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Consumer Behavior

#10 Moment of Purchase

Kandapa Thanasuta, Ph.D.

The consumer decision journey has four key battlegrounds.



Moment of purchase

Consumers make decision, selection, and purchase



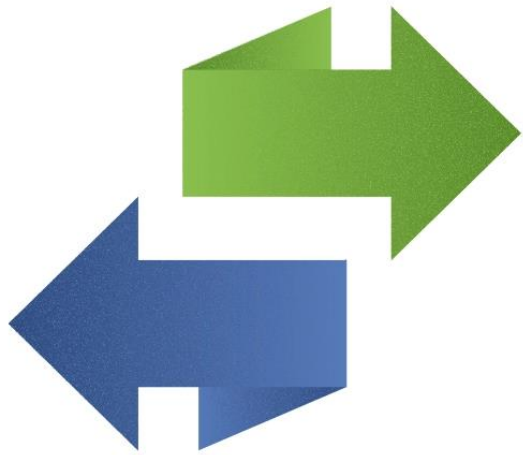
Moment of purchase

Decision to purchase **does not always equal**
to actual purchase



40%

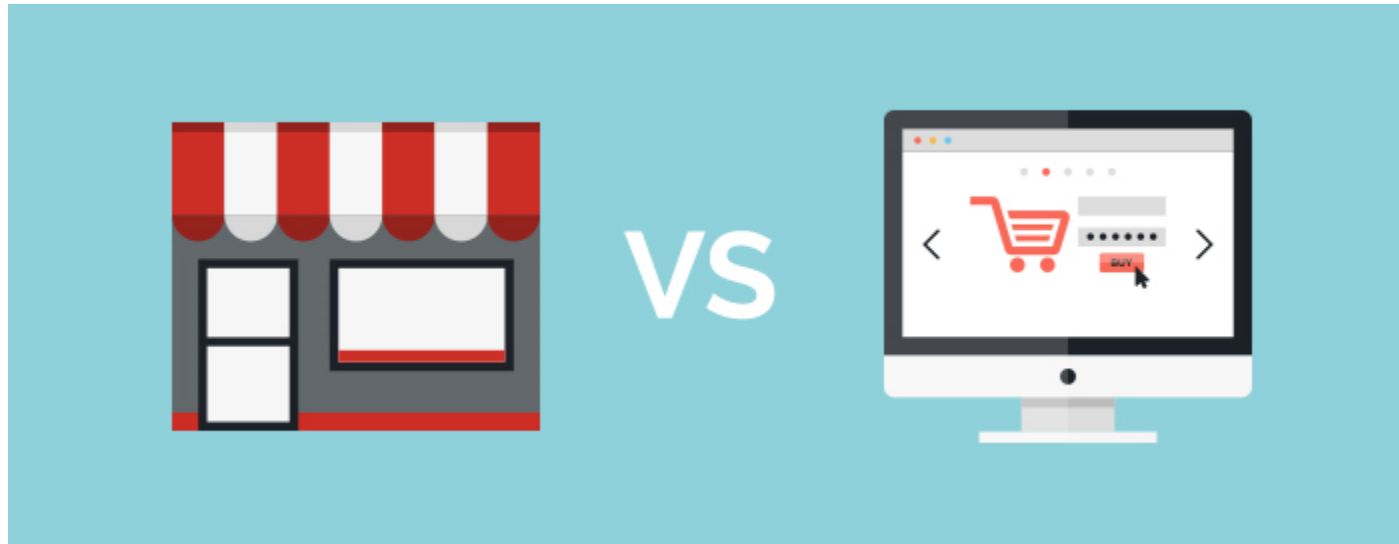
of consumers change
their minds because of
something they see,
learn, or do at the
moment of purchase.



**How can we ensure the
actual purchase?**

Where does the actual purchase occur?

At the retail scene...at the store
physical & online store





Advantages



Disadvantages



- Physical touch

-
-
-

- Less variety

-
-
-



Advantages



Disadvantages



- Convenience

-
-
-

- Delivery time

-
-
-

The nature



Complementary



Touch and feel
Security
Immediacy

“People and experience Mgmt”

Convenience
Scope and variety
Information

“Time and trust Mgmt”

WHAT'S STOPPING CONSUMERS FROM SHOPPING ONLINE?



58%

SHIPPING COST



58%

NOT BEING ABLE TO
TRY THE PRODUCT



34%

WAITING FOR
DELIVERY



58%

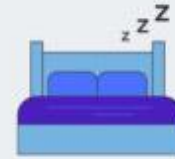
DIFFICULT
RETURN PROCESS



58%

PRIVACY CONCERNS

WHEN AND WHERE ARE CONSUMERS SHOPPING ONLINE?



