

消費者行為與趨勢

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各品牌廠商不管是現在或未來仍需持續改善顧客購物體驗，拜大數據的浪潮及科技進步所賜，接下來的行銷策略勢必結合大量數字管理分析及實體銷售經驗結合，以其得到更全面的覆蓋率。另外由於智慧型手機商務及行動支付的成熟發展下，移動式行銷將會更加普遍。

隨著 Z 世代逐漸成長，他們也即將成為新興主力消費族群，品牌廠商必須提高對這個龐大的消費群體的注意力。而此一族群的特性便是擁有高度的社交媒體行為，當與這些消費者做溝通策略時，不是單純提供個別消費者體驗，而需將社交媒體行為與其他消費者資訊結合，進一步形成一種社群網絡的購買體驗。

消費已經無處不在：

電子商務中「e」不僅是指的是電子銷售管道，也可以說是「everywhere」，數位化購物選擇讓消費者可以隨時隨地購買任何東西。

全球化：這已經是個老生常談的現象，數位化管道讓品牌可以輕易進入以前無法實現的市場，如中國和印度。隨著這些擁有人口眾多的國家在網路的涉入行為越來越多，所創造的銷售機會也隨之增加。



第三方行動應用程式：無論是實體通路商、電商、金融業等皆推出自家 APP 來行銷和銷售產品，且如 Line 這樣的社交媒體也開發出自己的消費管道為消費者提供購買的新途徑。隨著第三方行動應用程序越來越受普及，零售商更容易觸及以往較難接觸的消費族群。

第三方支付與電子支付：現今的第三方支付，不再僅做為代收代付，增加了儲值功能後，更增加品牌廠商另一個可以操作的購買管道。另外消費大眾逐漸接受如：Apple Pay、Google Play、Line Pay 等這樣綁定信用卡的行動支付，零售通路可以結合銀行端出更吸引消費者的行銷方案。

搭便車式購物行為：今天，消費者可以拍下他們看到有人在街上穿的鞋子的照片，然後使用那張照片找到購買鞋子的地方或獲知可以購買的管道，因此消費者購買途徑縮短了，同時也不再局限傳統購買行為，資訊蒐集、產品比較進而購買，更多的出現衝動性購物的購買行為增加了。

移動行銷：現今手機提供了品牌商另一個消費者接觸點，透過如：GPS 等技術可以消費者靠近其產品並及時發送消息時定位消費者。雖然這項技術已有十年之久，但隨著更多 APP 連結，未來會有更多的運用。此外，不僅在一般消費性產品，汽車產業也可嗅到一點端倪，透過大量的旅程紀錄來更解析消費者行為進而推出更貼近消費者的營銷方案。

新世代消費者(GenZ)崛起:

如文章開頭所述，Z 世代繼千禧世代之後也進入社會，開始成為職場中堅，這個世代的年輕人從小生活在數位時代裡，網路對他們來說是生活的必需品，漸漸也改變消費市場。

其中幾個比較明顯的改變如下：

媒體行為與千禧世代有些許差異：若與千禧世代相比，Z 世代對於手機的依賴程度明顯高的許多，於此同時，也顯著降低了對於電視的接觸。另外即便兩這族群仍有高度社群行為，但對於媒體選擇也出現了變化，千禧世代主要以 Facebook 一枝獨秀，而 Z 世代呈現多樣化，不僅是 Facebook，還有 IG、YouTube 等，一人同時使用多個社群媒體的機率相當高，因此企業對於社群媒體的經營得格外小心。

新奇產品高於新奇體驗：由於從小就生長在網路快速發展的時代，商品體驗的機會變少，例如：以往購物時，人們需要走到賣場，需要逛逛百貨公司，摸摸商品、試用產品，而對於 Z 世代而言，他們對於網路購物有極高的接受度，也高度參考網路上分享的訊息，至於是不是實際親身體驗，則不適那麼重要了。

對前衛的宣傳手法更有感：傳統宣傳方式對 Z 世代不起作用。行銷人員需採用更創新和新的講故事方式，他們對比較前衛或是更視覺化的策略容易產生反應。例如：Youtube 視頻，特別適合年輕客戶。

他們提高企業社會責任管理需求：以往的消費者對於企業社會責任關心程度不高，對於新世代消費者-Z 世代，佔人口的近 25%。出生於 1997 年至 21 世紀初期，這是第一代在 WWW 誕生之後成長起來的一代人，因此，他們高度與數位化鏈結。然而，這並不意味著這群消費者已經脫離了社會，互聯網成了另一種社交管道，成了生活的另一部分，彼此消息散布的速度相當快，因此企業聲譽的經營相較以往更需格外小心及注意，這也就是如今社群聆聽資料已被廣泛為企業使用來監控網路聲音並做出適當的因應。

