

Digital Marketing

Week 2:

Consumer Behavior in the Digital Age

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Learning Objectives

By the end of this session, students will be able to:

- Define consumer behavior in the digital age.
- Identify key factors influencing digital consumer behavior.
- Analyze real-world examples of digital consumer behavior in Indonesia.
- Discuss the implications of digital transformation for businesses and consumers.

**What is Consumer Behavior
in the Digital Age?**

Consumer Behavior Definition

Consumer behavior is the study of how individuals **select, get, use, and dispose** of **things, experiences, ideas, and services** to **suit their needs**, as well as the repercussions these actions have on the consumer and society.

(Roy & Datta, 2022)

Consumer Behavior Definition

The study of how **individuals, groups, and organizations** **select, buy, use,** and **dispose** of goods and services to satisfy their needs and wants.

(ChatGPT 2025)

**Why is understanding
customer behavior
crucial in marketing?**



Consumer Behavior Importance

Understanding customer behavior helps marketers design better targeted marketing strategies, improve customer experience and satisfaction, and drive business success.





**Consumer behaviour happen
everyday and everywhere!**

Consumer Behavior In Digital Age

In the digital age, this behavior is heavily influenced by **technology, online platforms, and digital communication.**



Traditional Consumer Behavior Journey



KATALOG LAPTOP SECOND

PERFORMA KELAS PREMIUM, KEHANDALAN LEGENDARIS

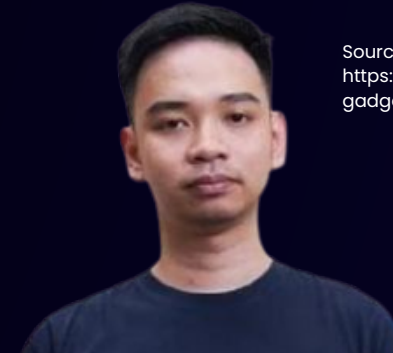
Ada banyak alasan mengapa ThinkPad menjadi sebuah perangkat yang handal. Selain kelas up merancang semua spesifikasi militer yang ekstrem, perangkat ini memiliki keyboard penuh yang lengkap dengan TrackPoint® merahnya yang unik, touchpad multibatch, tombol yang ergonomis, dan tombol tombol multimedia yang nyaman.

Lenovo Thinkpad T430 Intel Core i5 Hardisk 320GB Ram 4GB DVD RW Free Backpack + Windows 7 Rp 3.275.000	Lenovo Thinkpad T420 Intel Core i5 Hardisk 320GB Ram 4GB DVD RW Free Backpack + Windows 7 Rp 3.250.000	Lenovo Thinkpad T410 Intel Core i5 Hardisk 250GB Ram 4GB DVD RW Free Backpack + Windows 7 Rp 2.975.000
Lenovo Thinkpad X230 Intel Core i7 Hardisk 320GB Ram 4GB Layer 12" Full HD Free Backpack + Windows 10 Rp 4.100.000	Lenovo Thinkpad X240 Intel Core i5 Hardisk 320GB Ram 4GB Layer 12" Full HD Free Backpack + Windows 10 Rp 3.475.000	Dell Latitude D630 Intel Core2 Duo Hardisk 160GB Ram 4GB DVD RW Free Backpack + Windows 7 Rp 2.650.000
HP Elitebook 2170p Intel Core i5 Hardisk 320GB Ram 4GB DVD RW Free Backpack + Windows 7 Rp 3.175.000	Acer Travelmate P643 Intel Core i5 Hardisk 320GB Ram 4GB DVD RW Free Backpack + Windows 7 Rp 3.175.000	Lenovo Thinkpad T430s Intel Core i7 Hardisk 320GB Ram 4GB DVD RW Free Backpack + Windows 7 Rp 4.275.000
Lenovo Thinkpad X230 Intel Core i5 Hardisk 320GB Ram 4GB Layer 12" Full HD Free Backpack + Windows 10 Rp 3.175.000	Toshiba Tecra Z40-A Intel Core i5 Hardisk 320GB Ram 4GB Display 14inch Free Backpack + Windows 10 Rp 2.200.000	Lenovo Thinkpad L540 Intel Core i5 Hardisk 500GB Ram 4GB Display 15inch Free Backpack + Windows 10 Rp 3.150.000

