سلوك المستهلك الرقمي

Digital customer behaviour

Digital consumer behavior represents how individuals interact with digital items while making purchasing decisions, and is influenced by several factors including technology, social, psychological, and economic factors. The importance of understanding this behavior comes from the vital role it plays in guiding marketing and advertising strategies and improving user experience.

**Who is a digital consumer?:** A digital consumer refers to an individual who engages in various online activities, transactions and interactions as part of his or her consumer behavior in the digital space . Digital consumers use digital technologies and platforms to access goods, services, information, and entertainment.

**How to identify the behaviors of digital customers?:**

By analyzing big data, companies can deliver advertising content appropriated with individual consumer interests, increasing the probability of deeper engagement and positive brand response. In addition, using a benefit-based content strategy can have a significant impact in attracting customers and convincing them to buy.

Characteristics of the digital consumer:

More informed: The digital consumer researches before purchasing, so companies must provide information about products or services clearly and transparently. Consumers typically seek out opinions from others who have purchased the product or service.

Recent surveys indicate that about 88% of consumers conduct in-depth research about the product and company before making a final purchasing decision.

**More connected:** The digital consumer is connected anytime, anywhere, mainly due to the increasing use of mobile devices.

**Less impulsive:** The digital consumer is price sensitive, and their consumption practices are more thoughtful and conscious.

**More urgent:** The digital consumer wants companies to talk to them and clarify doubts as quickly as possible, even at the same time that those doubts are being presented.

**More participatory:** The digital consumer usually shares opinions and experiences, if the product is good or not, and if there is any customer service issue.

Tools for measuring digital consumer behavior:

1- Website Analytics: Google Analytics helps track site visits and know the most visited pages, the number of visitors who visit your site and the number of current visitors, information such as age, gender, educational level, and how long they stay on each page through a Google search.

2-- Social media analysis tools: hootsuite or sproot social, which allow understanding interaction with content on social media platforms and responding to customers on their common questions. It provides analytics to track your posts, the audience’s interaction with them, and the growth of followers.

3- Email analysis tools: Mailshimp or Constant Contact provide data on the rates of opening messages, clicking on links, unsubscribing, analyzing email performance, and creating ready-made templates for email messages.

4- E-commerce analysis services: shopify analytics or woo commerce reports to understand purchasing behavior through online stores and monitor customer behavior, monitor sales movement and number of orders, total sales, financial reports, returns, and customer reports, for example, their geographic locations and their life cycle in your store.

These tools provide valuable insights into how consumers interact with the brand online, which helps improve marketing strategies.