              ▼              ▼
┌──────────────────────────────────────────┐
│     Consumer Buying Process               │
└──────────────────────────────────────────┘
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Consumer behaviour Model:-

The Consumer problem solving process used when purchasing frequently purchased low-cost items very Search any decision effort.

① Online Customer Expectation :— Customer satisfaction reflects the expectations and experiences that the customer has with a product or service.

⇒ Customer hold both explicit and implicit performance Expectations for attributes, features and benefits of products and Services.

⇒ The internet has changed what customer expectations Online are people are more impatient, demanding, and inquisitive for better or Worse.

* There are Seven types of online customer Expectations.

- Explicit Expectation (stated in detail)
- Implicit Expectation (Suggested but not Communication) |
- Static performance Expectation
- Dynamic performance Expectation
- Technological Expectations.
- Interpersonal Expectations
- Situational Expectation.

*1. Explicit Expectation :— Explicit Expectations are mental targets for product performance, such as well - Identified Performance Standards.

→ Stated in detailed, leaving nothing merely implie

→ Explicit promises are those where the prom is clearly stated in its Own right.

→ Explicit promises are easy they are the o that we all See and recognise.

2. **Implicit Expectation:-** Implicit Expectation is to be established by business in general, other companies. industries and even cultures.

→ It means compared to other companies or brand images.

→ Implied through not plainly expressed, virtually contained.

→ Implicit promises are those that are implied and may be contained in other things.

3. **Static performance Expectations:-** It address how performance & quality are defined for a specific application. performance measures related to quality of outcome may include the evaluation of accessibility customization, dependability, timeliness, accuracy and user friendly Interfaces.

4. **Dynamic Performance Expectations:-** It is about how the product (or) service is expected to evolve over time. Dynamic Expectations may be about the changes in support, product or service needed to meet future business or use environments.

5. **Technological Expectations:-** It is focus on the evolving state of the product category.

Ex:- Mobile phones are continually evolving, leading to higher expectations of new features.

• **Interpersonal expectations:-** Interpersonal expectations reflect the relationship b/w the Customer and the product or service provider.

→ Person to person relationship are increasingly important, especially where products require support for proper use and functioning.

7: Situational Expectations:-
Expectations may be based on vague images, thereby creating wide latitude of acceptable performance and expected satisfactions and product performance Expectations and evaluations may be Sensory and not Cognitive, as, in expectations of taste, style or image.

⇒ There are some factors of are use in customer Online customer expectations.

*Mobile :- Customer journey's are not Straight forward and in many cases, both can be extreamly Complex.

→ It's know Common for today's Consumer to use cross platform devices.

→ In order to research, enquire and book a product or Service, whether that's Simultaneously across Tv, Laps & mobiles.

Delivery :- Delivery is becoming more aligned with Convenience & Technology than evar, with next day clivery in Some Cases.

→ Click and Collect, as well as Spedy returns

Ex:- Amazon prime now (It will be delivered in within 2 hours Only).

Content:— As any self-respecting marketer, knows such experiences through websites content and clear/cemented online journey's are expected.

→ Consumer now expect this from many different types of websites online.

→ Today's online customer expects detailed descriptions, trusted reviews, lovely high quality images, a well-structured navigational sites a rich experience.

Site Speed:— a slow loading site can be an annoyance and turn off which will result in many potential buyers leaving your site to buy else where, gogle is aware that the current.

⑫ **Online B₂C Buying Process:—** Transaction in which business sells the goods and services to the consum is called B2C.

→ B2C (Business to Consumer) e-commerce refers to the process of selling to individual customer directly.
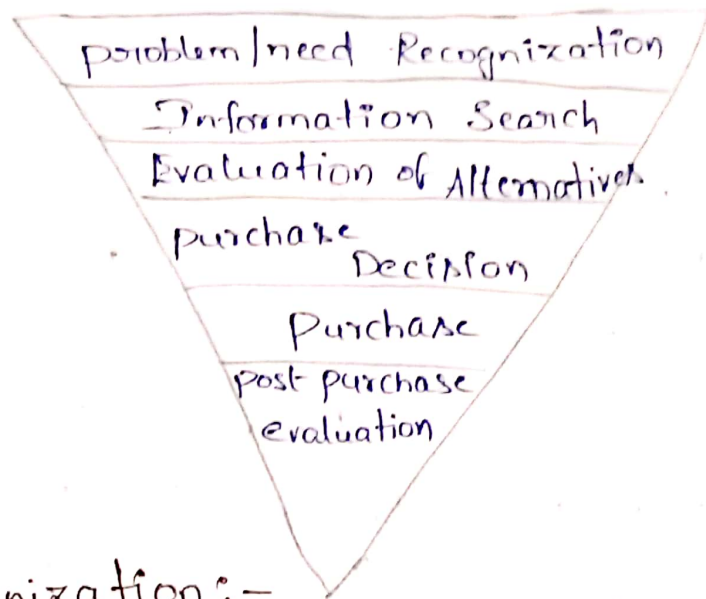
→ Is a process for selling products directly to Consumers.

→ B₂C Marketing Campaigns are concerned with the transaction are shorter in duratio & need to capture the customer's interest immediately.

Wholesalers ⟵⟶ Consumer

→ There are Six stages for Online B2C buying process.

