

Analysis of Consumer Behavior in an Omni-Channel World

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POD 2

- ▶ Need a trigger to begin shopping process
 - Create new goals
 - Emails/communiques
 - Create urgency
 - Regular scheduling
 - New innovations
 - “fashion shows”
 - Social media dialogues

Trigger: Need Recognition

- ▶ When the perspective customer enters the market (e.g., when the toaster breaks)
- ▶ If not a natural need, then need to **create the need**
- ▶ THEN people pay **attention** to products/brands related to the category
- ▶ Implication: Know what the trigger events are and when they might occur or CREATE new trigger events