

Changing Consumer Behavior

Customers



Consumers



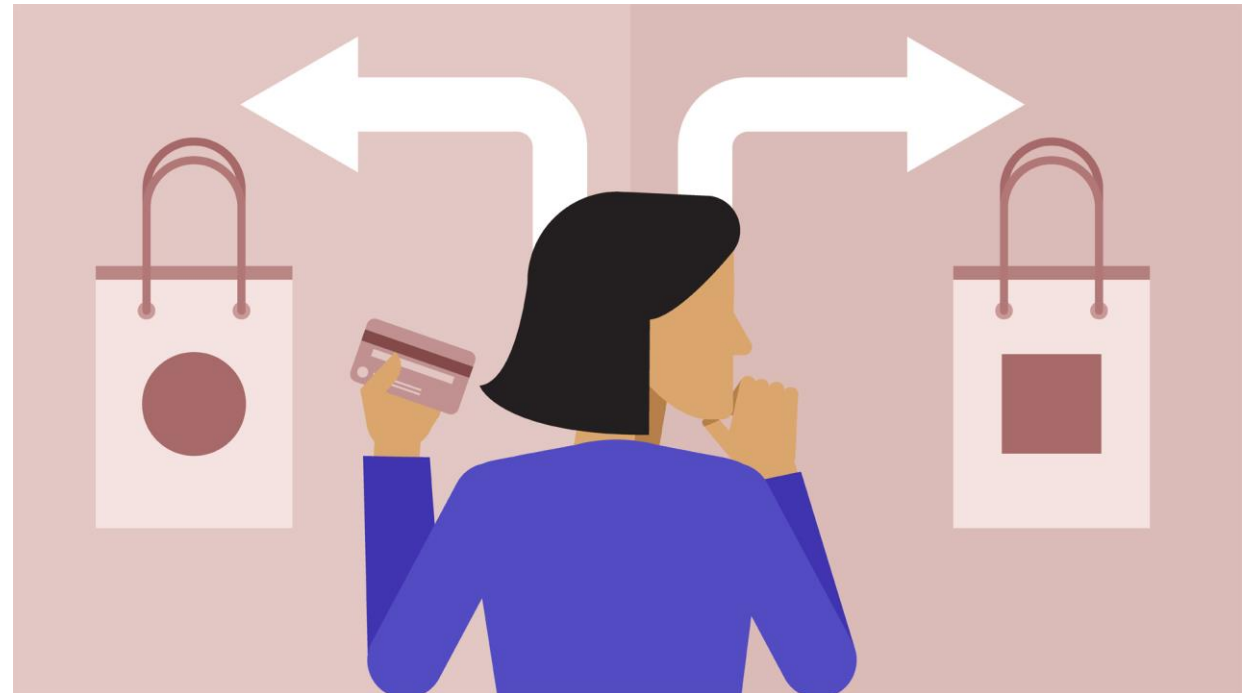
Consumers and Marketing

- We want to know them. Because we want to sell our product to them.



Consumer Preference

- Consumer prefer differently in different situations!
- They act differently.
- We want to predict it!



Dress



Dress

- What dress you want to wear?
- At what time of the year?

At what occasion?
With who?



Smoking!

- Addiction!
- It really works!
- Curiosity!
- Smartness!
- Social thing!



Why Anti-smoking campaigns don't work?





What Vs Why?



It's not

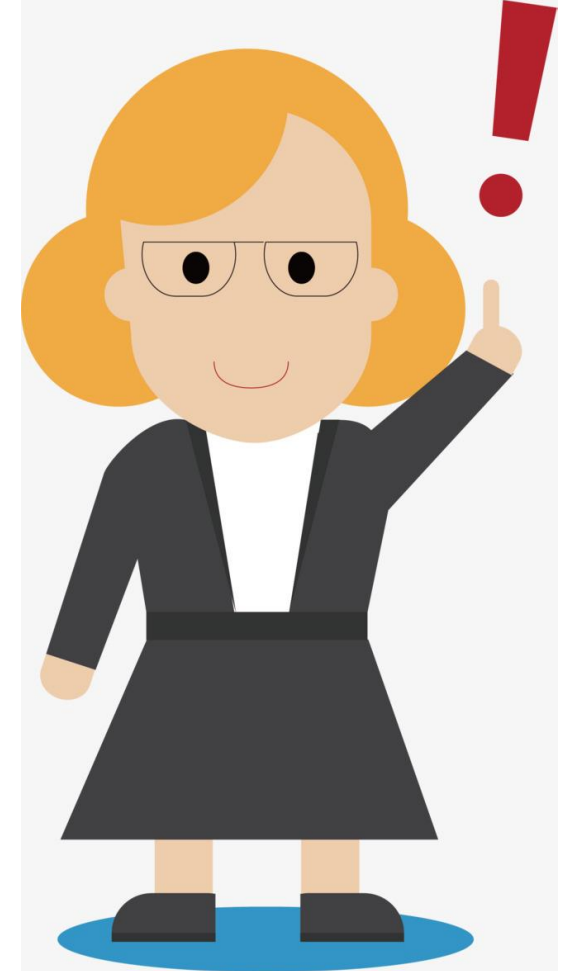
WHAT

but **WHY**

you do it.