-1

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     problem/need Recognization
      Information Search
     Evaluation of Alternatives.
      purchase
              Decission
          Purchase
        post purchase
         evaluation
```

1. **Problem Recognization :-** Before a purchase can ever take place, the customer must have a reason to believe that what they want, where they want to be.

Information Search :- Search in which buyers Search their memories for information about their produ that might Solve problems.

→ There are two types of Information Search

• **Internal Search** :- Search in which buyers search their memories for information about their products that might solve problems.

• **External Search** :- An information Search in which buyers seek information from Sources other than memory. If we need more information, friends and relatives words.

→ Once a problem is recognized, the customer Search process begins. They know there is an issue and they'r looking for a Solution.

→ Increasing the credibility markets to the information Search process by keeps in front of the Customer and a head of the Competition.

3. Evaluation of alternatives :-

The Customers want to be Sure they have done through research prior to making a purchase.

→ decision is the right One, they may be Sure of what they want.

→ marketing to this Couldn't be easier keep them on the Site for the evaluation of alternatives Stage.

Need to establish Criteria for evaluation the buyer wants (or) does not want. Rank / weight alternatives or resume Search. May decide that you want to eat Something Spicy.

④ **Purchase decision :—** The purchase decision falls near the middle of the 6 stages of the consumer buying process.

→ The customer has explored multiple options, they understand pricing and payment options and they are deciding whether to move forward with the deciding whether to move forward with the purchas or not.

→ If a customer walks away from the purchase - this is the time to bring them back.

→ Choose buying alternatives, includes product, package Store method of purchase etc.

⑤ **Purchase :—** A need has been created, research has been completed and the customer has decided to make a purchase.

→ Marketing is Just as important during this Stage as during the previous.

→ Marketing to this stage is straight forward keep it Simple.

→ If the purchase porcess is too difficult customer and therefore revenue, Can be easily lost.

→ Customer must decide whether they are Satisfied with the decision that was made or not they evaluate.

→ If a customer feels as through an incorrec decision that was made, a return could take place.

6. Post Purchase evaluation:— A purchase has been made, the process has not ended.

→ In fact, revenues and customer loyality can be, easily lost.

→ Customer must decide whether they are satisfied with the decision that was made or not.

→ Satisfaction (or) Disatisfation have you made the right decision. this can be reduced by warranties. after Sales Communication etc.

Advantages of Online B2C :—

1. direct Communication
2. Business Expansion
3. Scope of Niche Marketing
4. cheaper than normal

disadvantages of online B2C :—

→ Security:
→ infrastructure
→ Competition
→ Limited Interaction.

④ Online B2B Buying Behavior :— B2B e-commerce is an Online business model that facilitates Online Sales trasactions b/w two businesses.

→ It is a process of selling products or Services to other business.

Ex :— An Online retailer that sells office furniture is an example for b2B business because. It's Primary target market is other business.

Raw materials → Retails (company).

→ There are five stages for online B2B buying
Behaviour.

1. Identifying Needs / Problem recognization.
2. Product Specification
3. Evaluating Suppliers
4. Purchase-decision
5. Post purchase.

Identifying Needs:- for both business and consumer
Customers the buying process starts with identifying
a need.

→ Business are more likely to identify a need
as a part of their overall business strategy.

→ Consumer's identify practical buying needs
in a similar way.

Product Specification:- Most business have purchasing
processes they must meet a particular product
Specification.

→ An individual or Committee will ~~fast~~ exactly
what the new purchase should do, how much it
should cost, and the benefits it will bring to
the Company.

→ Consumers are also much more flexible when
looking at potential purchase, and will ignore their
initial Specification of faced with something
they like better.

Evaluating Suppliers

→ Business evaluate Suppliers.

→ Many have policies that insist upon obtaining quotes from atleast 3 different Suppliers before a purchase is made.

→ They also assess the reliability and reputation of Suppliers.

→ Consumers rely more on brand reputation and comparision shopping.

Purchase Decision:-

→ When both business and Consumer make a decision to buy.

→ Consumers might discuss major purchases with partners or friends, but ultimately it is usually one person marketing the decision.

Post Purchase:-

Good after-sales Service is a key Component of Selling to both business and Consumers

Business Customers are usually regarded as longer term buyers.

Typical business purchases, Such as Computer networks or machinery, require maintainance

between Online B2B and B2C :-

B2B	B2C
1. B2B is a business model where business is done b/w Campaigns.	1. B2C is another business model, where a company sells goods directly to the final Consumer.
2. In B2B the customer is business entities.	2. In B2C the customer is Consumer.
3. B2B, the buying and selling cycle is very lengthy as Compared to B2C.	3. B2C, the Buying and Selling cycle is very medium.
4. B2B focus on the relationship with the business Entities	4. B2C primary focus is on the product.
5. In B2B the business relations Last for long period.	5. In B2C relationship b/w buyer and Seller last for a short duration.
6. In B2B the decision making is fully planned & Logically.	6. The decision making is emotional.
7. Large Quantities are Sold.	7. Small Quantities are sold
8. Brand value is created On the basis of trust and personal relation Of business Entities.	8. In B2C, where advertising and promotion Create brand Value.

⑤

Website Designing:- Website is the process of Creating websites. It encompasses Several different aspects, including webpage layout Content production and graphic design. while the terms web design and Web development are often used interchangeably web design and web development ~~are often use~~ ~~interchangeably~~ web design is technically a Subs-

of the broader category of web.

→ Including the content, the way it looks and the way it works it determined by the website design.

→ Website design is a process of Conceptualizing, planning and building a collection of electronic files that layout, colors, text styles, structure, graphics, images and use of interactive features that deliver pages to your site. visitors.

→ Professional Designers helps to make your business appear Credible Online.

→ When you are ready to build a website, you have several options. If you are not familiar with html programming language and web design applications, there are number of other options for creating your web design.

→ hire a professional website design expert to create and build a unique website.

→ Create your own website distinguring off the self.

→ use online website design tools with pre-set and/or Customizable web design templates to customize with your Company colors, graphics and text.

How Can Professional Web design Help My online Business

→ Having a Great Domine Name

→ Satisfy customers, Professional web design meets the needs of your visitors. telling them Quickly what they want to know without unnecessary and confusing design items. Making sure the Navigation in your website design is predictable, consistent and easy to understand will help a passitive relationship with your visitors

→ Attract Search engines No matter how appearing your website design looks. It won't show upon the Search engine result pages if it's not coded in a way that the Search engine can read.