他們使得企業因應速度須加快：現今生活的節奏速度快，使得消費者變得不耐煩，更渴望為自己賺取時間。尤其最不耐煩的是年輕人，當購物時，他們希望能在幾分鐘內就能收到回覆的比例越來越高，甚至即時回應，因此現今的企業需要更快速的因應消費者需求。

AI 正當紅，正在改變消費者的消費行為

有幾個方向是 AI 正在改變消費者的消費模式

消費者被鼓勵花更多錢：企業將有更聰明的方式銷售商品，透過大數據分析能精準預測消費者行為，AI 可以自動在適當的時機將商品推銷給消費者，以提升成交率，如在最佳時間向客戶發送推播訊息，從而產生銷售額的增長。

消費者忠誠度被提高：AI 累積了大量數據能發現高度忠誠度客戶的消費行為。因此企業更能找到消費者喜歡的產品或服務來黏著消費者。另外，AI 可以更進一步改善用戶體驗，例如：Airbnb 的人工智能搜索能夠處理大量數據，因此可以為用戶提供個人化搜尋結果增加對於住宿的體驗及滿意度。通過這樣的服務，消費者沒有理由使用其他管道。

消費者將更習慣「便利」：電商盛行，消費者習慣便利的購物方式，AI 更進一步優化這樣的服務體驗，如：面部和指紋識別使消費者能更便利下訂單，AI 的自動語音客服系統，不僅為企業節省人力與成本，消費者問題可以更快獲得解決，因此 AI 使購物體驗對消費者來說更加方便。

挖掘出新消費族群：企業將大數據與深度學習結合，推出更個人化的行銷方式，藉此吸引可能購買其產品的任何人。透過 AI 在數據中找到模式，以幫助企業了解客戶真正想要的東西。例如，汽車業者可將消費者喜好與工作狀況的資料結合，預測不同消費者群體的汽車購買意圖和偏好，更詳細的族群解析，尋找更多的潛在客層。

總結：

如今的市場變化多且快速，資料已經成為數位行銷時代的新貨幣，不過僅擁有資料不夠，還得懂如何管理及貨幣化。根據 IDC 執行的《世界的數位化——從邊緣到核心》白皮書探究全球資料變遷趨勢，金融服務、製造、醫療保健以及媒體和娛樂產業，將成為新時代資料成長的推手。

如何掌握及有效管理資料將成為一家企業是否能永續經營的一個關鍵。



Ipsos是全球頂尖的專業市場調查研究機構，在世界各地八十九個國家設有分公司，在挖掘顧客經驗，執行品牌行銷調查，我們具有創新的思維與先進的科技。我們是世界頂尖企業執行長最信賴的企業顧問，我們也有熟悉各產業的專家協助測量、模擬和管理顧客與員工關係。

更多的資訊，請參考 <https://www.ipsos.com/en-tw/solution/overview#category3>

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Consumer Behavior & Trends

Ryan Lin, Ipsos Associate Director

Brand owners should keep improving customers' shopping experience for now and the future. Because of the trend of big data and advanced technology, marketing strategy must include managing and analyzing huge amount of numerical data and combine with the actual sales experience for gaining wider market coverage. In addition, mobile marketing will be another trend due to the well-developed of e-commerce and mobile payment.

As the growth of Gen Z, they're going to be the next purchasing powerhouse. Thus, brand owners should put more attention on this group of consumers. Gen Z is known for their fervent social media usage, so when developing communication strategy, brand owners should combine their social media behavior with other customers information instead of focusing on single customer's experience, to form a common purchase experience of their social network.

Consumption is Everywhere:

"E"-commerce is not only known as Electronic Commerce, which means a sales channel via computer network over the Internet, but also can be re-defined as "Everywhere" Commerce. Digital shopping makes customers purchase goods anytime and anywhere.



Globalization: It is a common phenomenon nowadays. Digital channels allow brands easily enter markets which are difficult to enter before, e.g. China and India. As the countries with large populations become more involved in the Internet, the sales opportunities increase accordingly.

Third-Party APP: Corporates in different industries, such as retailer, e-commerce, banking, etc, launch their own APP for marketing and selling purposes. Also the social media like "Line" develops their own consumption channel and provide a new purchasing way for customer. As the third-party APP is more and more popular, retailer can easily reach the consumers who are difficult to reach before.

