

Consumer Behavior & Digital -in a Post-COVID World

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**COVID- 19 impact has been profound
on every aspect of life**



Consumers forced to change their behavior

- Working from home & schooling children
- Distancing from relatives and friends
- Exercising at home
- No dining out
- Brick & mortar retailers closed
- DIY hair, nails,



Social media search patterns provides insights into consumer behavior during COVID-19

HEALTH, WELLNESS, & SELF CARE

Staying at home doesn't have to mean staying on the couch! Physical fitness and mental well-being are hot topics right now, with people looking for workouts they can do on their own, as well as ways to support mental health in a challenging time.



INCREASE* IN SEARCHES FOR

3x	Stress Relief
3x	Stress Quotes
4.3x	Self Care at Home
3x	Home Bodyweight Workouts
2.9x	Exercise Routine at Home

PARENTING & HOME SCHOOLING



With all the kids at home, many parents are trying to teach and entertain their kids while also working from home themselves! They're looking for ways to create routines, stave off boredom, and educate, but also to enjoy some extra time together.

INCREASE* IN SEARCHES FOR

4.3x	Homes Games for Kids
128x	Easy Lunch Ideas for Kids
4x	Science Experiments Kids
14x	Indoor Activities with Kids
17.5x	Work from Home with Kids

FOOD

Always a popular topic on Pinterest, searches for recipes have increased tremendously. More beginners are looking to try their hand at cooking the basics which are hard to come by in local stores. Easy recipes with flexible ingredients that utilize what's already on hand are in high demand.

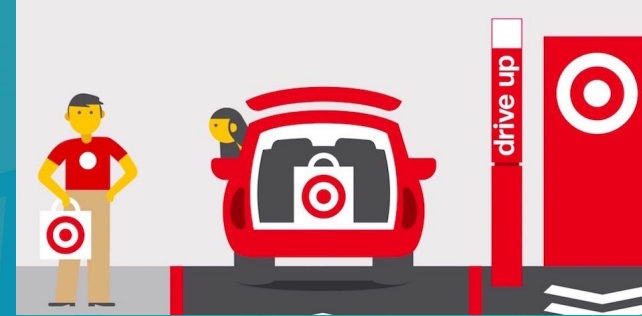


INCREASE* IN SEARCHES FOR

2.5x	Freezer Meals
42x	Bread in Crockpot
15x	Sweet Amish Bread
4x	How to Make Tortillas
45x	Yeastless Bread Recipes

Business models have changed

- Delivery services or curbside
- Special hours
- Businesses switch to selling consumer packaged goods & staples



**ANNOUNCING
SENIORS ONLY SHOPPING HOURS**



FOOD TOWN

Doors open at 7:00 am at all Food Town Stores to those 65 years and older.

*must present Government Issued State ID or Texas Drivers License.



Business operations have adapted

- Changed operations completely
 - PPE
 - Ventilators
 - Hand sanitizers



Businesses providing free offerings

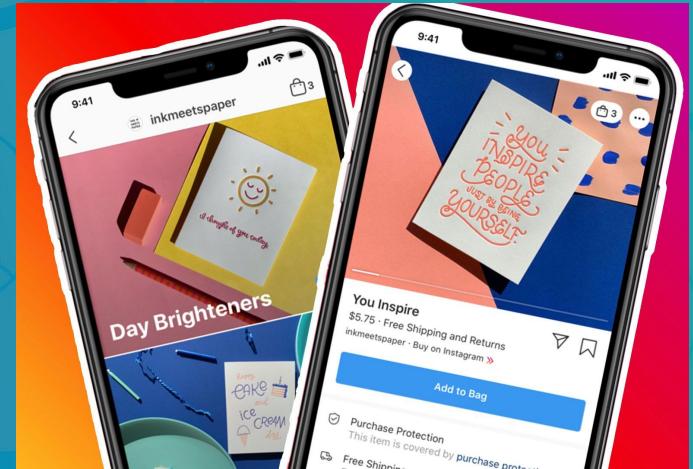
- Entertainment
- Education
- Health & Fitness



Free Distance Learning
Resources for Educators

COVID-19 accelerated the digital transformation of businesses & industries

- Remote work
- New technologies (AI, Robotics, Drones)
- Online events
- The rise of the digital seller
- Virtual everything
- Social media
- ecommerce
- Social commerce



Post-Covid19 emergence: “The big unknown”



What will consumer life look like post COVID-19 & what are the implications for Digital Marketing?