→ Avoid technical glitches. It does not take much a customer away. lengthy loading times, broken links and dropped images are just a few of the web design issues that can be remedied by a professional web design Service.

Steps to build a website:-

1. Hosting your site
2. Registering a domine name
3. Planning your website
4. Designing and build your Website.
5. Publishing your website
6. Promoting your website
7. Maintaining your Website.

Development:-

Responsive Website Design:(RWD) is an approach to Design that makes web pages render Well on a variety devices & window or Screen Sizes. It Consist of a of flexible grids & layouts, Images & an Intellig use of media Queries.

E-Commerce and Retail:-

Square space & wordpress :- Square space mean more content Versioning and word press mean more sophisticated Content. Stack up in this category of word press is a robust platform for a hint level of choice. It can be used by a beginner level users as well as advanced level users.

* It can be used to start a blog or a highly Professional Website (big name branding using the word press).

Website Content :-

The Website Content is refers to the textual, or visual or Content published on a Website Content means any creative element.

* Content Marketing is a strategic marketing approach focused on creating and distributing valuable, relavant and Consistent Content to attract and retain defined audience and ultimately to profitable customer action.

:- text, applications, Images archieved e-mail essage, data e-Services, audio and video files, and
on.

The Content marketing is used by many promin ganization in the world, including P&G, microsoft iscosystems.

< TW1U/>

→ Creating engaging content and organizing it into various categories for easy navigation is most important to optimize the successful website. Also, it is important to optimize the content for search engines so that it responds to the keywoords used for searching.

→ There are two basic kinds of web contents
1. Text
2. Multimedia

1. Text :-
It is added on the webpage as text blocks or within image the web content added as text can also include good internal links that help readers gain access to more information.

2. Multimedia :-
Another kind of web content is multimedia. Simply put multimedia refers to any content which is not text.

• **Animations :-** Animations can be added with the help of flash, ajax, gif, image as well as other animation tools.

• **Images :-** Images are considered the most popul option to incorporate multimedia to websites. Cli art, photos, or even drawings can be created by means of a scanner are graphics editors.

• **Audio :-** Different types of audio files can be added as part of the web content so as increase the desirability of the website.

Video:- It is the most popular multimedia Contents, however when adding video files, the publishers should make sure that they efficiently on various browsers.

There are Seven Reasons to create a high Quality Website Content:—

1. **Quality Content provides value for Visitors:-**
   It grows website Conversions and Sales. Drive traffic to the Site Improve Sharing of the Website Content.

2. **High-Value Content Generates More Sales:-** An importa method of creating that trust is by establishing as an industry throught leader. And authority through the Content produce.

→ In terms of Sales Generation, good content can b Useful to purchase.

③ **Quality Content has a Longer Life span Value:-**
Evergreen Content is Quality Content that Survives the text of time and remains useful for Site or even years into the future.

→ There are several elements that allow evergreen Content to maintain a Long shelf life

→ Covers broader issues with an industry or marketspace.

→ Is updated over time

→ Comples with Seo best partices.

④ **High Quality Content Gets shared more Often:-**

The Online music Sharing sites to the most recent additions of new Social networking Websites, sharing is a major factor driving the growth of the Internet

- Text-based Content to platforms Such as twitter facebook
- Video and audio Content shared to youtube, instagram facebook.

⑤ **The SEO value of Quality Content is Greater:-**

An SEO Continues to evolve, Content marketing and Social media marketing and Social marketing have become much more important facts of any well designed SEO effort.

⑥ **High Quality Website Content enhance usability:-**

→ Website Usability is a broad term that is applied many different aspects of a websites performance and Success.

⑦ **Value of Online product differentiation:—**

If the business is part of a highly Competat Industry, probably no stranger to the concept of product differentiation.

⟹ using multiple Content mediums ensurely that potential Customer of all demographics have a be Chance of receiving the message.

→ The sharing of high Quality website Content various Social media platforms.

- Content discoveres
- Website and business Visibility
- Visitor traffic to the business website.

(1) forms of Search Engine:

It is a service that allows internet users to search for content via the World wide web (www) A user enters keywords or key phrases into a search engine and receives a list of web conten results in the form of websites Images, Videos (or) online data.

→ SEO are important because with over 8 billion web pages are available, it would be imposible to search for the information Engine.

there are   types of Search Engines:-

1. Crawler based Search
2. Directories
3. Hybrid Search Engines.
4. Meta Search.
5. Speciality Search.

Web crawelling :— A web crawler or a web spider star knocking on a list of URL's known as seeds. As Crawler pay 9te visit to a certain URL, it identifie all the hyperlinks that exists of the page and adds to the list of URLs visit, this procey is known as crawl frontier.

eg:- Google, Yahoo.

Directories:— It is a book which gives lists of fo As a location for storing file on your Computer. It depends on human editors to crea their listings. or database.

ex:— Yahoo directory, open directory, look Smart.

③ Hybrid Search Engine: The Hybrid Search Engine is a combination of both crawler, directories Search. eg:- yahoo and google

④ Meta Search Engine: Meta Search Engine is there is no duplication will occured. eg:- Dogpile, Meta crawler

⑤ Speciality Search: This is focused on a specific topics can be anything ranging from ... to business medical, sports etc.

SE marketing:- Search Engine Marketing is a form of internet marketing that involves the promotion of Websites by increasing their visibility in Search Engine results Pages (SERPS) Primarily through paid advertising.
→ paid Search ads
→ Pay-Per-click
→ Cost-Per-click

→ PPC is a model of internet marketing in which advertisers pay a fee each time of their ads is clicked.

5 Popular Brochure:-

1. Reception desk/checkout Counter.
  - cleave. Customers/ clients with Something to take away & learn.
  - placing brochures in these highly visible areas positions Company or brand top of mind.

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1. Reception desk/checkout Counter.
    - leave. Customers/clients with Something to take away & learn.
    - placing brochures in these highly visible areas positions Company or brand top of mind.

2. Mail :- Direct mail is an extreamly effective way to pinpoint or blanket an audience.

3. Packaging :- Packaging brochures within customer users can encourage returning customers by marketing to entire product catalog, coupons, vochurs.

4. Trade shows / conference / exhibits / fairs

Its important during such events to not only have a small lineup of products but also to provide take a way marketing materials.

5) Cross Promotion :-

- Negotiating distribution with a complementary busine brand can help to reach more of the right people

- It reaching out to other industry health business like chipopractors, message therapy centers, sporting goods stores etc.

- Search marketing ; it the process of gaming traffic and Visibility from Search Engines through both pai and efforts

8) Working of Search Engines :- Google is a Search Engine which is taking Quaries Scanning its databas findout right results and Showing out.