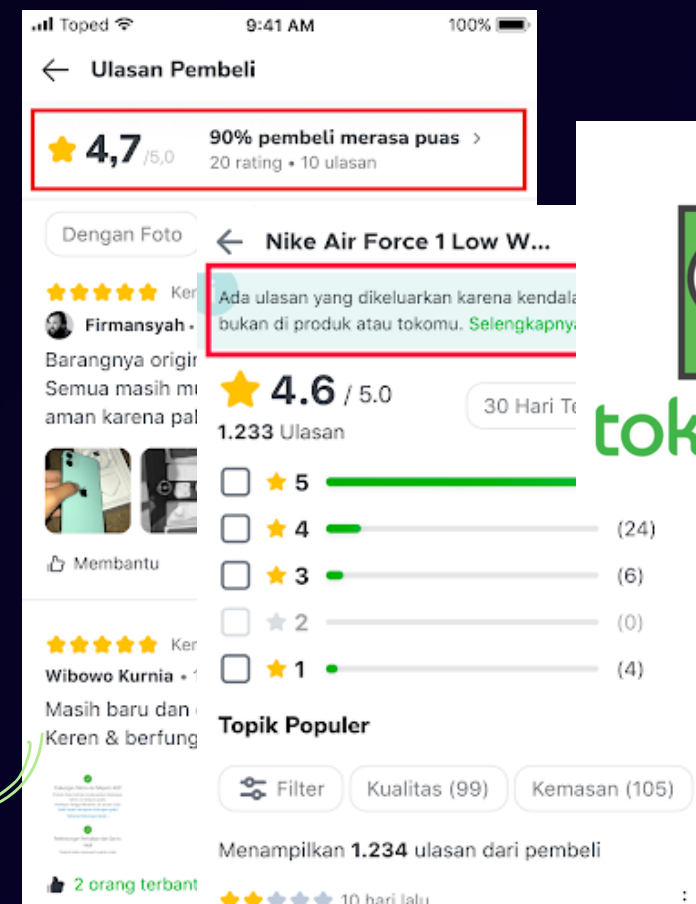
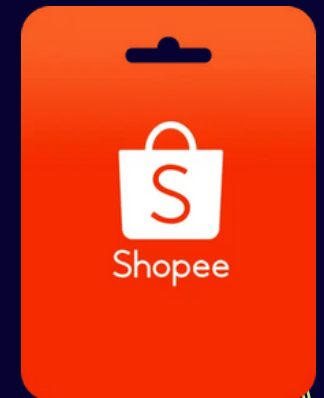
#SolusiCerdasJaminanKualitas

gumar T komputer

Digital Consumer Behavior Journey



Source of Image: IDX Channel.com
<https://www.idxchannel.com/inspirasi/penghasilan-david-gadgetin-dari-youtube-tembus-miliaran-rupiah-per-bulannya/all>



Source of Image: First Indonesia Magazine
<https://firstindonesiamagz.id/aeon-mall-deltamas-destinasi-belanja-dan-hiburan-terkemuka-di-cikarang/>

Unlike traditional consumer behavior, where decisions were influenced mainly by word-of-mouth, TV ads, or in-store experiences, modern consumers now rely heavily on digital interactions.

In the digital age, customer behavior has drastically changed due to the rise of the internet, social media, and e-commerce platforms.





An
Phríomh-Oifig
Staidrimh

Central
Statistics
Office

Household Digital Consumer Behaviour 2024

Of internet users...



84%
of Males

Bought online

85%
of Females

of which...



68%
Males

86%
Females

Bought **clothes, shoes, accessories, etc.**



28%
Males

53%
Females

Bought **cosmetics, wellbeing products**



20%
Males

27%
Females

Bought **medicines, dietary supplements**

Food ordered online...



52%

in households
with **children**

Readymade food (incl. catering)

43%

in households
with **no children**



18%

in households
with **children**

Groceries, meal kits, etc.

11%

in households
with **no children**

Of older people (75+) online...



79%

are **internet banking**

57%

seek **health related information**

54%

use **internet telephoning**

38%

use **social networking**

Source of Image: Central Statistics Office

<https://www.cso.ie/en/releasesandpublications/ep/p-issdcb/householddigitalconsumerbehaviour2024/>

Types of Digital Consumers

Bargain Hunters

Consumers who prioritize discounts, flash sales, and cashback offers.

Example:

Users who actively participate in Shopee 12.12 sales or collect GoPay cashback rewards.

