Chapter 57
Customer Journey Maps for Demographic Online Customer Profiles

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ABSTRACT

In the digital landscape where the customer is defining and reveling in his choices each marketer should look at how best to cater to a specific customer so that both sides walks away smiling. In order to do this most product and service companies are currently drawing up their typical customer profiles and takes it to a higher level by giving the customer profile indicative of a particular segment a specific persona. Personas help marketers to think like the character and draw out the reactions of that person to the changes brought by the company. Companies also plot the typical journey of these indicative personas to identify the touch points so as to improve the total experience by information available at these points. The objective of this study is to draw up different personas who engage in online purchasing methods. Further segmentation is targeted using the demographic variables to arrive at different personas depicting the typical generation of online consumers. It also aims at defining the particular features of these outlined personas. In continuation of this process a consumer journey map for each of these personas would be drawn highlighting the touch points or the points of influence which influences their final decision making.

INTRODUCTION

In the digital era when shopping can be done online we tend to believe that all customers would be equal. But surprisingly it is not so there also existing differences between the behavioural patterns of each group of customers. If marketers understand and act according to the differences exhibited by their customers, they would be able to channelize their efforts as to deliver the right product to the customer

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in the most effective way. In order to do this most product and service companies are currently drawing up their typical customer profiles and takes it to a higher level by giving the customer profile indicative of a particular segment a specific persona. Personas help marketers to think like the character and draw out the reactions of that person to the changes brought by the company. Companies also plot the typical journey of these indicative personas to identify the touch points so as to improve the total experience by information available at these points.

The Internet and Mobile Association of India in 2015 has reported that the number of internet users in India is above 350 million which is actually more than 25% of Indian Population which should bring to light the internet or online shopper as a much more important targets. But the fact that more than70% internet usage is in Urban and semi urban areas with rural areas having the less than 20% and their research also brings forth that out of this 17% of customers used laptops to purchase an item online in the last six months and another 11% used mobile phones to search and purchase products on group of 13-39 which has come out as the most frequent users of online shopping and social media. IAMAI (2015).

LITERATURE REVIEW

In India the e commerce market is expected to grow to 70% that is roughly six billion by the end of 2015. And still there is high ambiguity about the quality of products purchased on line and also the payment options. But at the same time online shopping is supported due to the following reasons, rising fuel costs, spread of internet, startups retail only online, small town customer's etc. S. Muthukumar, N. Muthu (2015)

According to A. Shah, et.al (2015) it is projected that by 2018 at least 400-550 million internet users where urban rural balancing would happen. And as compared to 60% below 25 years now it is projected as 54% above 25 years with both the genders playing equal role. More than 35% of Urban Indians use internet at least once daily and around 91% access it through their laptops. On an average people log in to internet for 204 minutes on a daily basis. T. Abhichandani, et al, (2013). CBRE (2015) found that 26% of Indians shop online at least once a month, they also found that Indians spend around USD 50-100 in online shopping per month. J. Siwach, A. Kumar (2015) says that The Digital India movement is capable of increasing the number of broad band users in rural India so that the viability of e commerce also increases along with all the other facilities and their reach. But they also envision the challenges faced by this growth like data protection, cyber laws etc.

Building upon the previous report of A. Singhi et.al (2012) which divided the Indian Consumer into "affluents, aspirers, next billion & strugglers based upon household income A. Shah, et. al (2015) have segmented the internet user into seven distinct segments based upon their lifestyle, usage pattern, usage intensity, etc.

The seven segments are:

1. Active aspirers (15-25 years)
2. Novel networkers (23-34 years)
3. Data discoverers (23-55 years)
4. Late learners (>55 years)
5. Entertainment Enthusiasts
6. Social Shopper
7. Professional Pros (23-55 years)