→ you have build a website, and this is google d.

→ It will Inform Search engine and inform and Stored into the google data base.

It will google Send a spyder (It is a robot)
website comes into your website and scan your
known as each line, this process of scanning is
the website crawling (this spyder is also crawled to
and connect the information.

→ If we have some set of information like
(img, or text, video) It will collect the information
to database. This is called indexing. after there
steps your website is link up to the google
database. google (Analytics decide which will be top
most & 1, 2, 3 places).

Web craweling:— A web crawler or a web spider
Starts knocking on a list of URLs, known as sed
As crawler pay its visit to a certain URL, it
identifies all the hyperlinks that exists of the pag
and adds to the list of URLs to visit this
process is known as Crawl frontier.

Indexing :— Now as crawler visits a certain URL
Search engine indexing comes to an act and starts
collecting parses and other information on page & sta
collected information or data to facilities quick a
exact information retrieval. Generally search engi
indexing uses metadata of website, which is
denoted in meta tags Such as title and
description.

Searching:-

Consider web Searching as a query, which is entered by a user to fetch information a person looking for.

There are four categories:

① **Informational Queries:-** If a person enter a query then there might be tens of relevant Search results.

② **Navigational Queries:-** That are used to Search specific website on a webpage of a single entity. (facebook or any government website)
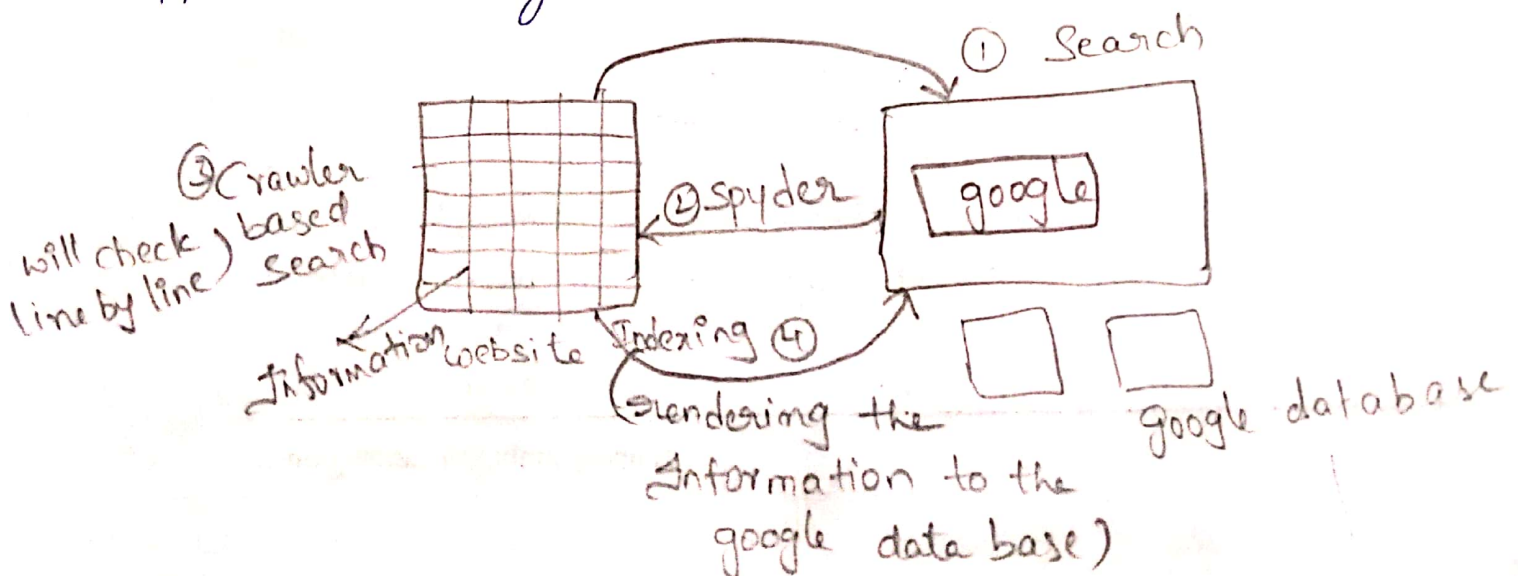
③ **Transactional Queries:-** The intent of a person or user which is likely to perform a particular task or action. ex:- purchasing a mobile or downloading a

④ **Connectivity Queries:-** To check the Connectivity of the indexed web graph. ex: how many links are pointing to this particular URL.

⑤ Search page Layout:- ① horizantal Navigation (google of) ② Search Query boy ③ Horizantal Navigation Bar(Sea results) ④ Number of results for Queries. ⑤ PPC advertising.

① Search
② spyder
③ Crawler (will check line by line) based search
Information website Indexing ④ (rendering the Information to the google data base)
google database

processing of Search Engine:- once a document has been crawled at is saved into a temporary database to be later processed by the indexer

The processes involved are.

(1) extracting actual unique Content
(2) Visual rendering
3) Quality analysis
4) Semantic processing
5) user intent
6) Spam filters.

— keywoords are the foundation of Se marketing.

— As users enter keywoords into Search engines, to find what they are looking for, It should come as little what surprise that keywoords form the basis of Search Surprise that the Engine marketing as an advertising strategy.

— Ex:- high Commerical Intent keywoords include
   .Buy, discount, deal, coupon, free shopping.

(1) extracting actual unique Content:- This algorithm attempts to differenciate between the websites boil plater, template and navigational elements, & the actual unique page Content.

2) Visual rendering:- renderst the page in the som way a regular browser.

3) Quality analysis:- This analysis the Content of the page to determine its Quality & how a use might react to it.

- It analysing the text, Content for reading age, grammar or Spelling mistakes.

(5) **Semantic processing:** — It attempts to determine what the page is actually about.

(6) **User Intent:** — (what the user is exactly looking for it attempts to assign an ideal intent to the page ex:-DVD

(7) **Spam filters:** — Search Engine also contain filters which have been built up to Combat Content spam. It is a program that is used to detect unwanted email and to get a user's inbox.

⑨ Revenue Models in Search Engine Positioning:—

Revenue Model: — Revenue model is a framework for generating revenues. It identifies which revenue Source to pursue, what value to offers, how to price th value & who pays for the value. It is a key Compon of a Company's busines model.

There are So many types of revenue models

① Production model:—
The business that Creates the product or Service Sells it to Customers who value and thus pay for it. an example would be a Compa that produces paper, who then Sells it to either the direct public or to other businesses who pay for t paper, thus generating revenue for the paper Company.

Manufacturing models: — It is the production of merchandise Using labour, materials and equipme resulting in finished goods.

Revenue is generated by selling the finished goods. They may be sold to other manufacturing for the production of more complex products who sell them to retailers, and end users and consumers.

Construction model :- This is the process of constructing a building or infrastructure. Construction differs from manufacturing that manufacturing typically involve mass production of similar items without a designated purchases, while construction typically takes place on location for on known client, but may be done Speculatively for sale on the real estate market.

Rental (or) Leasing model :- Renting is an agreement where a payments is made for the temporary use of goods Service. or property owned by another. a gross lease is when the tenant pays a flat rental amount and the landlord pays for the all property charges regularly incurred by the ownership. Things that can be rented or leased include. land, building vehicles, tools, equipment, furniture etc.

Advertising model :- It is often used by media businesses which use their platforms where content is provided to the customer as an advertising space.

ex :- newspapers & magazines which generate revenue through the various adverts encountered in their issues.

Sponsored ranking :- This is a variant of the advertisin model. The sponsored ranking model is mainly used by Search engine platform like google and specialized products.

Commission model :- Is Similar to the markup model as it is used when a business charges a fee for a transaction that it mediates between to parties.

E- Commerce model :- Is the implementation of any revenue models online.

fee-for - Service model :- Unlike the subscription mode only charges customers for the amount of the Service or product they use.

ex- many phone companies provide pay as you g Services where by the customer only pays for the number of minutes he actually users.

Increase your revenue :-

→ Increase the number of customers

→ Increase the average transaction size

→ Increase the frequency of transactions f Customers.

→ Raise your prices.

Display Advertising:-

Display advertisement is advertising on websites or apps or social media through banners or other ad formats mode of text images, flash, video, audio. The main purpose of display advertising and brand messages to site visitors.

→ Is a form of digital advertising that uses photos videos, logos or other graphics & such media to users to click and be taken to a landing page.

→ Normal text ads that appear in the search results display ads can appear on different websites in many different sizes & formats.

There are 5 types of display advertising for more leads.

① Remarketing :- The most common type of display and sales advertising is remarketing, is a very powerful technique that allows you to reconnect with your past website visitors remarketing Campaigns are generally very successful Campaigns and can greatly increase your ROI.

→ adwords across as pages of your website

→ next, you can create a list for visitors who saw a specific product or category page

→ you can create a remarketing Campaign within adwords with various ads targeting each of your list.

② **Target by website placement :-** The safest and most effective targeting option for display ads because it lets you choose which websites to place your ads or rather than letting google select the "best" sites for you

____ ex :- If you sell sports equipment, then selecting sites related to sports would be, your first inclination towards reaching interesting buyers.

③ **Target by Interest :-** This allows you to target visitors based on google's interest categories. The two types of Interest targeting are In-market audiences and affinity audiences.