Brand Loyalists

Consumers who consistently purchase from the same brand.

Example:

Apple users in Indonesia who always upgrade to the latest iPhone or MacBook.

Impulse Shoppers

Buyers who make spontaneous purchases influenced by ads or social media trends.

Example:

TikTok Shop users who buy trending beauty products after watching a viral video.

Tech-Savvy Shoppers

Consumers who research extensively before making a purchase.

Example:

Gamers comparing gaming laptops on Tokopedia based on processor performance and price.

Social Shoppers

Consumers are influenced by social media, influencers, and peer recommendations.

Example:

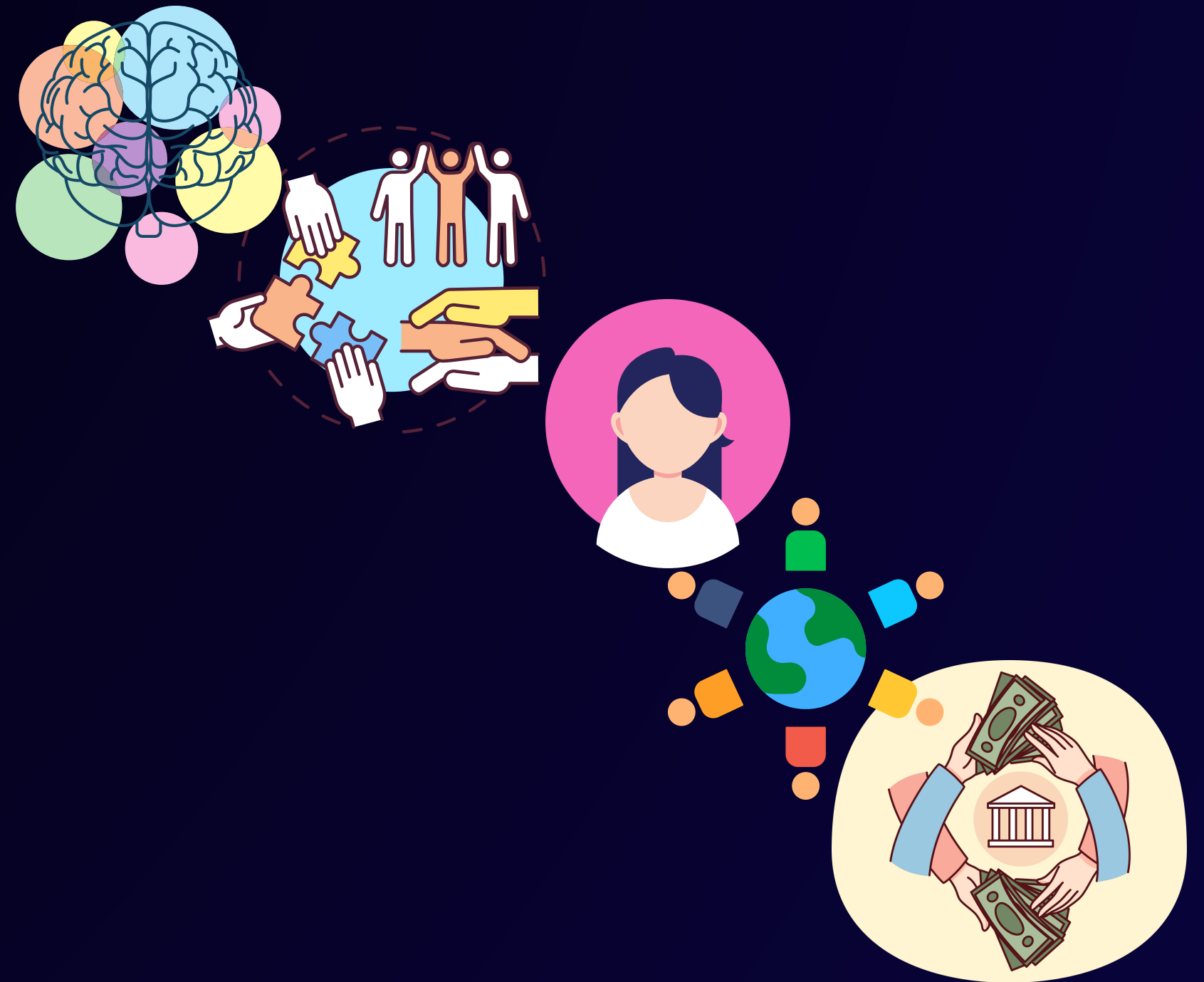
Followers of Indonesian influencers like Nagita Slavina who buy recommended fashion or food products.