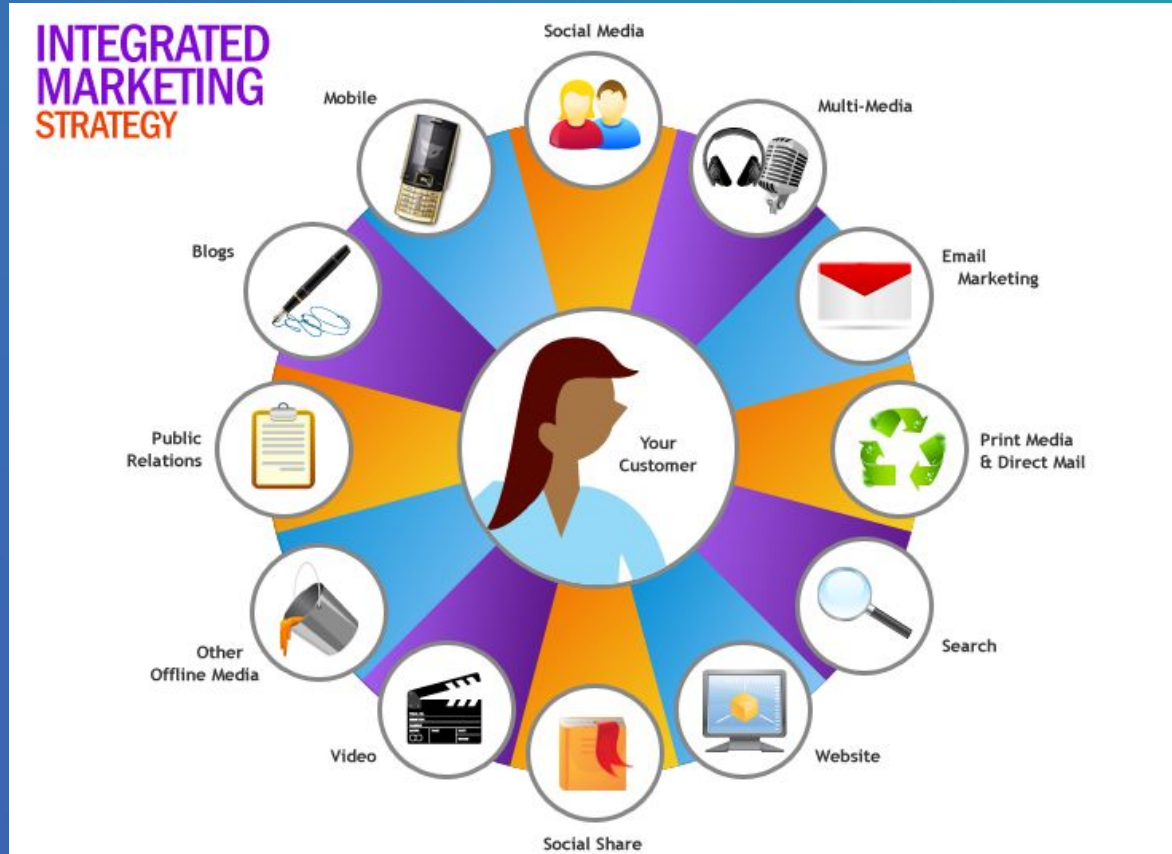
These questions offer opportunities for application in *Consumer Behavior*, *Digital Marketing & Social Media* courses and is what will be explored during this session.

Understand what has changed for businesses post COVID

- The new marketing mix? 7 P's
- Business models & goals?
- Target audience ?
- Customer needs & pain points?
- Budgets & resources?
- Product/service offerings?



Develop a new IMC strategy



Ideas for Class application



Breakout & Brainstorm Activities

- Conduct an Environmental Scan
- Discuss what consumers are doing as we emerge from COVID-19 & the implications for marketing.
- Assign each team an industry. Discuss how COVID-19 has impacted the industry.
 - Hospitality
 - Entertainment
 - Travel
 - Education
- Have students develop a digital or social media marketing strategy for a business within their chosen industry.



Mini Case #1: Upscale Gyms

Evan owns a chain of very successful upscale gyms. However, the chain was forced to close for months during COVID-19. In an effort to retain loyal customers, Evan offered virtual classes free of charge to all members. 75% of his customer base participated in these free classes, however Evan lost significant revenue, as he was still paying for instructors, the virtual platform, overhead for the gyms, as well as losing out on incremental revenue from personal training sessions, the juice bar, and apparel.

