

AIM3201

Marketing Communication Creativities Strategies



Asst.Prof.Prakaikavin Srijinda, Ph.D.

Target

Market

For Marketing Communication

Customer Today



Now

Customer

Consumer

Target Group



Consumer Insight

Hormones : 1996-2009



Gen Z

Gen X

1961-1980

Maturist

Builder Generation

1930

Gen Alpha

After 20120

Baby Boomer

Millennium

1981-1995

Gen Y

1945-1960

Generations : Gen me

SEX

AGE

EDUCATIONAL

INCOME

LIVING SPACE

RELIGION



Life Style



Media accessible

Communication channels

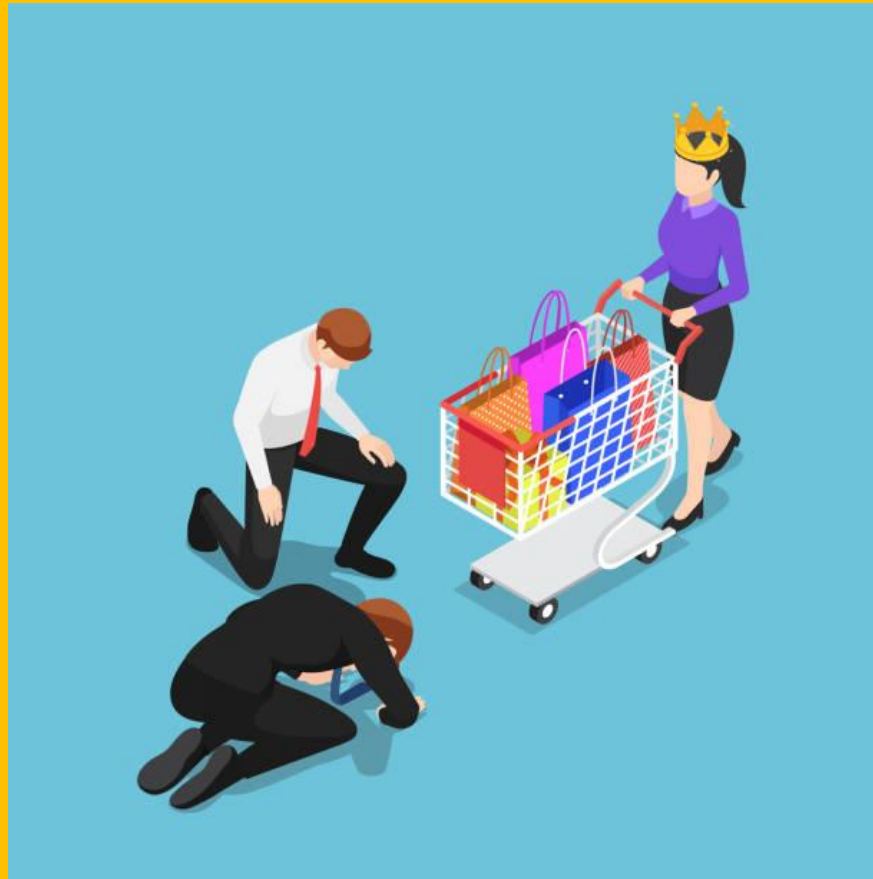
Who is... Target Group

Consumer Behavior

Why

do we need to study
consumer behavior.





because of **consumers** is the **most important**

What

did you study about
consumer behavior.







Who is the buyer?

What do shoppers want from a product?

Why do they buy it?

Who is involved in the purchase?

How to buy?

When to buy?