Factors Influencing Consumer Behavior

Factors Influencing Consumer Behavior

Traditional

- Psychological Factors
- Social Factors
- Personal Factors
- Cultural Factors
- Economic Factors



Factors Influencing Digital Consumer Behavior



Factors Influencing Digital Consumer Behavior



Technology Adoption

- Internet penetration and smartphone usage.
- Example: Indonesia has over 200 million internet users, with 96% accessing the internet via mobile phones (APJII, 2023).

Factors Influencing Digital Consumer Behavior



Technology Adoption

Key Element of Technology Adaption:

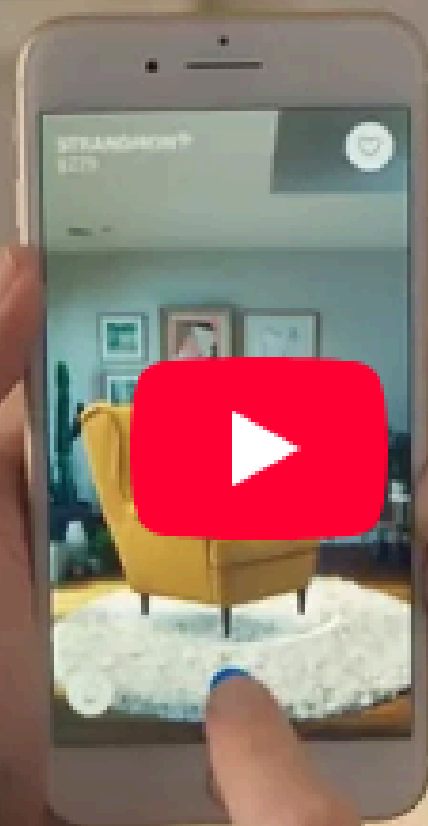
- **Accessibility:** The ease of accessing digital platforms.
- **Ease of Use:** User-friendly interfaces and seamless experiences.
- **Innovation:** New technologies like AR/VR, AI, and voice search enhance customer experiences






Say Hej to IKEA Place

 Share



Watch on  YouTube

Say Hej to IKEA Place

Link: <https://www.youtube.com/watch?v=UudV1VdFtuQ>

Factors Influencing Digital Consumer Behavior



- Platforms like Instagram, TikTok, and Facebook shape purchasing decisions.
- Example: TikTok Shop has become a popular platform for online shopping in Indonesia, especially among Gen Z.

Factors Influencing Digital Consumer Behavior



**E-commerce
Growth**

- Platforms like Shopee, Tokopedia, and Lazada dominate the market.
- Example: During Harbolnas (National Online Shopping Day), Indonesian consumers spent over Rp 20 trillion in 2022.

Factors Influencing Digital Consumer Behavior

- Preference for cash-on-delivery (COD) due to trust issues.
- Example: Many Indonesians still prefer COD over digital payments, though e-wallets like GoPay and OVO are gaining traction.



**Cultural
Factors**

Factors Influencing Digital Consumer Behavior

Key Element of Cultural Factors:

- **Cultural Trends:** Trends like minimalism, sustainability, or wellness influence purchasing decisions.
- **Values:** Cultural values such as family, tradition, or innovation play a role.
- **Subcultures:** Groups within a culture (e.g., gamers, fitness enthusiasts) have specific preferences.



**Cultural
Factors**

Student Activity: What Shapes Your Click?