As businesses began to reopen, Evan questioned whether or not his customers would return to his physical sites. Although 75% of his customer base participated in the virtual workouts, only 25% returned to the physical sites

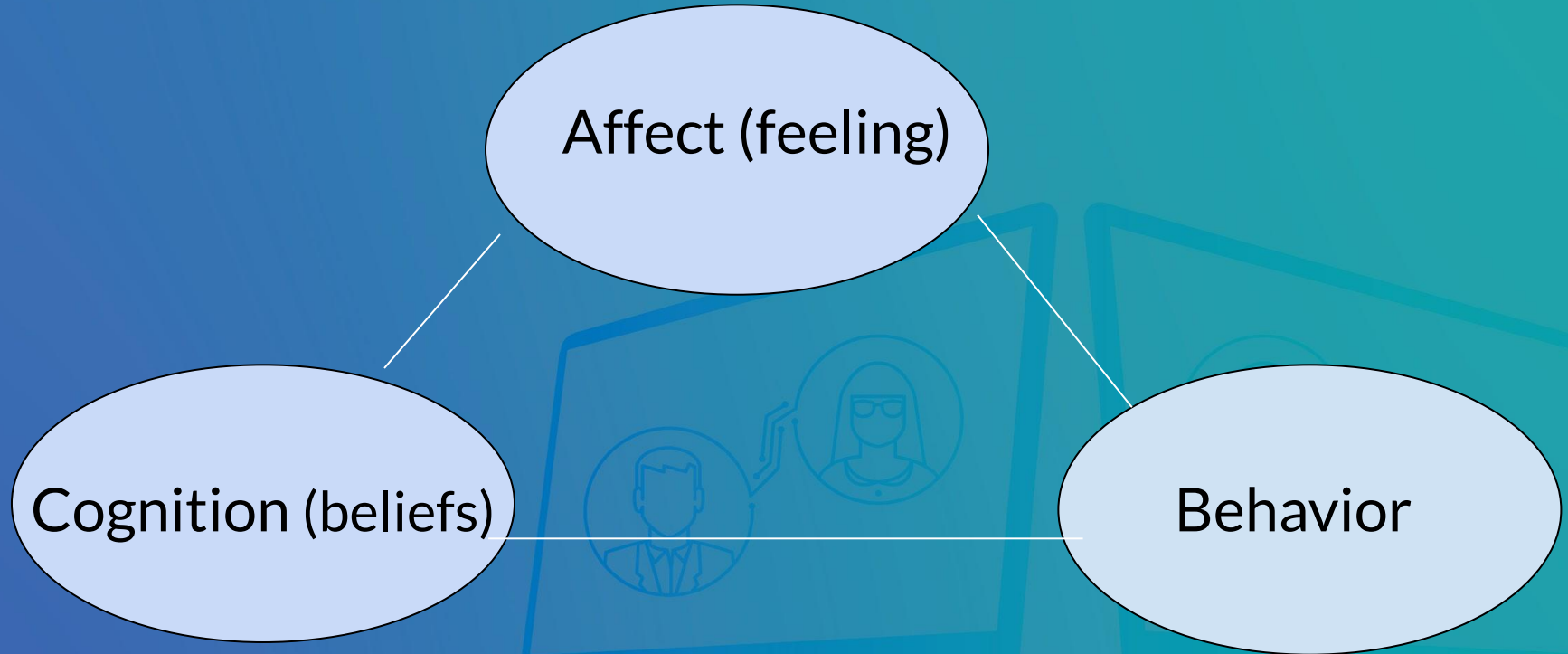
His research showed that many of these lost customers adapted to working out at home. They recognized the time & cost savings & some even made significant investments in creating a workout space at home.