43%

SHOP IN BED



20%

SHOP IN THE
BATHROOM



20%

SHOP IN
THE CAR



23%

SHOP IN
THE OFFICE



10%

SHOP UNDER THE
INFLUENCE



70%

of consumers make
decision at the store
“unplanned purchase”

Store influences

Influence to *come to the store*

What make you come to a particular store?



Influence while they are *in the store*

What are other in-store influence that affect your decision?



Win the in-store battle!!!



The experience



Win the in-store battle!!!



The merchandising

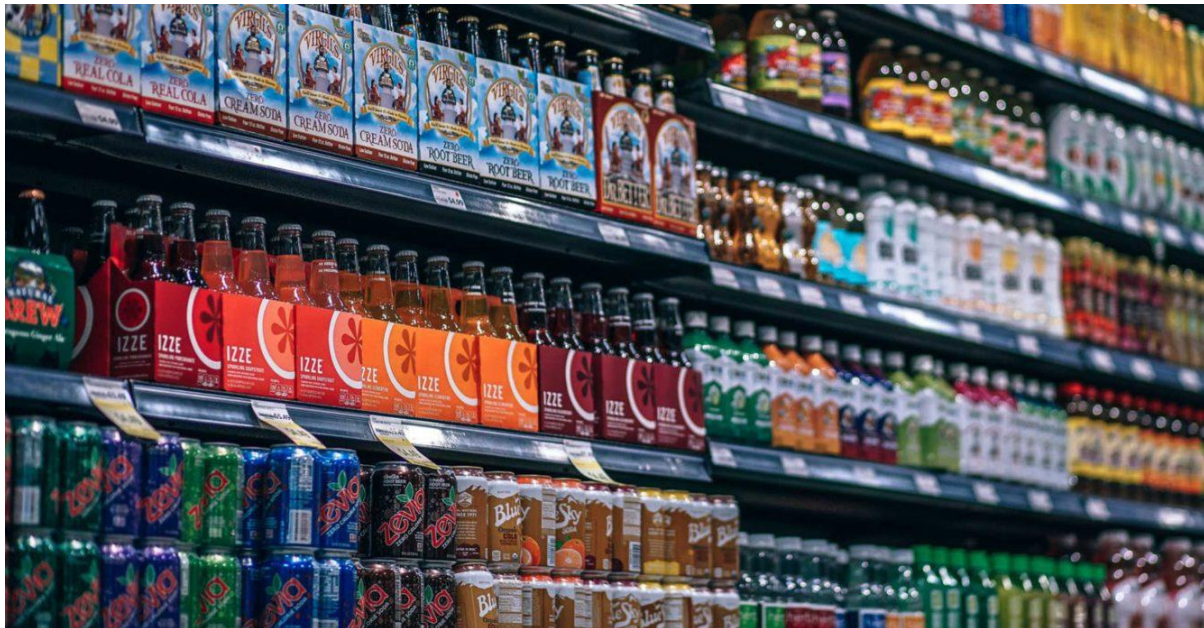
storefront displays and product displays to in-store signage



Win the in-store battle!!!



The packaging



PACKAGING INFLUENCE ON **PURCHASE** DECISION



PACKAGE
DESIGN
72%

PACKAGE
MATERIALS
67%

PACKAGING INFLUENCE ON **GIFT** PURCHASE DECISION



PACKAGE
DESIGN
81%

67% PAPER & CARDBOARD
PACKAGING
MORE ATTRACTIVE

63% PAPER & CARDBOARD
PACKAGING PROJECTS
PREMIUM QUALITY

Source: April 2018, IPSOS and The Paper Packaging Board survey

Win the online battle!!!



The website

nail it for both FORM and FUNCTION

patagonia

<https://www.patagonia.com/home/>

two goals for visitors that reach their homepage:
drive them towards a purchase, or solidify their
brand image.



<https://www.apple.com/>

<https://www.apple.com/iphone/features/>

The golden child of beautiful and
functional websites.

Win the online battle!!!



The trustworthiness

buy the product, love it, tell friends about it, and come back again

- First impression about landing site
- Essential purchase information (tell it up front)
- Current customer satisfaction



Satisfaction
100% Guaranteed

We guarantee our covers will meet your expectations or we will refund your purchase.



Free Shipping

We offer FREE Ground Shipping on all orders over \$100.



30 Day Easy return

If you are not happy with your purchase, return it within 30 days no questions asked. Return Policy

Other retail scenes

MULTICHANNEL MARKETING



OMNICHANNEL MARKETING



Other note



Make sure you know where your product is shopped !!!

Thank you