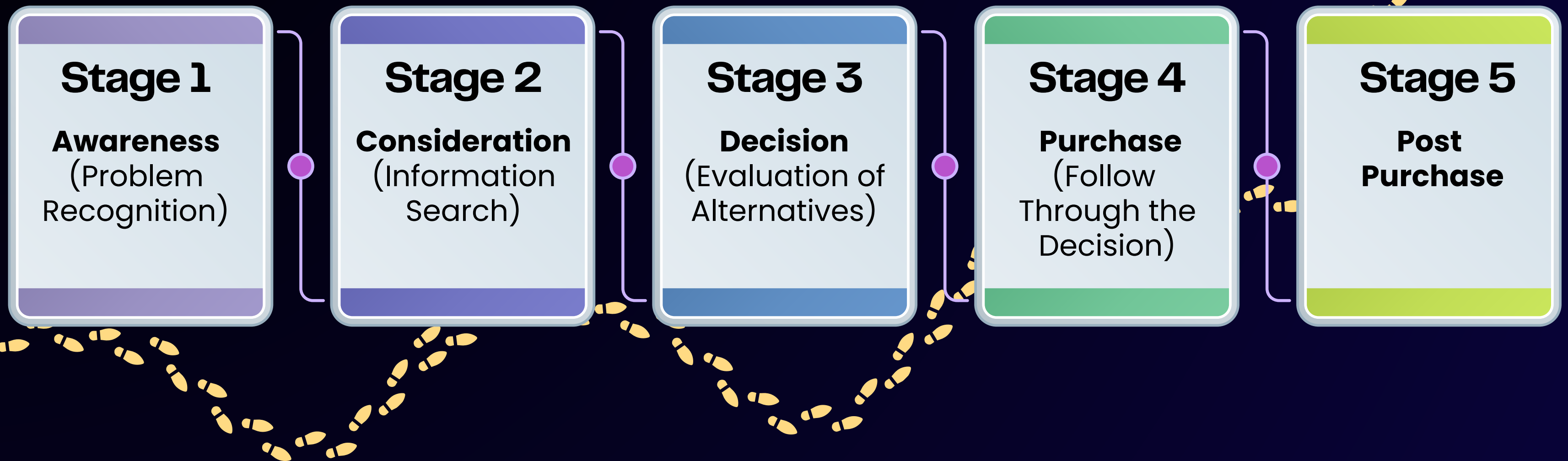
Discussion Questions:

1. When was the last time you bought something online? What platform did you use and why?
2. Has social media or an influencer ever convinced you to buy something?
3. Do you usually compare products and read reviews before buying, or do you decide quickly?
4. Do you or your family still prefer cash-on-delivery? Why or why not?

Digital Consumer Journey Mapping

Digital Consumer Journey Mapping

(Digital Consumer Decision-Making Process)

