

# Analysis of Consumer Behavior in an Omni-Channel World

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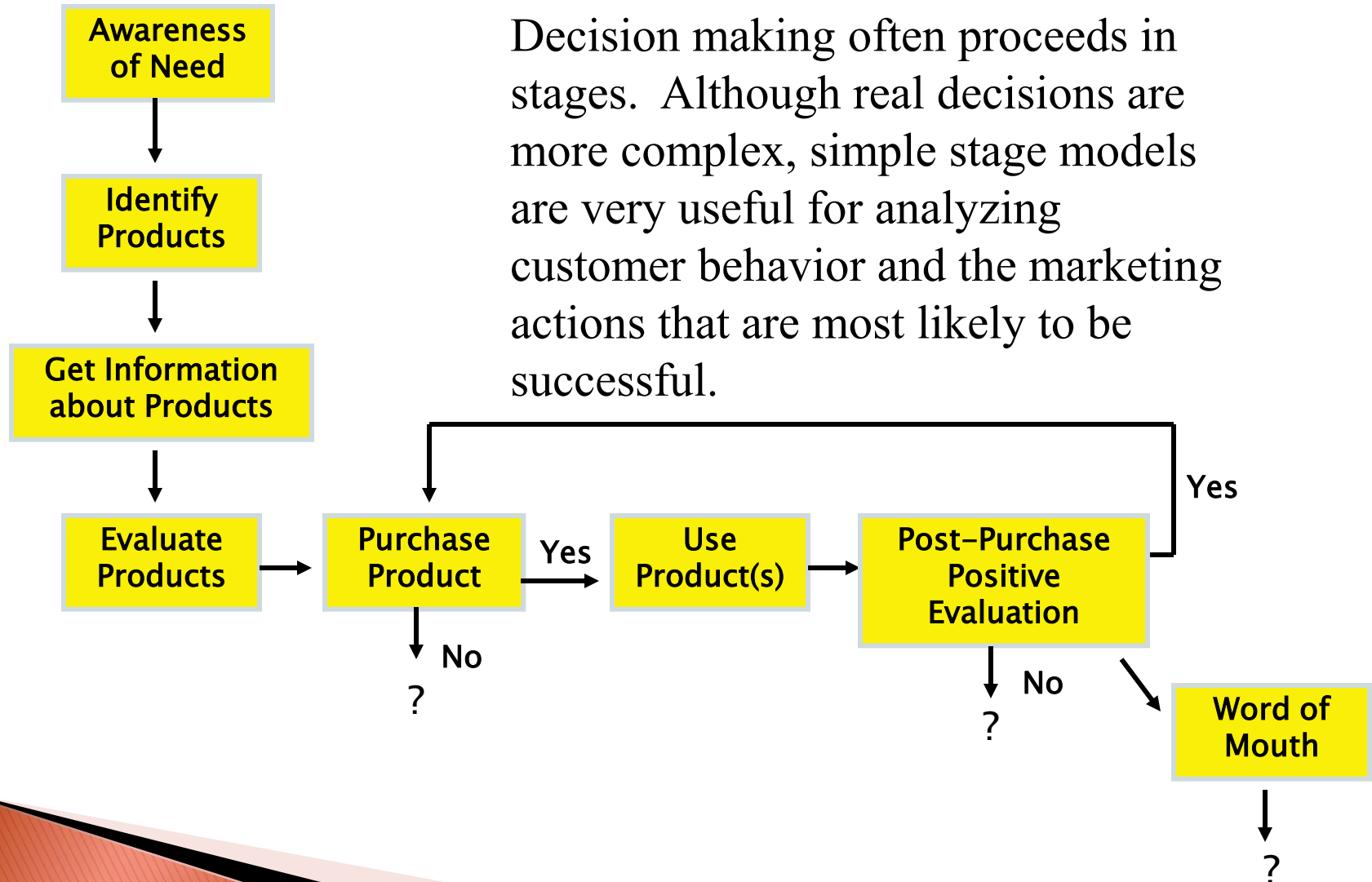
# POD 1

- ▶ Shopper marketing
- ▶ Decision process is staged
- ▶ Process is 24/7 and omni-channelled

# Shopper Marketing

- ▶ Need to understand the shopping experience from the shopper's point-of-view
  - Shoppers make impulse purchase decisions
  - Shoppers make decisions on habit, intuition and emotion
  - Shoppers make decisions based on what they see (and miss)
- ▶ Shoppers think in terms of **personal relevance** (who is it for? When do I use it?) You need to be in their lives.
- ▶ Shopping Process is **multi-staged/multi-channeled**

# Stages of the Buying Process



Decision making often proceeds in stages. Although real decisions are more complex, simple stage models are very useful for analyzing customer behavior and the marketing actions that are most likely to be successful.

# Rest of the session

- ▶ We'll focus on each of these stages and think about how the consumer makes the decisions
  - ▶ As a marketer, you want to make sure your **brand** is still in contention as the consumer progresses from stage to stage
  - ▶ If you can identify the stage in which your brand drops out, you can identify a clearer remedy for the problem.
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