Decision Making!

- Is it you?
- Is it your parent?
- Is it your partner?
- Is it a brand?



Can brands influence your behavior?



Influence!

- Family!
- Education!
- Environment!
- Weather!
- Culture!
- Nation!



Social Class and Social Status

- Status is frequently thought of as the relative rankings of members of each social class
 - wealth
 - power
 - prestige

Culture

- The sum total of learned beliefs, values, and customs that serve to regulate the consumer behavior of members of a particular society.
- The Impact of culture is hard to identify
- Culture is dynamic
- Culture is shared

How Culture Drives Behavior?



IT Buyers

- What do you think about IT buyers are?

AT A GLANCE



Local IT firms showed resilience despite global downturn



Export growth is driven by BPO, data processing



Freelancers bring in a big chunk of exports



Freelancers mainly do low-value work



We need big companies like India's Infosys or Wipro, the companies that employ tens of thousands of people each and earn billions of dollars

AKM Fahim Mashroor
CEO of Bdjobs

BY THE NUMBERS



Export earnings
\$282.77m in
July-Dec of FY23



Export growth
36pc year-on-year



Total earnings
were **\$596m**
in FY22



But BASIS estimates
annual earnings
would be **\$1.5b**



Annual local IT
market is over
\$1b

Computer and IT services export

In million \$;
Jul-Dec period
SOURCE: EPB



Bangladesh ICT Market Insights



Bangladesh ICT Market Insights

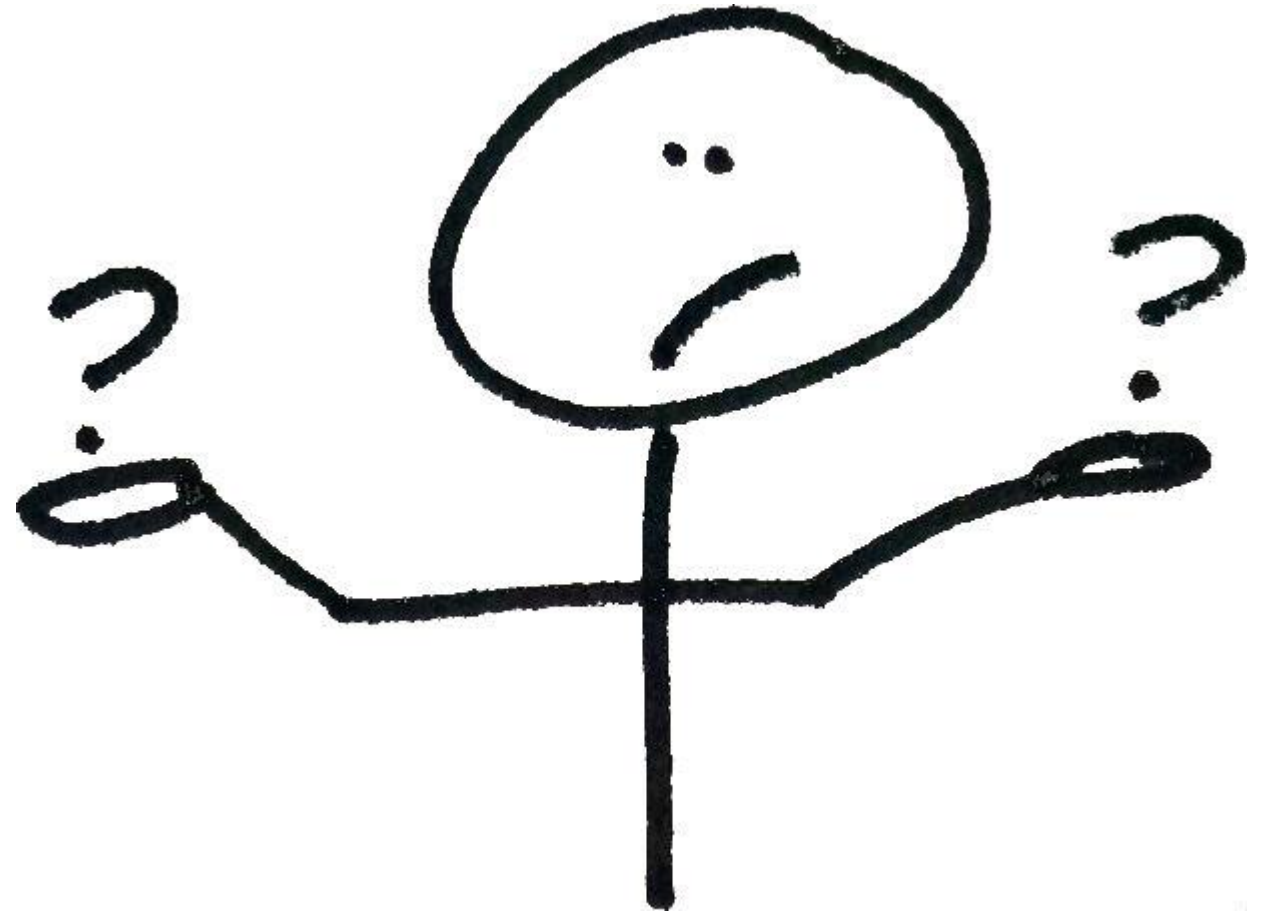
- Bangladesh's growing emphasis on
 - digital technology,
 - cyber security,
 - artificial intelligence,
 - robotics,
 - Healthcare, etc.