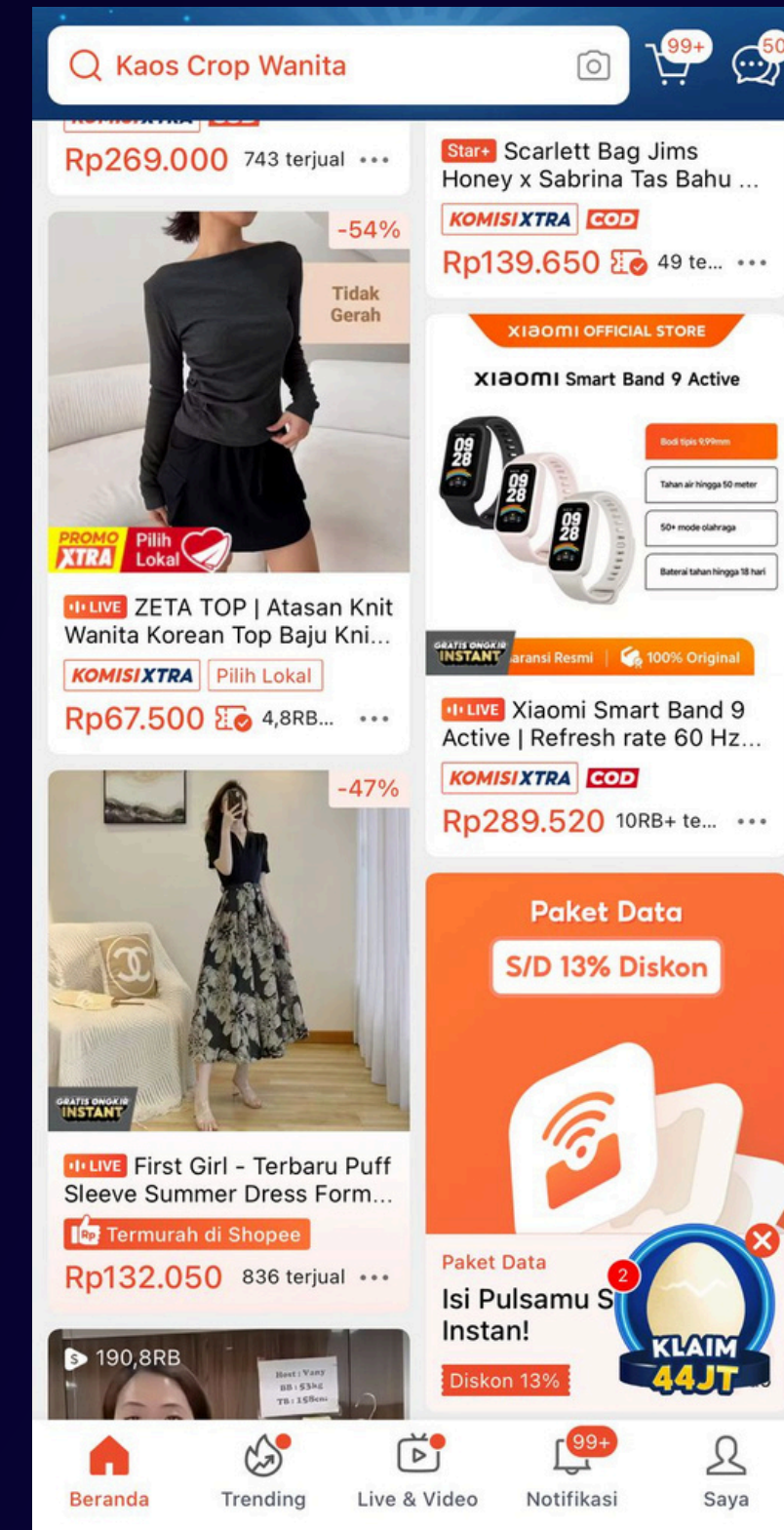


Digital Consumer Journey Mapping

(Digital Consumer Decision-Making Process)

- **Stage 1: Awareness (Problem Recognition)**

- Consumers recognize a need or problem, which can be triggered by online ads, social media, search trends, or peer recommendations.
- **Example:** A person sees a Shopee or Tokopedia ad for a smartwatch and realizes they need a device to track their daily activities and health metrics.



Digital Consumer Journey Mapping

(Digital Consumer Decision-Making Process)

- **Stage 2: Consideration (Information Search)**
 - Consumers look for solutions through search engines, company websites, product comparison platforms, and social media reviews. SEO, content marketing, and influencer opinions play a significant role here.
 - **Example:** The consumer searches “smartwatch terbaik 2024” on Google and watches YouTube reviews comparing Xiaomi, Samsung, and Apple smartwatches.



Digital Consumer Journey Mapping

(Digital Consumer Decision-Making Process)

- **Stage 3: Decision (Evaluation of Alternatives)**
 - Consumers compare different products or services based on price, features, online reviews, and brand reputation. E-commerce platforms often provide tools like filters, AI-based recommendations, and virtual try-ons to assist in this process.
 - **Example:** The consumer reads Tokopedia customer reviews, checks Lazada ratings, and follows Instagram influencers who review tech gadgets to compare Xiaomi vs. Samsung smartwatches.

Digital Consumer Journey Mapping

(Digital Consumer Decision-Making Process)

- **Stage 4: Purchase**

- Consumers finalize their choice based on convenience, trust, and incentives like discounts or free shipping. Multiple payment methods (bank transfer, ShopeePay, GoPay, Kredivo) and smooth checkout processes impact the decision.

- **Example:** After seeing a flash sale on Shopee, the consumer decides to purchase the Xiaomi smartwatch using GoPay for a cashback reward.