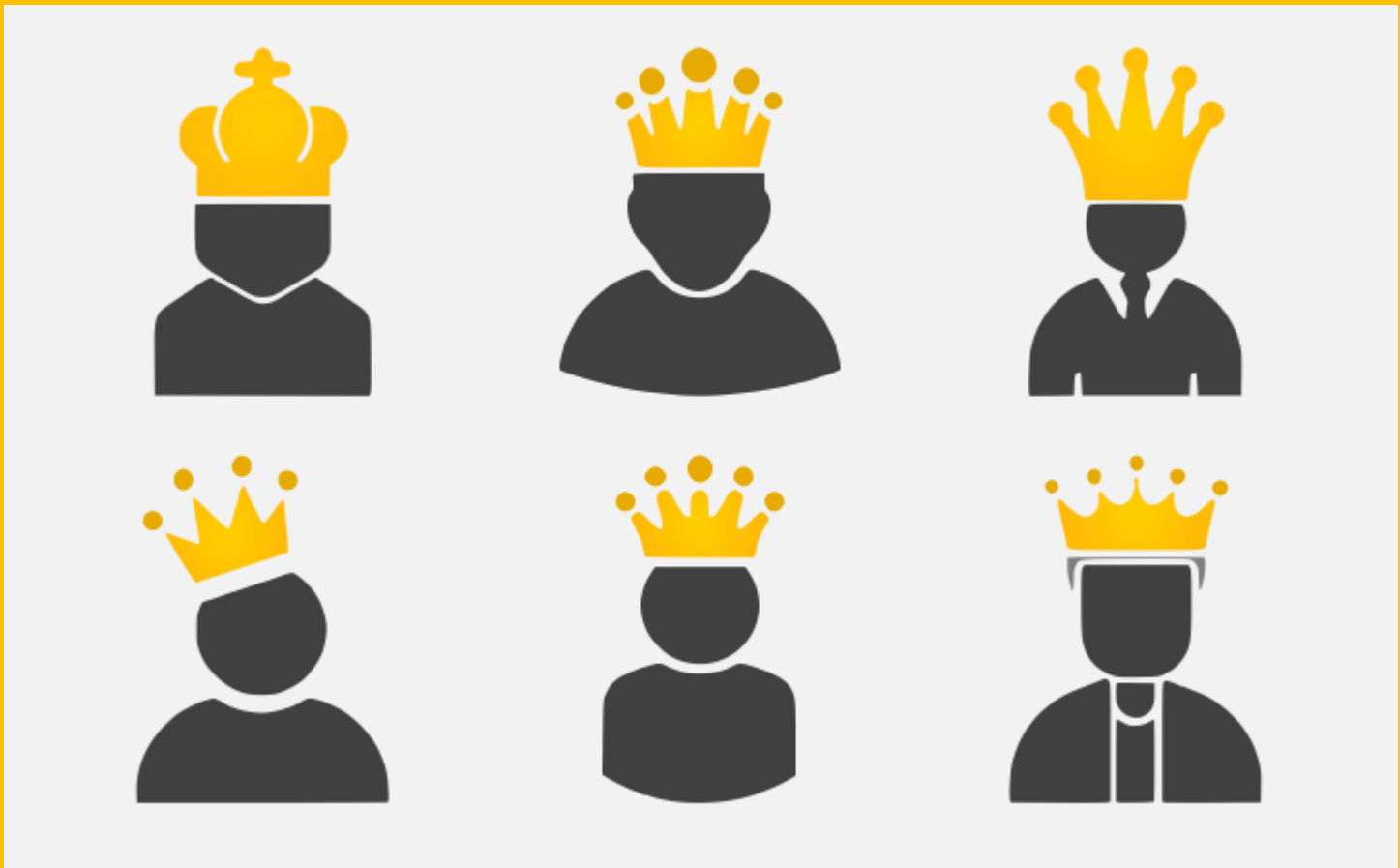
The importance of understanding
consumer behavior

1. To comply with marketing objectives
that aims to meet the highest satisfaction of consumers.

2. To be used as a marketing strategy
appropriate and effective.

5 Reasons

Why the Customer is King



The top five reasons

why you should always put the customer first are:



1. A **CUSTOMER'S** PERCEPTION IS THEIR REALITY



The first reason stems from “The customer is always right” school of thinking. Of course they’re not, sometimes they get things very wrong. Regardless of this though, customers are generally key to your business success and you are responsible for their perception of your business and services and of course – their perception is their reality...



2. IT'S EASIER TO KEEP YOUR CUSTOMERS
HAPPY THAN ATTRACT NEW ONES



You know this one right! So much money is spent (or should I say wasted) on trying to attract new customers to a business when all you really needed to do was to keep the existing (or your now ex) customers happy. This works well in two ways, one clearly when you keep your original customers you stop the churn and reduce the need to acquire more. The second way it works is by giving them a great customer experience they can work positively for you though word of mouth and referrals.



3. COMPLAINTS SPREAD LIKE WILDFIRE ON THE INTERNET



And speaking of word of mouth, reason number three is an example of what can happen when you don't look after your customers and the word of mouth turns into bad press.

We have never been more connected than we are today, what was once a case of people sharing a bad situation with 10 friends now can potentially be a post going viral through social media highlighting your poor service to millions of people – the now famous United Airlines guitar incident is a great example of this and the internet is flooded with them.



4. WITHOUT CUSTOMERS
WE DON'T HAVE A BUSINESS



Ok so this one is a bit of a no brainer!