Global Market

- In 2022, more than two-thirds of businesses globally plan to increase their investment in software.
- What are the sales drivers?
 - Price
 - Quality
 - Marketing

Local Market

- I don't know what I want.
- Very difficult to lock req.
- Deviation from start to end.
- They don't know how to receive.



Local Market

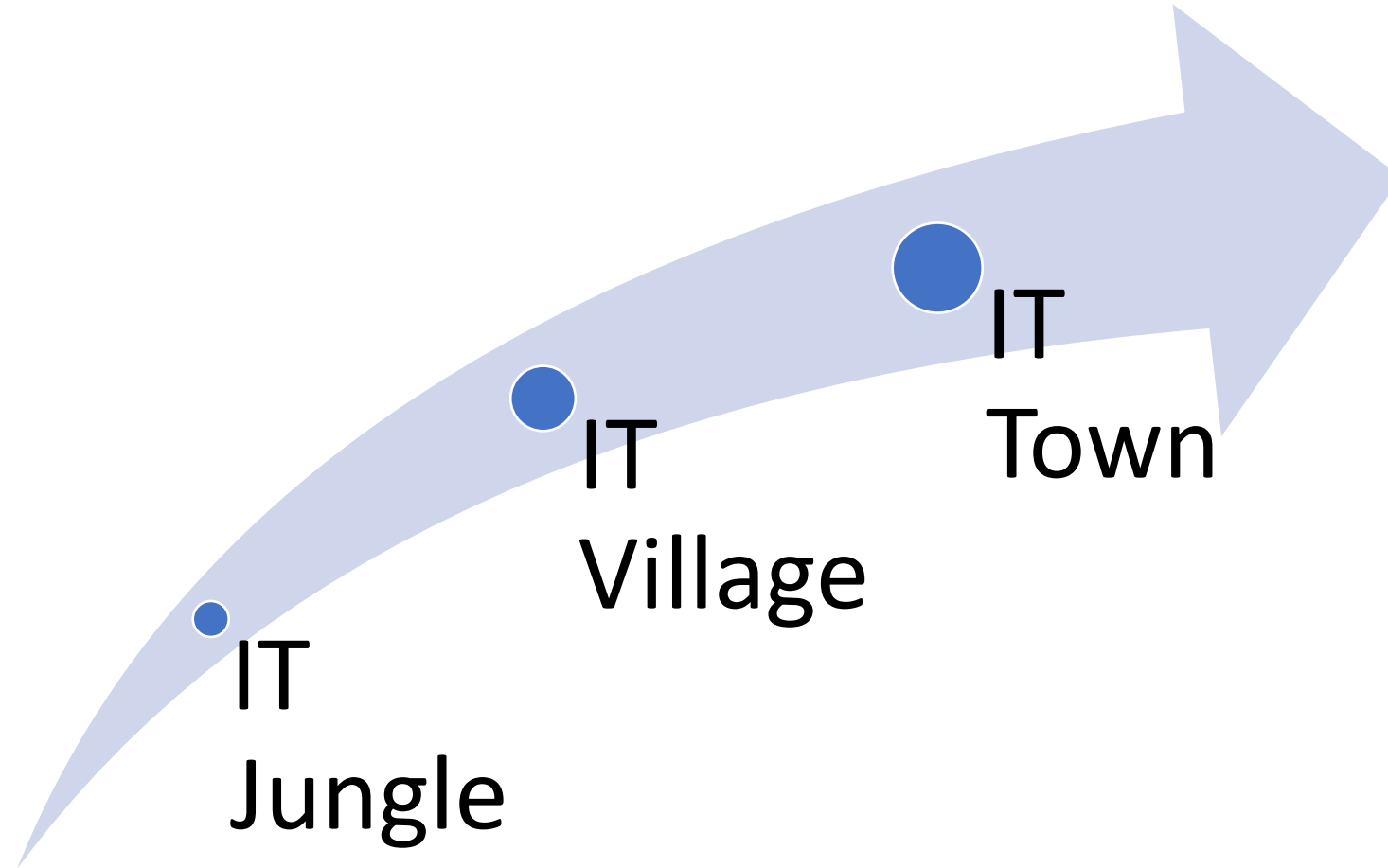
- You buy and you don't use. Lack of use makes your product a failure!
- Change is difficult to adopt.
- Companies don't want to spend as the result is not visible right away!



Co-create with your customers



Local Market Transformation



Thank you