→ In market audiences are people looking to buy a product or service very soon. google knows when people are actively in the market in the market for a specific category of products or services based on their Search history and Social activity.

Ex :- People who are reading car review sites, Searching for local car dealerships and using price Calculators would Send a strong.

→ Affinity audiences is a broader option that targets users who aren't in research mode. Google will place users who aren't in research "categories" by analyzing their profile overall interests passions and lifestyle.

eg :- who constantly reads an automotive blog they subscribed to or check out websites on car trends

④ **Contextual targeting:-** Is a form of display advertising that used keywords to find relevant website to show to show your ads on

→ when you enter keywords in a display campaign google will scan the content of all web pages and select the ones that are relevant to them.

⑤ **topic Targeting:-** you choose specific topics of web pages to display your online ads on google will then select web pages related to your choosen topics to match with your ads.

Ex:- Car dealership may want to select the autos & vehicals topics so that their display ads will be shown on any webpages related to cars, If they wanted to future narrow the targeting they can also choose subtopics such as vehicle brands, trucks.

⑩ **Trends :-**

Trends for DM 2018
① Marketing Personalization
② Content Marketing
③ Video Marketing
④ Mobile Marketing
⑤ Customer reviews.

(1) Marketing Personalization:-

how we are receive marketing messages and how many messages we receive. Here Marketing Personalization means both -the Combination of Segmentation + Targeting = Personal,

→ 40% of Consumers buy more from retailers who Personalization.

→ Identify your target audience means create buyer person give him/her name demographics, geographics, Psychographics, use a photo.

→ Same buyer Information maintain

→ Go a head ask them (survey) Questioning like demographics, interests, Buying/giving behavior, events attendance, Communication behaviour.

→ Use the information.

Ex:- Email list for Segmentation, Social media promotions Auto respondors, Personalized offers.

2) Content Marketing:-

Content Marketing is a strategic marketing approach focused on Creating and distributing Valuable, relevant and Consistent Content to attract and retain a clearly defined audience and ultimately

→ 82% of Consumers fell more +ve about a company after Seeing Custom Content.

→ Images drive your message to home (visual Content)

→ Some Engaging post Categories like (tips, Quotes Contests, polls).

→ Images that multiple colors attracts and heavy lightings, background.

③ Video Marketing :-
→ 80% of all internet traffic will be video by 2021
→ Video Marketing platform Specific → timeless (evergreen) videos
→ Sharable time-sensitive videos
→ short attention grabbing video

④ Mobile Marketing :- 80% of internet users own a mobile Smartphones. The users read your msg and post and how they find and make purchase decisions
→ Searching through the mobile only.

⑤ Customer Reviews :-

(1) Verbal ask :- → Barely any follow through
→ Too many steps involved.

(2) Direct link :- Several links to include in a Email.

(3) Review Service Engine :-
→ Solicit via email, sms, direct link
→ Catch negative feedback before it goes into public
→ respond to reviews from One place and manage feedbacks reviews.
→ Resolve negative feedbacks and promote positive feedbacks.

expert-tips:-
→ Easily manage review requests
→ respond to reviews in one dashboard.
→ get alerts and detailed review metrics
→ look professional.

Unit-3

① Product Attributes and web Marketing Implications.

Product Attributes :- A product attribute is a characteristic that defines a particular product and will affect a Consumer's purchase decision.

→ Product attributes can be tangible (or physical in nature) or Intangible (or not physical in nature).

1. Tangible attribute:- It can include such product characteristics as size, color, weight, volume, smell, taste, touch, Quantity or material Composition.

2. Intangible attribute:- It may include such characteristics as price, Quality, reliability beauty or aesthetics.

→ Attributes are the usual criteria by which are Consumer will make a buying decision.

→ A Consumer will compare needs and desires against the attributes of products available and select the product that best matches the

needs and wants of the consumer.
- For example, you may need a new computer with a certain processing speed and hard drive size within a certain price range, but it is not essential.

- you would also like a monitor that is atleast 21 inches in size with the highest resolution possible. you would also like a printer and certain software to be bundled with the computer.

→ There are two types of product attribute:-

① hard attributes : This is Objective & measurable and have to do principally with the functioning and performance of a product (Preview of Engines)
eg:- Strength, Speed, price.

② soft attributes:- soft attributes are Subjective and emotional. They are described using words like attractive, young: sporty, pleasant. The preview of industrial designers.

Web Marketing and Implications:- New channels for Selling and marketing new pricing and promotion options new forms of market research and new products. Improved distribution and customers service. most important is a shift toward customer power.

Implications of Internet things of marketing:-

① Hyper personalization:- The internet of things present a massive Opurtunity to collect, measure and analy

an ever increasing variety of behavioural data and information which. If correlated, could revolutionize the concept of targeted marketing of products and service and create a "Segment-of-one" experience for customers.

② **Customer Service :—** There is no need for a customer service executive to gather all the necessary information regarding a product failure/defect from the customer instead, he is well aware of the issue at hand because of the data the device is relaying to them. The call time along with the resolution time can therefore be cut down leading to better experience for the customer.

③ **Improved customer analytics:—** The information generated from IoT. when used in conjunction with a dependable customer relationship management (CRM) tool helps generate advise at the point of sale based on customer habits & preferences.

④ **Improved RoI Through Contextualized offers:—** The face of advertising will change for both the marketer & the consumer. In its place will be a new world where advertising will be completely relevent and contextual. The device data, when appended to a customer data profile, will help brands deliver more contextualized and relevent offers.

Augumented product Concept :- Augmented product is the non-physical part of the product it usually consists of losts of added value, for which you may or may not pay a premium. So when you buy a Car, part of the augumented product would be the warranty, the Customer Service Support offered by the Car's manufacturer and any offer Sales Service

ex:- college student shopping for a new laptop. They might need a System with Software Suitable for essays and etc. Several

→ A product is not as Simple as it might appea to a Common man.

→ There are various features and Components that go into designing and building a product.

→ There are various levels of a product.

(1) **Basic:-** It adds feature, attributes brand image a etc.

eg:- a Customer buy Some mobile phone in this the basic here is texting (SMS), calling, Calculating et

(2) **Expected :-** They have Some expectations about the particular product.

eg:- Computer.

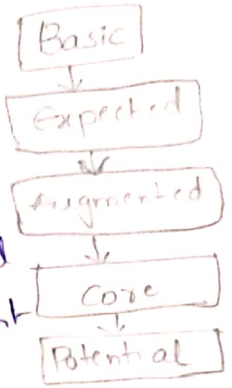(3) **Augumented :-** Augmented means adding Some valu to extra to the particular product

eg:- mobile.

(4) **Core :-** It is the heart of the product. It shows the need of the product.

(5) **Potential :-**