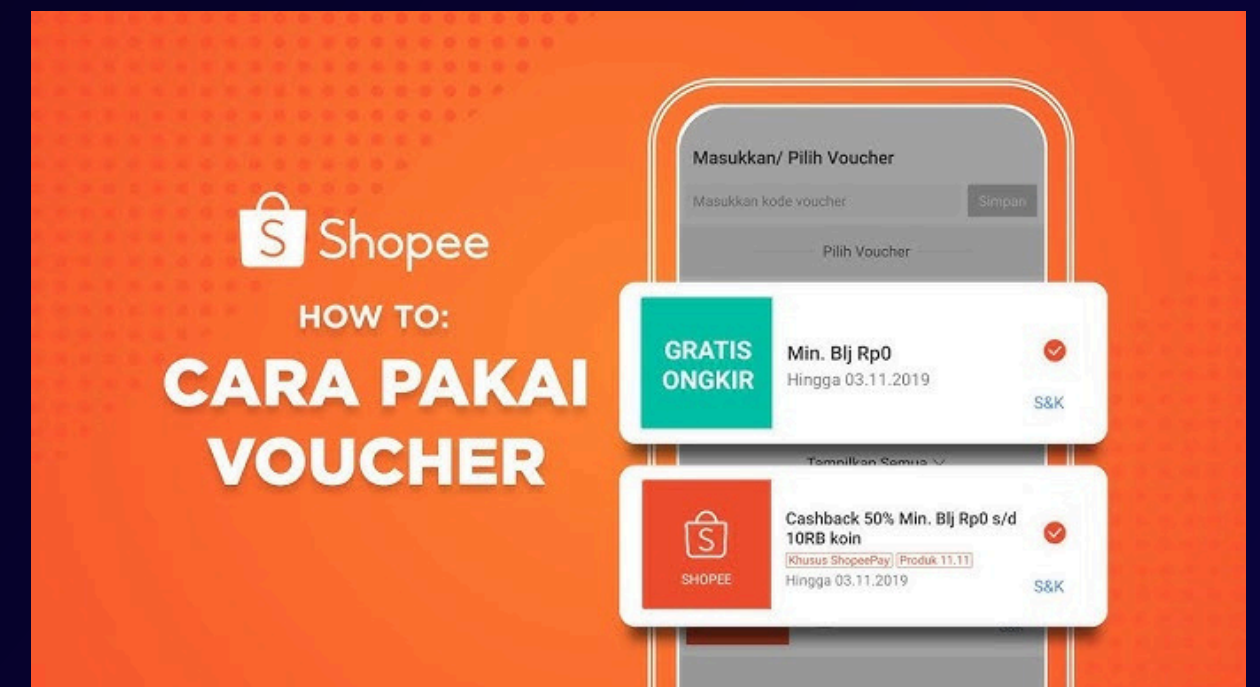
Digital Consumer Journey Mapping

(Digital Consumer Decision-Making Process)

- **Stage 5: Post Purchase**

- After making a purchase, consumers may leave reviews, share experiences on social media, or return to the brand for future purchases. Loyalty programs and follow-up emails enhance customer retention.

- **Example:** The consumer receives a follow-up email with a Shopee voucher for their next purchase and posts a TikTok video unboxing their new smartwatch.



Implication of Digital Marketing for Customer & Business

Implications for Customer

1. Greater Convenience and Accessibility

- Digital platforms allow customers to shop anytime, anywhere, and access a wide range of products and services with just a few clicks.
- **Example:** Customers in rural areas can now access products from big cities through platforms like Tokopedia and Shopee, eliminating geographical barriers.



Implications for Customer

2. Empowerment Through Information

- Customers have access to vast amounts of information, including reviews, comparisons, and expert opinions, enabling them to make informed decisions.
- **Example:** A customer reads another customer's reviews on Amazon before purchasing a product.



Implications for Customer

3. Personalized Experiences

- Customers benefit from tailored recommendations, targeted ads, and customized content that align with their preferences and needs.
- **Example:** GoFood recommends restaurants and dishes based on a user's past orders and location, making the dining experience more personalized.



Implications for Customer

4. Increased Expectations

- Digital consumers expect fast responses, seamless experiences, and high-quality service. Brands that fail to meet these expectations risk losing customers.
- **Example:** Indonesian customers expect fast delivery from e-commerce platforms, with services like Shopee's same-day delivery becoming increasingly popular.



Implications for Customer

5. Influence of Social Media

- Social media platforms shape customer preferences and purchasing decisions through influencer marketing, trends, and peer recommendations.
- **Example:** A viral TikTok video showcasing a local snack like “Keripik Pedas” can lead to a surge in demand, with customers rushing to buy the product online or in stores.



Implications for Customer

6. Privacy Concerns

- While personalization enhances the customer experience, it also raises concerns about data privacy and security. Customers are becoming more aware of how their data is used.
- **Example:** Indonesian consumers are becoming more cautious about sharing personal data online, especially after incidents of data breaches reported in the media.



Implications for Customer

7. Shift Toward Ethical Consumption

- Digital consumers are increasingly conscious of the environmental and social impact of their purchases. They prefer brands that align with their values.
- **Example:** Brands like Green Kopi, which promote sustainable and eco-friendly coffee production, are gaining popularity among environmentally conscious consumers.



