



Libyan International Medical University
Faculty of Business Administration



The Webs Effect on Consumer Behavior

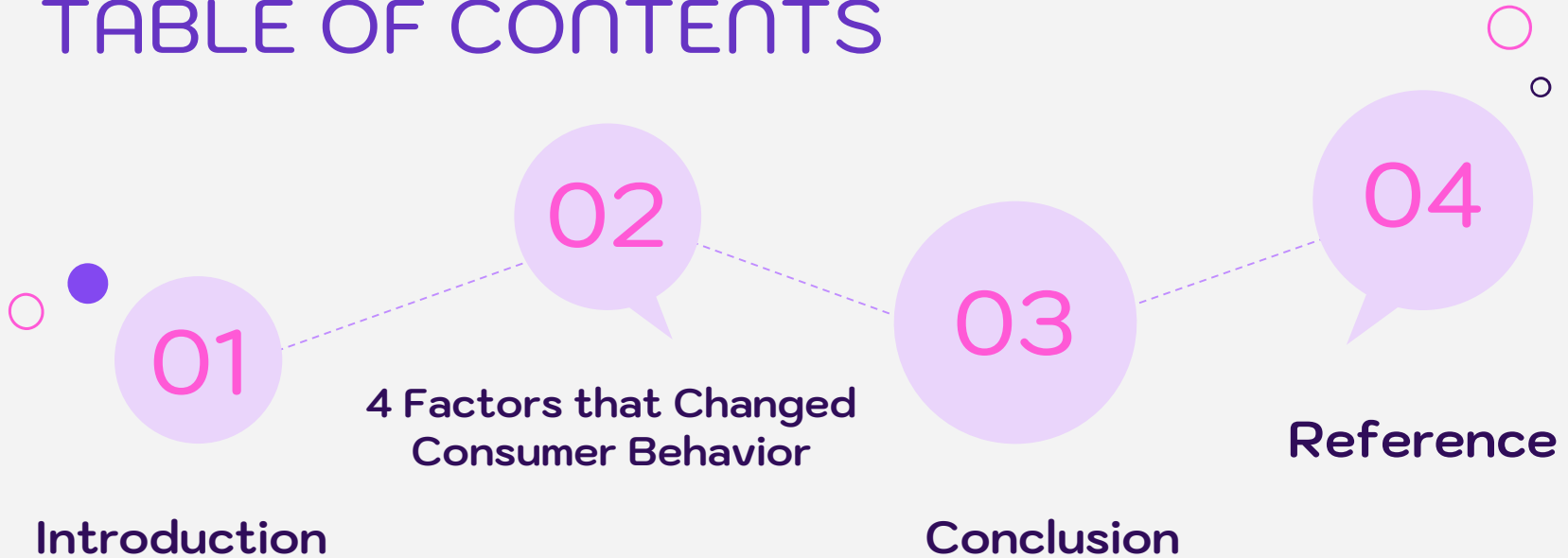
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Introduction



New digital tools have led to a new route to shopping that benefits consumers and brands.

The growth of online tools like social networks, the mobile web have transformed consumers into having new mindset and therefore having a huge impact on markets.





4 Factors that Changed Consumer Behavior



1. Social Media Trust

Consumers have learned what information sources to filter and what sources they can rely on through many social media platforms and review form influencers they follow.



2. Less Impulsive



Consumers today are less impulsive in their shopping and take the time to do research before making a decision.

- even in the most inopportune times, checked for consumer and expert reviews before committing to a purchase



3. More Motivation

Digital tools have made shopping more fun and motivating by being able to finish all chorus with comfort of place
As a result, many brands have been making more sales on their websites than in stores.

4. Better Deals

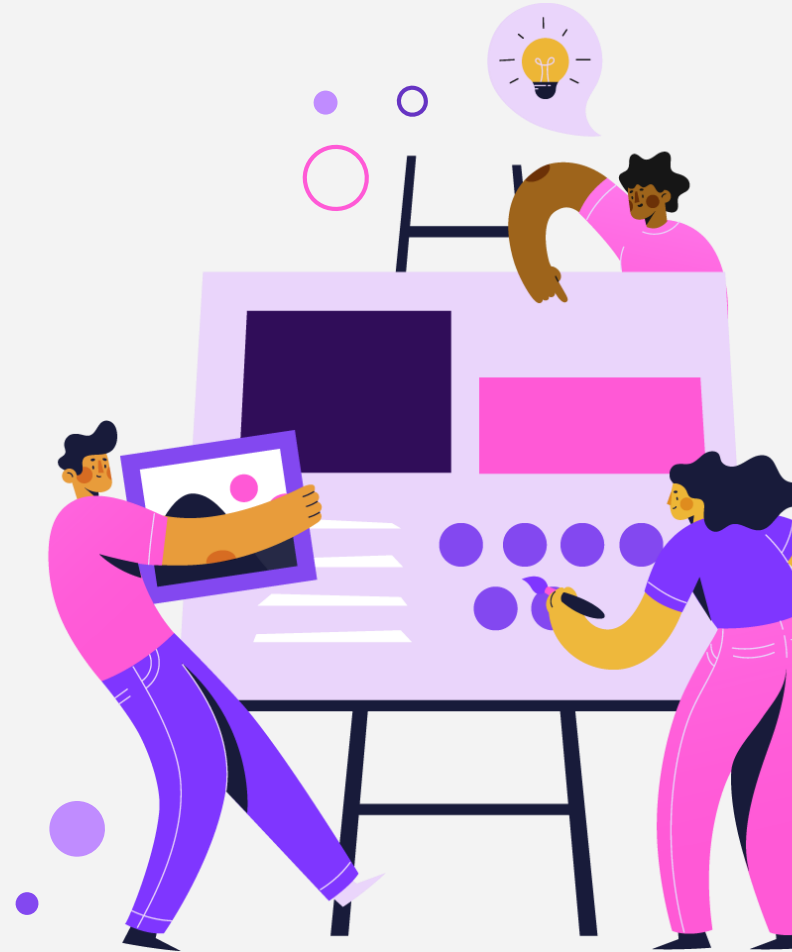


Websites has led to a new consumer mindset where it's "cool" to find great deals.

- 82% of consumers said that finding a great deal on a product contributed most to the feeling of winning.
- 60% mentioned the competitive aspect of shopping.
- 69% of shoppers now seek more deals and coupons online.

Conclusion

- The web and technology have made a huge impactful change on how consumers behave
- The webs most effective changes in consumers behavior are :
 1. Having social media trust.
 2. Consumers being less impulsive.
 3. Consumer are more motivated to finish jobs.
 4. Lastly, having Better deals.



References



- IMPACT | How the internet has changed buying behavior| (January 05 ,2020).

<https://www.impactbnd.com/blog/how-has-the-internet-changed-buying-behavior>

Thank You

Any Questions?