```
[Basic]
   ↓
[Expected]
   ↓
[Augmented]
   ↓
[Core]
   ↓
[Potential]
```

(1) **Actual Product :-** In product levels, Actual product depicts the actual physical component of a product.

→ It constitutes the product's build physical appearance packaging etc.

→ Attributes like number of doors in the Car,

(2) **Augmented product :-**

These are not physical attributes nor are there such offerings that satisfy the basic needs.

These are those offerings that are given by a

— Company that act as value added Services and make the customers feel happy and satisfied about their product.

— When purchase a car, the dealer gives to Certain offers and added Services.

— These differ from dealer gives to dealer.

— Benefits like a more Comfortable interest rate free Service for the first two years, warranty guarantee etc are all benefits that will come under "augmented product".
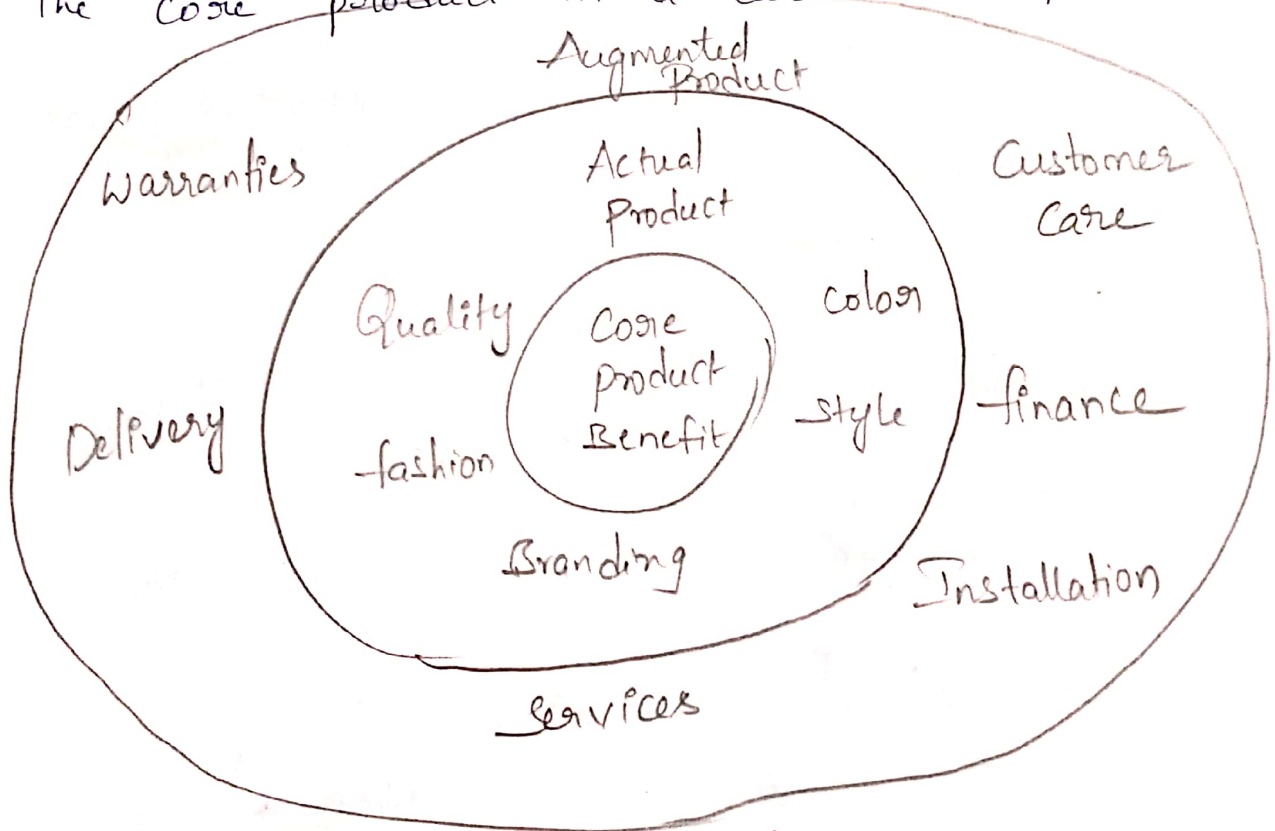
(iii) Core Product :-

The core product is the most important concept to understand as this is the one that explains the main motive of buying a product.

- There are many reasons why a product is purchased but there is always that one main reason.

- The basic purpose of the purchase is the main need that is satisfied when the product is used. this is called as the core product.

- For example of car, the main use of a car is to make transportation from one place to another easier and faster.

- The core product in a car is transportation.

Warranties, Augmented Product, Actual Product, Quality, Core Product Benefit, Color, Customer Care, Delivery, fashion, Style, finance, Branding, Installation, Services

Core product

- The Core product is not the tangible physical product. It can't touch it.

- The Actual product is the tangible, physical product. It can get some use out of it. Again with the car it is vehicle that can test drive, buy and then collect. It can touch it.

- The actual product is what the average person would think of under the generic banner of product.

- The augmented product is the non-physical part of the product. It usually consists of lots of added value, for which may or may not pay a premium.

- So when buy a car, part of the augmented product would be the warranty, the customer Service Support offered by the car's manufacturer and any after-Sales Service.

- The augmented product is an important way to tailor the core or actual product to the needs of an individual customer.

- An augmented product is a Commodity that has both the primary physical attributes and the non-physical attributes that are added to increas the products value.

- Non-physical attributes of an augmented products may include a product warranty, Service or installation and many increase the price of the basic product being purchased, allowing the Company selling the good to provide the Consumer with other services

that make using the product easier.

③ **Customizing the offering :-** The customization is definitely the newest branding strategy as it plays an important role in increasing the efficiency ensures maximum optimization of resources at hand and cutting down unwarranted wastage

(1) Customize CRM System to wow your customers.
- A common CRM for a global level MNC and for a localized e-commerce business will not work the same way.
- Customized CRM software has been One of the most Sought Solutions in the market because CR deals with the collection of correct and relevant da for business activity.

(2) Customize live chat platforms to Connect with audience 24×7.
- It is a well-known fact that handling the customer is no easy task.
- The live chat software is a tool that gran the businesses to create a better customer experience and for this they need the Custom. m software, uniquely designed only for them.

- The live chat will not only help you to decrease your operating cost but also save time for employees per day.

(3) Customize the website into the market:-

This is one of the primary things to do and unfortunately not many businesses have taken it seriously

- a good website is like the bright and tidy showroom that showcases the products/services and gives an idea about wellbeing.

- a beautifully designed website with fonts, intelligent use of the keywords and one that is offering a brief and convencing details on products/services proves beneficial to the business.

(4) Customize Communication to attain a closer relationship with Customers:-

- Correct and apt Communication is the backbone of any business activity and businesses recognizing business Customers and their needs will alleviate credibility and imbibes the reliability factor.