Source of Image:
<https://pesonanusantara.co.id/main/detail/GREEN-COFFEE>

Implications for Customer

8. Access to Global Markets

- E-commerce platforms enable customers to purchase products from around the world, expanding their choices and access to unique items.
- **Example:** Indonesian customers can now purchase international brands from Amazon, expanding their shopping options.



Implications for Businesses

1 Rise of E-commerce and Mobile Shopping

- The convenience of online shopping and mobile apps has shifted consumer behavior. Businesses must optimize their websites for mobile devices and offer user-friendly e-commerce platforms.
- **Example:** Shopee and Tokopedia have optimized their platforms for mobile users, as a significant portion of Indonesian consumers shop via smartphones.



Implications for Businesses

2. Need for Data-Driven Strategies

- Digital consumer behavior generates vast amounts of data through online interactions, social media, and e-commerce platforms. Businesses must leverage this data to understand customer preferences, predict trends, and personalize marketing efforts.
- **Example:** Tokopedia and Shopee use data analytics to track customer behavior, such as popular search terms and purchasing patterns, to optimize their product recommendations and marketing campaigns.

Implications for Businesses

3. Personalization is Key

- Customers expect tailored experiences, from personalized product recommendations to customized email campaigns. Businesses that fail to deliver personalization risk losing customers to competitors.
- **Example:** Netflix uses algorithms to recommend shows based on a user's viewing history.

Implications for Businesses

4. Importance of Social Proof

- Online reviews, ratings, and influencer endorsements heavily influence purchasing decisions. Businesses must actively manage their online reputation and engage with customers on social media.
- **Example:** Local beauty brands like Wardah and Emina collaborate with influencers on Instagram and TikTok to promote their products, leveraging social proof to attract customers.

Implications for Businesses

5. Omnichannel Presence

- Customers interact with brands across multiple channels (e.g., websites, social media, mobile apps, physical stores). Businesses must ensure a seamless and consistent experience across all touchpoints.
- **Example:** Unilever Indonesia integrates its online and offline channels by allowing customers to purchase products through e-commerce platforms like Shopee or Lazada and pick them up at nearby Alfamart stores.

Implications for Businesses

6. Focus on Customer Experience

- Digital consumers expect fast, efficient, and hassle-free experiences. Businesses must invest in customer service, easy returns, and quick delivery options.
- **Example:** Gojek provides a seamless customer experience by offering multiple services (ride-hailing, food delivery, payments) in one app, ensuring convenience and efficiency.

Implications for Businesses

7. Adaptation to New Technologies

- Emerging technologies like AI, AR/VR, and voice search are changing how customers interact with brands. Businesses must adopt these technologies to stay competitive.
- **Example:** BRI Bank uses AI-powered chatbots to assist customers with banking inquiries, improving service efficiency and accessibility.

Implications for Businesses

8. Ethical Use of Data

- Emerging technologies like AI, AR/VR, and voice search are changing how customers interact with brands. Businesses must adopt these technologies to stay competitive.
- **Example:** Indonesian e-commerce platforms comply with government regulations like PDP (Personal Data Protection) laws to ensure customer data is handled responsibly.

Ethical concerns related to tracking digital customer behavior



Privacy Invasion

Collecting personal data without explicit consent can feel intrusive and violate customer privacy.



Data Security

Storing customer data increases the risk of data breaches, which can lead to identity theft or misuse of personal information.



Transparency

Customers are often unaware of how their data is being collected, used, or shared by companies.



Manipulation

Using behavioral data to manipulate customers into making purchases (e.g., through targeted ads or personalized nudges) can be seen as unethical.



Bias and Discrimination

Algorithms used to analyze customer behavior may inadvertently reinforce biases, leading to unfair treatment of certain groups.

Key Takeaways for Indonesia

- **For Customers:** Indonesian consumers benefit from increased access to products and services, but they also face challenges like data privacy concerns and the need for digital literacy to navigate online platforms safely.
- **For Businesses:** Companies must adapt to the unique digital landscape of Indonesia, which includes high mobile usage, a preference for social commerce, and the importance of localizing strategies to cater to diverse customer needs.

Thank You.

– Consumer Behavior in the Digital Age –

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- Say Hej to IKEA Place <https://www.youtube.com/watch?v=UudV1VdFtuQ>