Assignment questions for a Consumer Behavior course:

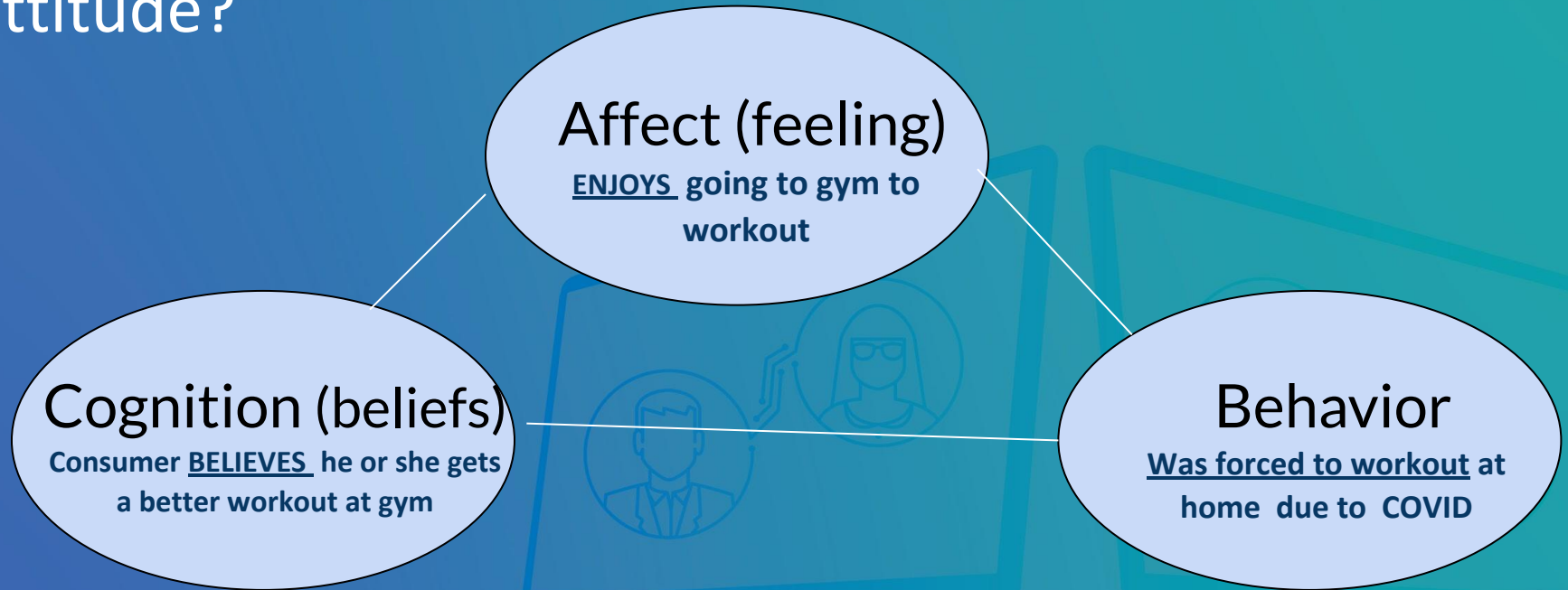
1. How can Evan apply the tri-component model of attitude (ch 6) to this scenario ?
2. Which component(s) would he want to change in order to bring his lost customers back to the gym?
3. Alternatively, what component (s) would he want to change if he adapted his business model for those who are not willing to return to gym?

Concept: tri-component model of attitude:



Consumers need and value harmony among all 3 components and will take action when they are not consistent.

Q1: How can Evan apply the tri-component of attitude?



Consumers need and value harmony among all 3 components and will take action when they are not consistent.

Assignment questions for Digital /Social Media courses:

1. Outline an integrated, digital or social media marketing strategy for #2 (bringing his lost customers back to the gym).
2. Outline an integrated, digital or social media marketing strategy for #3 (adapted his business model for those who are not willing to return to gym).

Digital Marketing Strategy



Mini Case #2: Hair Salons

Adelina owns a chain of hair salons. However, the chain was forced to close for months during the Pandemic. As Adelina was reading industry reports that many consumers, desperate to maintain their hair color, have begun coloring their hair at home, she became very concerned that customers would not return to the salon post-pandemic. In an effort to retain customers, the salon considered sending their customers customized 'color touch-up kits'. Using her customer database, Adelina mailed each customer a "kit" that included their custom hair color, instructions for applying and a coupon for their next in-salon service. This promotion, is a direct mail tactic. How digital marketing tactics should Adelina consider along the IMC to try to bring her customers back to the salon upon reopening?

HOW CAN SHE DO THIS AND LEVERAGE DIGITAL? FOR EXISTING CUSTOMER & POTENTIAL NEW CUSTOMERS



In Summary:

- COVID-19 forced consumers to adapt how they live, shop, work, learn & play.
- What will consumer life look like post-COVID and what role will Digital Marketing Play?
- **One thing is clear:** Organizations must consider how changes in Consumer Behavior will impact their business and how to leverage Digital Marketing to capitalize on this new normal.



Questions?