- A Small Sample Survey showed, an advertising mail, with no personal touch generally finds its place in spam folder, however, Similar advertising mail, addressing the reader by name and with attractive Content, induces the reader to click on the link to check out the offer.

(5) Remodel Business processes / tools to Suit the needs of mass:-

- Every Enterprise even if in Similar Industry Varies from another enterprise/business unit

with its unique set of requirements and deliverables hence to optimize the operation to maximize the return by efficient functioning, customizing processes of use.

- A customized business process is the need of time and moreover it gives a relief from the age-old business practices that have become obsolete.

(6) **Customize Business Cards to create an effective Recall Value :-**

A business card is not only a graceful way to create a reminisce but a manifestation that want to reach out to more people personally and professionally to expand business.

- A customized business card with concrete messages it used for both personal and professional reasons and while it is a tangible way to connect with more audience, potential clients and advertise the business.

7) **Dimensions of Branding Online :-**

Online Branding :- Online Branding is a way to get more exposure for your brand on all levels of online marketing especially Search and Social. Building authority takes Online branding to the next level by making each online presence for a brand authoritative. ~~takes~~ It Goes beyond just about creating a blog or Social media account.

chniques:-

Understanding the value :- Contrary to what Some rect response marketers might think, investing in your

brand online is not just about spending money on the brand.

② __Research__ your audience:- To build your brand online you must first have a clear understanding of your audience, especially before you begin creating content strategies and communication plans.

③ __Give__ your brand a __voice__:- Based on your research, determine what your audience wants to hear and what message you want to put forward.

→ having open mind & consider all ideas.

→ When creating content speak with your audience

→ Be consistent in your messaging as people look for consistency in a brand.

④ Balance your online __media__ __mix__:- Work to build your brand through multiple channels. use display and connect networks to build your brand through repetition, and get your ads out in font of your target audience using behavioral targeting site specific targeting & re-messaging.

⑤ __Plan__ your __Social__ __media__ __Integration__:- What do y want your brand to say on do online? It is a conversation leading to interaction, not a mean to force a message on consumers. your brand will be on the path to grow in popularity online in no time if you remember to treo social media as a conversation.

) Build up your reputation online:-

Brand Dimensions:- Brand dimension research tool specially designed to analyze brand position in the market. It investigates brand awareness, usage competive environment, Selection process important Qualities for the Consumer and our brand's Correspondence them.

→ Brand dimension is applicable in various sphere, where existing brands can be identified. It may research brands of daily consumed goods & Services as well as by b products & services.

(1) **public opinion research:-** It is a great way to get to know the society & its mood, to measure the pulse of peoples life since the very beginning while Carying out the Survey, "Spinter research" governmental Institutions, Organizations, public relations.

(2) **Specialized reseach method:-** pursuing to offer up-to-date and universal solutions, "Spinter Research" cares about preparing or buying Specialized research tools.

→ Brand solution analysis reseach
→ usage and awareness research
→ customer behaviour research.
→ Image research
→ Personal research.

Dimensions of online branding are 4 types

(1) Brand as object
(2) Brand as idea

(3) Brand as experience
(4) Brand as relationship.

- Being a great brand marketer means having a full understanding of branding how consumers interact with and experience brands.
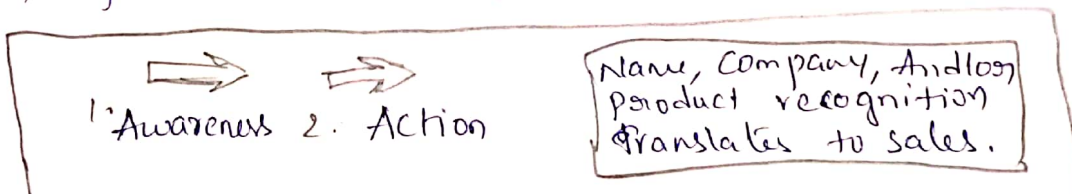
- As a Work tirelessly to create an engaging experience between the audiences and the brand.

(i) **Brand as object :-**

~~Meaning~~ → As its simple branding consists of set of graphic symbols. and images with a product or Company.

   (1) A company (or domine name)
   (2) A logo or mark
   (3) A product

→ The thinking behind this era and dimension of branding is that simply by having name or logo recognition, Consumers will choose one product or Company over another.