I don't know of any businesses that do not have a customer of some sort and in some form.

They may be internal customers working for your business or the more traditional customer who purchases from you.

Regardless, they are important, you need them and the success of your business or your role in the business depends on them! A great practice to get into is asking yourself – “who is my customer here?” and then plan your action accordingly..



5. BRANDS WIN OR LOSE BY HOW WELL
THEY WOW **CUSTOMER**



Once you've identified your customer,

then put yourself in their shoes and ensure that whatever you are doing is correctly "customer focused".

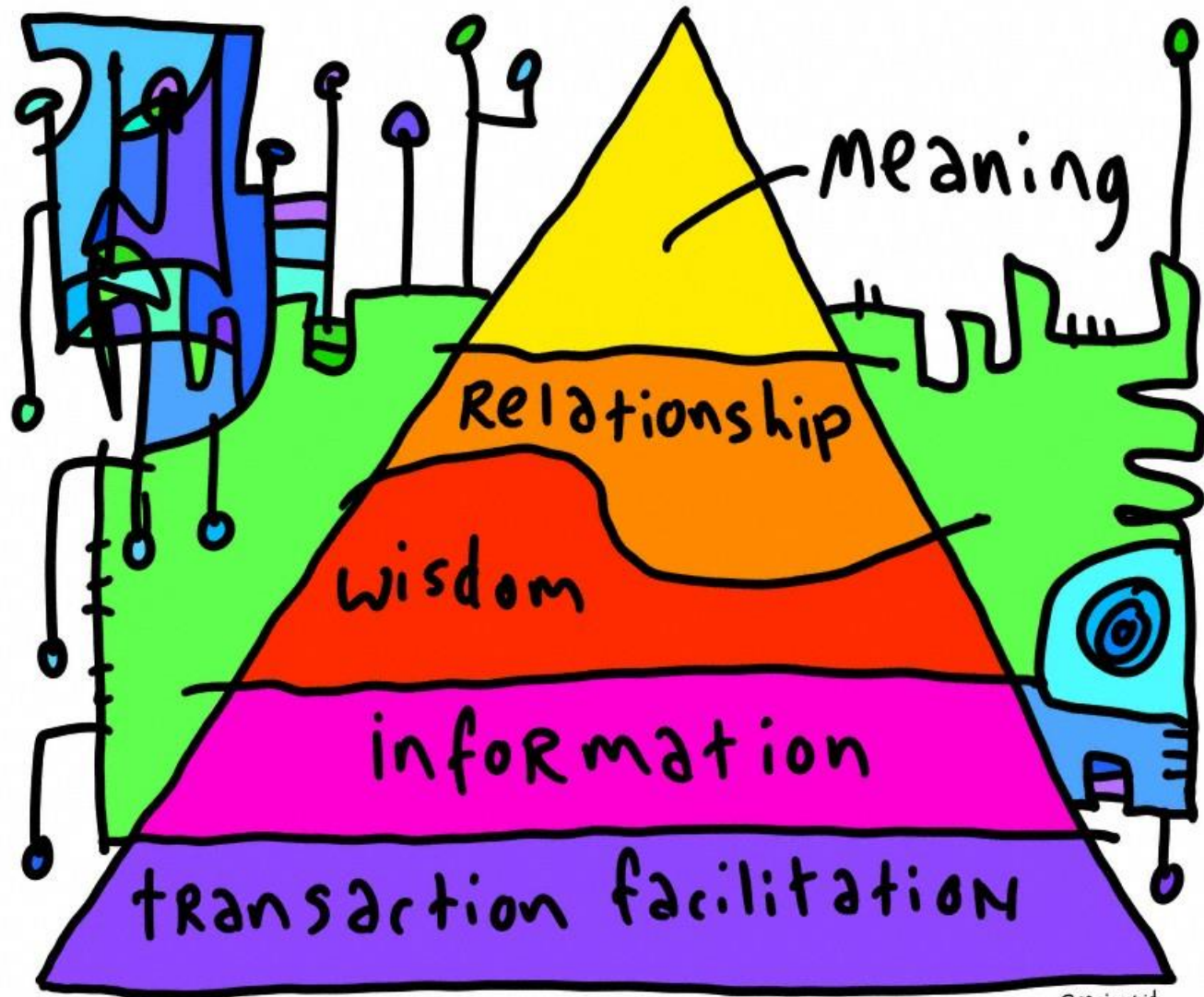
A good place to get this right is to start with some Customer Segmentation.