Third-Party Payment and Electronic Payment (E-payment): The third-party payment nowadays is not

only for collections and payment transfer, but also a new choice of payment through top-up function, which offers another operable channel for brand owners. In addition, customers gradually adopt the mobile payment, e.g. Apple Pay, Google Pay, and Line Pay. Retailer can cooperate with bank and plan more attractive marketing events for customers.

Free-riding consumer behavior: Customers can take photos of shoes they see on the street, then find out the shoe's information by photos. In this way, the purchase path is shorter and no longer limited to traditional purchase behavior such as information collection, products comparison and then purchase. More and more impulse purchase happened.

Mobile marketing: Brand owners can reach their customers via mobile phone, for example, they can use GPS to position customers and send the instant message when they close to products. Although this technology has been for ten years, as the more connection to APP, more applications will be developed in the future. In addition, automobile industries also keep up with trends, they figure out consumer behavior by numerous journey records, and create marketing plans which are closer to customers.

The Rise of Gen Z

As mentioned in the beginning of the article, Gen Z, the group born after the Millennials, is starting their young careers and being pivotal. Gen Z grow up in a digital era, Internet is like a necessity to their daily life. The change of generation also changes the market.

There are some obvious changes below:

The difference between Gen Z and Millennials: Gen Z is much relied on mobile phone compared to Millennials. At the same time, the usage of television decrease accordingly. Both of them have highly social behavior, but they are different in media choices. For most of Millennials, Facebook is the main choice. For Gen Z, it is common to engage in multiple social media like Facebook, Instagram, YouTube, etc. Thus, corporates should manage those social media more carefully.

They prefer novel product to novel experience: Because of growing up with rapid development of Internet, the opportunities for product experience have become less. For example, in the past, if you want to do shopping, you need to go to stores or visit department stores and trial products by yourself. But for Gen Z, they have a high acceptance of online shopping and high reference to information shared on the internet. A practical experience is not that important anymore.

More sensitive to edgy promotion: Traditional promotion doesn't work for Gen Z. Marketers should change to more creative and innovative storytelling styles. Gen Z is more responsive to edgy or visual strategies, such as YouTube video, especially the young customers.

Highly awareness of Corporate Social Responsibility (CSR): In the past, customers were less concerned about CSR, while the tune is changed when moving to the new generation. This new generation of customers, Gen Z, accounted for nearly 25% of the population and born between 1997 and the early 21st century, they are the first generation who grow up after the birth of WWW, and therefore Gen Z are highly connected to the digitalization. However, this doesn't mean that they have been separated from society. Internet become another social channel, another part of life. The information quickly spread to each other, therefore corporates should be more focus on reputation management. That's why social listening is widely used by corporates to monitor online reputation and for appropriate responses.

They want quick response: Fast-paced world makes customers become more impatient and eager to save more time. Especially the younger people, more and more of them hope to receive a quick response in few minutes when shopping, they even expect the instant response. To satisfy customers, corporates should reduce their response time.

AI Craze is Changing Consumer Behavior:

AI is changing consumption patterns. There are some dimensions below:

Customers are encouraged to spend more: There is a smarter way to sell goods by big data analysis which can accurately predict consumer behavior. AI can automatically sell goods to customers in an appropriate time and increase deal rates. For example, sending customers push messages at the right time to boost sales.

Customer loyalty is increased: Data collection by AI can help to discover the behavior of highly loyal customers. Corporates can figure out which products or services customers like and increase their adhesion toward the brand. In addition, AI can improve user experience, for instance, Airbnb's AI provide users personalized search results to increase experience and satisfaction of accommodation. With such service, there is no reason to use other channels.

Customers will be more used to "convenience": Customers are used to convenient shopping because of the blooming e-commerce. AI optimize the service experience further, for example, face and fingerprint recognition allow customers to place orders easily. Corporates can save manpower and costs based on voice AI in customer service and solve customers' problems more effectively as well. As the result, AI makes the shopping experience more convenient for customers.

Discover the new consumer groups: Corporates combine big data with deep learning to introduce more personalized marketing methods and appeal to anyone who might buy their products. Finding

patterns in data with AI help businesses understand what customers really want. For example, automobile industries can combine consumer preferences with work-related data to predict the intent and preferences of different consumer groups to buy cars, and analyze them in more detail to find more potential customers.

Summary:

Data become a new currency of digital marketing era in this changeable and fast-moving markets. But it is not enough to have data only. Learning how to manage and monetize data are also important.

According to IDC report: The Digitization of the World from Edge to Core which explore global data trends, Financial service, manufacturing, healthcare, media and entertainment will be the driver for the growth of data in this new epoch.



How to effectively manage data will be a key of corporate sustainability.

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