```
 ⇒     ⇒        | Name, Company, Andlogo |
                | Product recognition     |
1. Awareness 2. Action | Translates to sales. |
```

(iii) **Brand as idea :-** With increasing competition from mass production mass advertising and mass media in general the need for brands to be more than an object came along.

- Companies and products must stake out a claim on area of the popular imagination and exist as an idea.

① Awareness ② Perception ③ Action

> Perception of the product or company and the feeling and ideas they evolve translate to sales.

(iv) **Brand as Experience :-**

→ With increased competition and consumer preference for more tailored products and services, brands were forced to differentiate themselves beyond occupies an idea.

→ In more recent times, brands have used experience to cut through the ~~clutter~~ culture of marketing and advertising, which creates deeper engagement with customers.

① Awareness ② perception ③ Engagement ④ Action

> Customers interaction with brands build deeper connections which translate, to sales.

(5) Internet Pricing influence: Most customers follow a four-phase buying pattern when choosing where to make their purchase. Use the knowledge of these patterns to determine the best pricing for the products on services.

- Based on a buying hierarchy model first outlined by windermere Associates, most customers follow a 4 phase buying pattern, with only the last phase being based on price.

- These phases are as follows

1. **functionality:** - functionality is a Quality of being suited to serve a purpose well. where a product or service meets a certain need or does a certain thing that cannot be accomplished in any other other manner.

2. **Reliability:** - Reliability means labels, landmarks, icons highlighting information or data is accurate or able to be trusted. When two or more Competitors offer similar products that have the same functionali Consumers turn to the Competitor product Offers the better reliability.

3. **Convenience:** - When Competitors have products or Ser that offer the same functionality and the same relative reliability, Consumers turn to Convenience those products that are the Convensent to use the Companies that are the most convenient t work with it.

14. Price :- When Competitors all have similar products or services that offer all the attributes above in very similar manners, then the product or service essentially becomes a commodity and at that point must compete on price.

- for example Apples iphone.

When this smart phone device first entered the cell phone market, it was extremely unique in its functionality and this its price was set astoundingly high.

- when it was first introduced, following the phases of the buying hierarchy, this phone was marketed based on its functionality.

- As other phone manufactures began duplicating the iphone's functions with their own devices, the marketing focus shifted to reliability not just based on the smart device itself, but also the reliability of the network on which it would be employed.

- There are seven factors that will influence your product pricing strategy.

→ The level of competition most entrepreneurs fancy the concept of selling their product with a very high margin.

→ perceived value of your product

→ product development Cost.

→ Economic trend.

→ level of market demand
→ demographics
→ class of targeted customers
but also the reliability of the network on which
it would be employed.

(c)
Price and Customer value:-the gain the consumer
receives for the benefit is weighed against the
cost the consumer must pay to acquire the benefit
- The value the individual consumer places on a
product or service becomes the customer value for
that offering.

    Benefits - Cost = Customer value.

- This customer value is weighed against the customer
values assigned for similar products, and services
that would provide similar benefit.
- consumers will typically purchase the item with
the highest customer value among all offerings in
the marketplace.
- Every consumer has a unique set of needs and
resources, so no two consumers will place the same
customer value on the same product or service
- The highest-Quality product or service does not
always provide the highest customer value, since t
benefit of each item is measured against th
cost.

How is customer value Delivered to the customer.

- There are three ways a company can establish customer value to its customer base.

(i) provide the consumer with the best cost :-
   Companies can choose to focus their efforts on providing a reliable product at a reasonable price
   - The low price helps to increase the value of their offering to the consumers even if it is weighted against a low benefit.

(ii) provide the consumer with the best product.
   - Companies that offer top-quality products increase the customer value of their offerings to their consumers by providing high benefit which exceeds the high cost.
   - along with their luxury car manufactures, is able to charge a premium price for their cars, since they consistently produce cars of this high Quality in the minds of their consumers.

(iii) provide the consumer with the best service.
   - Companies that provide a high level of service to their consumers increase their customer value of their services by providing a high benefit, which exceeds the cost of many consumers.
   - Consumers who buy from these companies are willing to pay more to be treated with exceptional service
   - The retailer Nordstrom, for example, has legendary customer service that is unmatched in the retail

7) Online pricing strategies and Tactics :-

Online pricing strategies: - Online Pricing strategies are activities aimed at finding a products optimum price typically including over all marketing objectives are like Consumer demand, product attributes comparitative pricing & market, economic trends, through online.

- the effective Strategy is the one that gives one a higher return on the investment by increasing your Sales.

Optimal price is the profit maximizing price.

→ **Benefits, cost, & value Creation:-** Customer do not come to Shop at an online Store because it uses the latest technology or has Stunning and graphics.

→ **Value chains create value:-** Creating Customer value is frequently illustrated as a value Chain, a Series of steps that change raw input into finished goods and Service

→ **Releasing trapped value:-** It delivers increased efficiency and creating more efficient markets where people can find goods and Services easier and at better prices has been done many times online.

→ **New to the world value:-** Combinations of different value creators can produce Some of the most powerful ways to Create new value.

→ **finding places to create value:-** An excellent place is activities which are ready for a change from current practices Such as.

- unique experience for each visitors.

Pricing strategies (or) tactics :- A business can use a variaity of pricing strategies when selling a product or service. The price can be set to maximize probability for each unit sold or from the market overall.

→ **Marketing Skimming:-** high price low volume.
- Skim the profit from the market
- Suitable for the products that have a short life cycle or which will face competition at some point in future
- eg: Digital technology.

→ **Value Pricing :-** → Based on Consumer perception
- → price charged according to the customers perception.
- → price set by the Company as per the perceived.
- eg:- status products / exclusive products.

→ **loss leader Pricing :-** Goods / services deliberately sold below cost to encourage sales else where.
- eg:- "free" mobile phone when taking on Contract package

→ **Going rate pricing:-** Pricing leads of rivals especially where those rivals have a clear domine of market Share.
- → where Competition is limited it will be aplicable banks, petrol, supermarkets, electrical goods.

→ **Target pricing :-** Setting price to target a Specified profit level.
- Mark-up: profit / cost × 100.

→ **Marginal Cost pricing :-** Cost of producting one extra or one fewer item of production.

Marginal cost (MC) = $\dfrac{\text{total Cost}}{\text{output}}$.

(8) **Time-based Online Pricing:** – If focus on arranging the best prices to make the most profit margins around opportunity, Interest and the lifespan of an item.

- This pricing Strategy focuses on that fact that you pay the price will be much higher than during the off Season.

- It is also called as Surge pricing, demand pricing Set flexible prices for products or service based on Current market demands.

→ Businesses are able to charge prices based on algorithms that take into account Competitor pricing Supply & demand and other external factors in the market.

How to implement :–

– Setting a best price ine order to generate the best profit margins based on the availability, demand and the life time of the product.

– There are Some implementations on time based pricing Strategy.

(1) **Availability of the product :–** Availability of the product and inventory management, you need to keep track of your Inventory you are running out of Stock for a particular product having a high demand

. By ~~this~~ If your products are close to their a expiery date, then Selling them at a discount will Certainly help to clear your Stock.

knowing the market :- marketing mix of 4 principles like process, product, place, price. Can help you to have a better understanding of the overall market and the current price ranges of your competitors. you can also compare your prices with other websites. This can be done manually or using a price comparison website.

Make your forecast based on your past experiences.

Analyze the performance of your pricing strategies for the previous seasons, how they impacted on your revenues & what was the profit margin.

Evaluate the performances of your pricing strategy:-
- have sales increased or not? what were the consequences of the new price? make sure to analyze this data and make the necessary adjustments to your price range.

(9) **Personalized pricing:-** Selling to each customer at a different price, this is also called one-to-one marketing. The optimal incarnation of this, called perfect price discrimination and maximizes the price that each customer is willing to pay.
— Customer **Satisfaction** and to improve your digital Sales.

— Price discrimination is generally to capture the market's consumer surplus. This arises because, in a market with a single clearing price, some customers (they very low price elasticity Segment) would have been prepared to pay more than the Single market price.

(10) Bundle pricing:- Bundling is a popular and effective pricing technique that helps to market goods and generate high income.

→ In a bundle pricing, Companies sell a package or set of goods or Services for a lower price them they would charge if the customer bought all of them Separately.

Ex:- packages on new cars, value meals at restaurants and cable tv channel plans.

→ pursuing a bundle pricing strategy allows you to increases your profit by giving customers a discount.

Benefits:- If we have no reliable way of telling whether customers are in group.

advantages:-

① Dig out your talent to mix:- Some shoppers are constantly for deals, Some feel a bit lost and need a good advice on what to buy, for some buyers Convenience and quality come first.

② offer discounts:- your clients should be able to see a good deal in your offer

③ Be careful with pure bundling strategy:- it is important to think you take the risk.

④ Choose a mixed bundle pricing strategy.

⑤ Make it plain and Simple