You should understand the different types of customers you deal with and tailor your approach to them.

Once you understand your customers you can really start to WOW them.

So if you ever find you or any of your team thinking or saying

"That's not how we do it" then chances are you're not always putting the customer first.

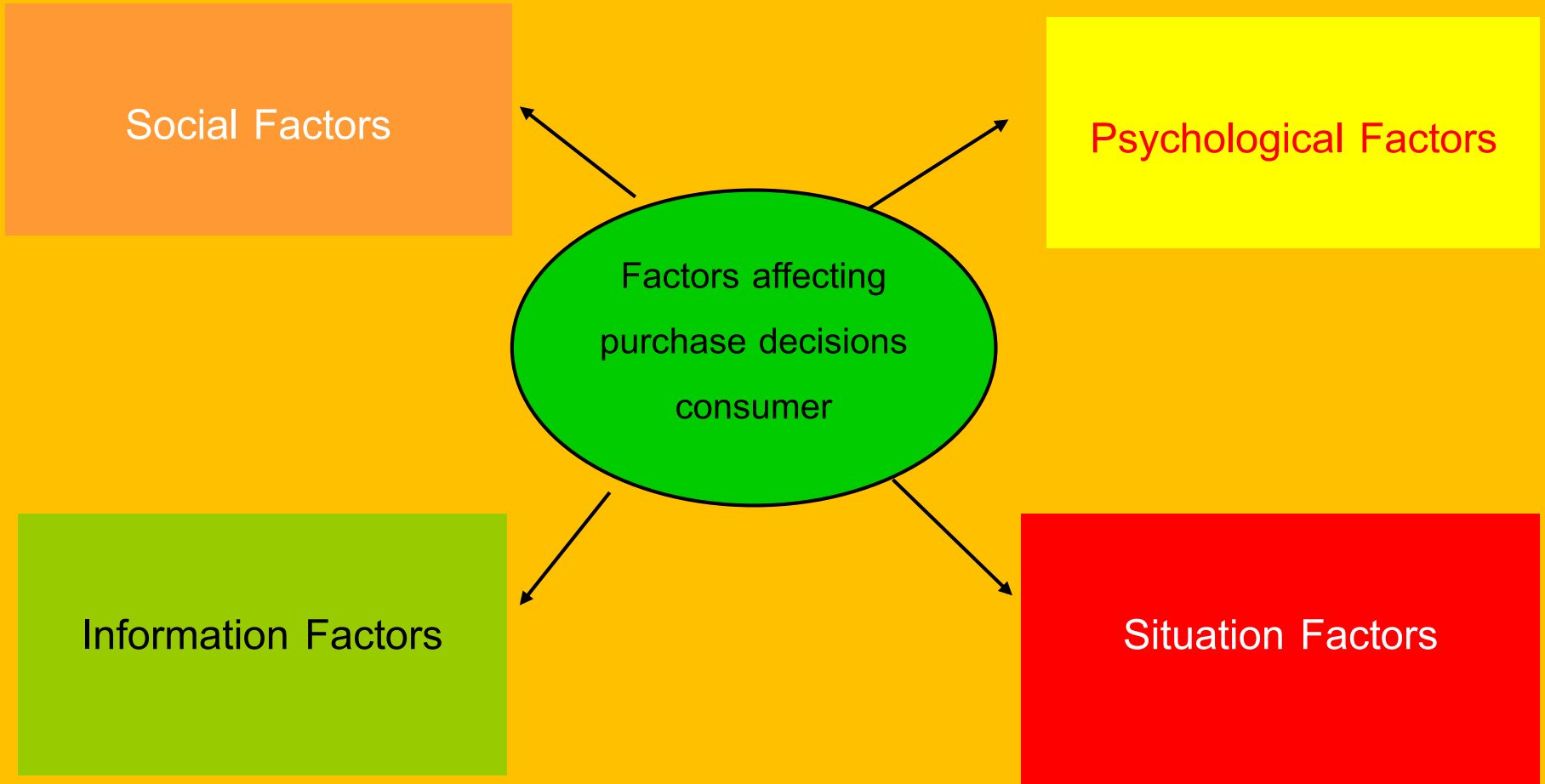


@gapingvoid

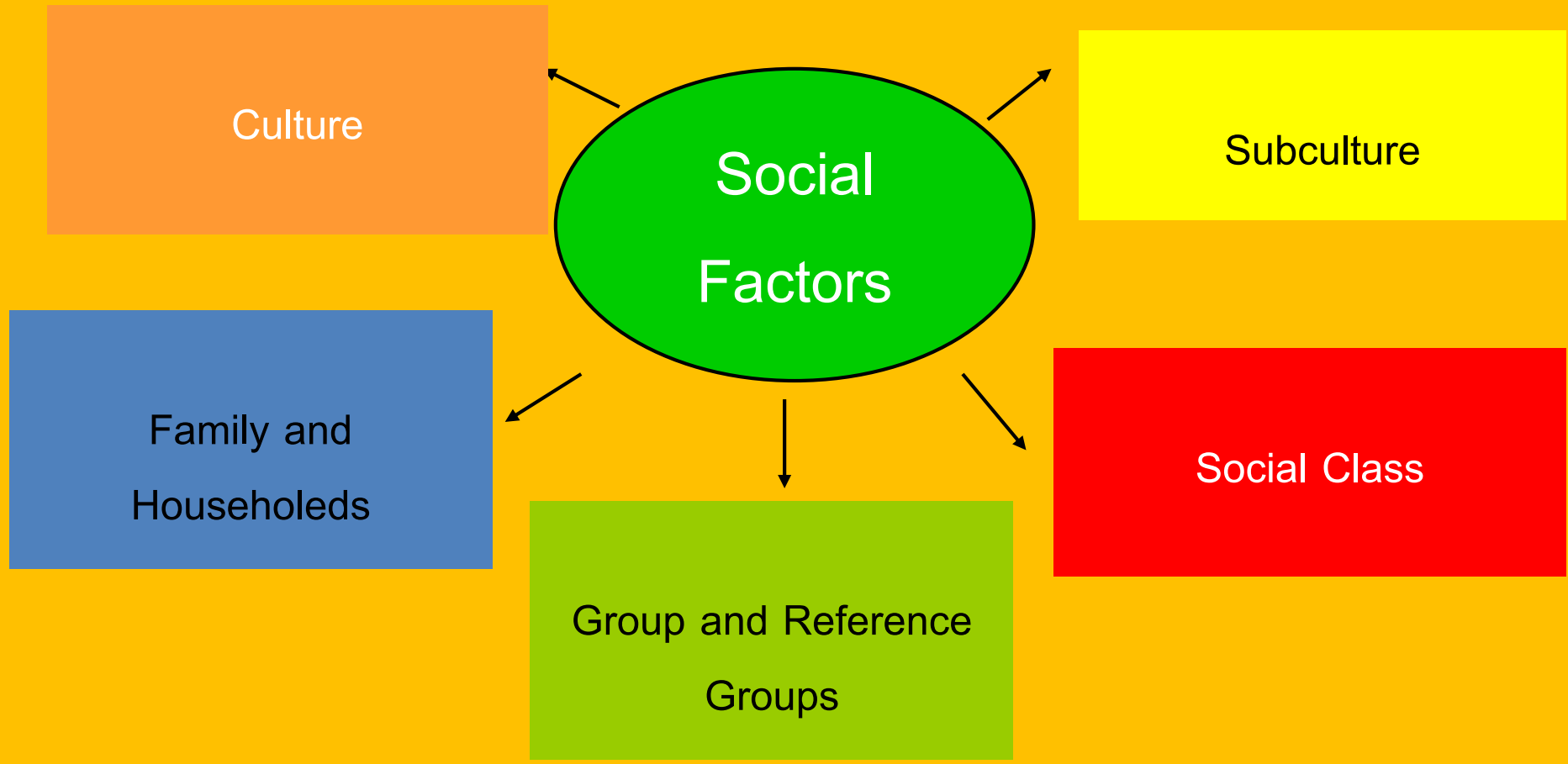
Factors

affecting purchase decisions

Consumer



Social Factors



Contact Point



Channels for communicating to target groups

Exercise 3



Students practice consumer insight discussions from case studies.

Exercise 3

ผู้บริโภคยุคใหม่ยอมจ่ายเพิ่ม หากสินค้าตอบโจทย์ในแง่คุณภาพ ออกแบบ
เองได้ และมีบริการหลังการขายที่ดีขึ้น

ผู้บริโภคมีความเห็นอย่างไร ต่อการใช้จ่ายซื้อสินค้าและบริการดังต่อไปนี้

หน่วย: % ของผู้ตอบแบบสำรวจทั้งหมด



AIM3201

Marketing Communication Creativities Strategies



Asst.Prof.Prakaikavin Srijinda, Ph.D.