

CHANGING CUSTOMERS AND THEIR NEEDS: ICT CHALLENGED PERSPECTIVE

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ICT and trends of customer behavior

ICT trends

- Communication/collaboration technologies
- Internet of things
- Virtual/augmented reality
- Wearable devices

Consumer behavior trends (Forbes, 2014)

- Multiplicity
- Hyper Efficiency
- The New Industrial Revolution
- Escape
- Super-personalized



Multiplicity - new type of product and services

- Customers more that involves interacting with all our senses.



Source: M.Meeker. Internet trends 2014 (2014)

Multiplicity - new type of product and services

- Smart, connected products offer exponentially expanding opportunities for new functionality, far greater reliability, much higher product utilization.
- The changing nature of products is also disrupting value chains (M. Porter, 2014).
- Augmented reality and virtual reality.

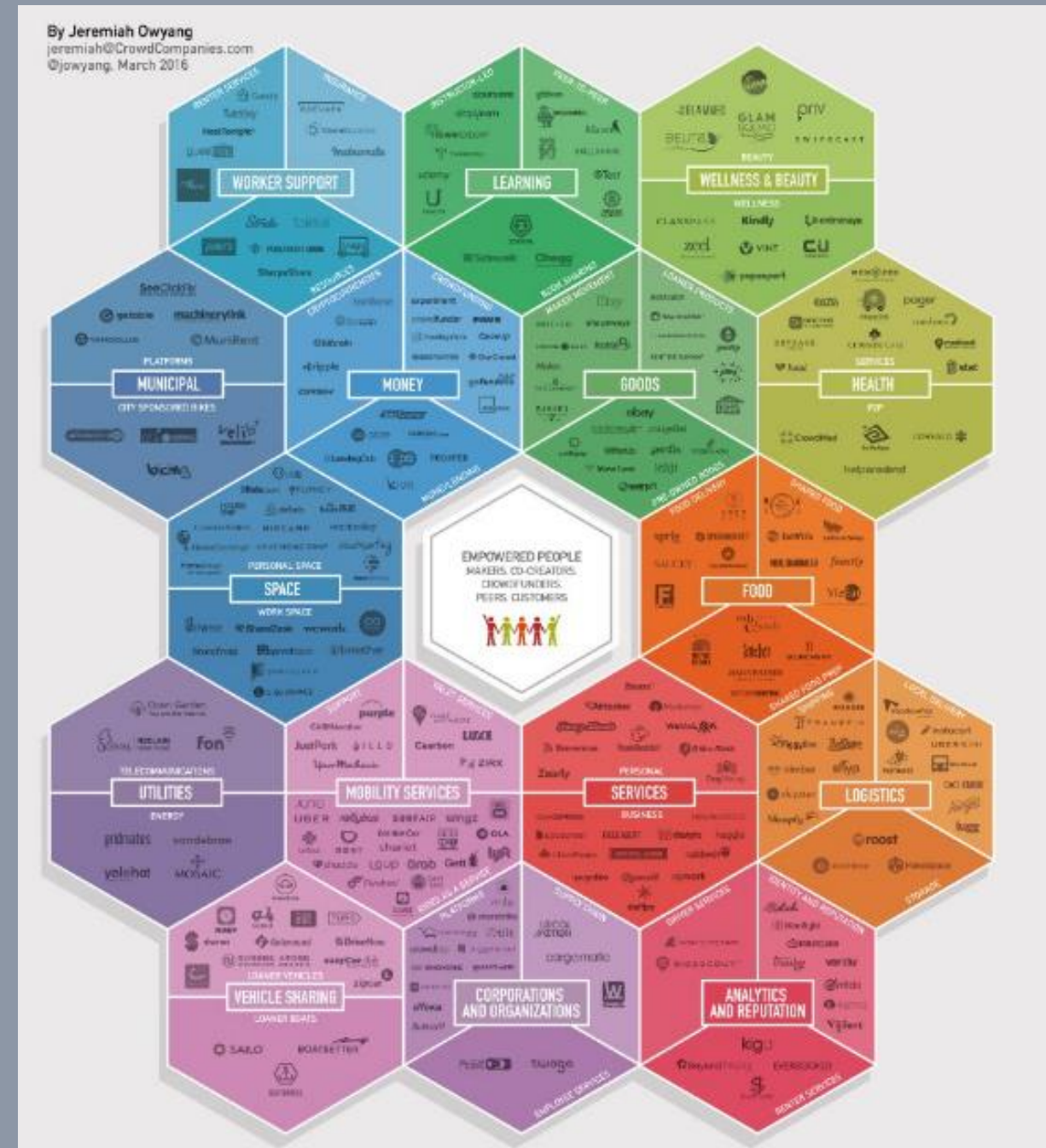


IKEA



Hyper Efficiency

- Sharing economy or collaborative consumption).
- Hybrid market model (in between owning and gift giving) which refers to peer-to-peer-based sharing of access to goods and services.
- Collaborative economy enables people to get what they need from each other. (Altimeter, 2012)
- Communication/collaboration technologies



Hyper Efficiency



dalinuosi.lt Kategorijos [Prisijungi](#)

Fotoaparatai ir objektyvų nuoma

Pvz., automobilis Vilnius

Kategorija: Fotoaparatai ir objektyvų nuoma Gamintojas: Visi

Tipas: Visi Riktuoti pagal: Populiariausi Savininkas: Visi

Miestas: Visi

 30€/para Foton ALBATROS gervė Dalius Vilnius	 10€/para Glidcam XR-2000 Mantas Vilnius	 10€/para Polaroid Instax mini Aura Vilnius	 15€/para EF 16-35mm f/2.8L Igor Vilnius
 22€/para EOS Canon 5D MARK II Daniel Vilnius	 15€/para Fotostudijos apšvi... Andrius Vilnius	 50€/para Nikon d750 Mindaugas Vilnius	 5€/para Momentinis fotoapa... Darius Kaunas

FEASTLY ALL CITIES [PRIVATE EVENTS](#) [LOG IN/SIGN UP](#) [BE A CHEF](#)

01 Find a Pop-Up Unique meals hosted citywide.

02 Join the Chef Hear their story and enjoy their food.

03 Share a Table Connect with new folks.

VIEW BY DATE [DATE](#) [PRICE](#) [RATING](#) [DISTANCE](#) [INCLUDE MEALS BY REQUEST](#)

Cuisine: [Show All](#) Dietary Preferences: [None](#) [Search by chef or keyword](#)

This Weekend

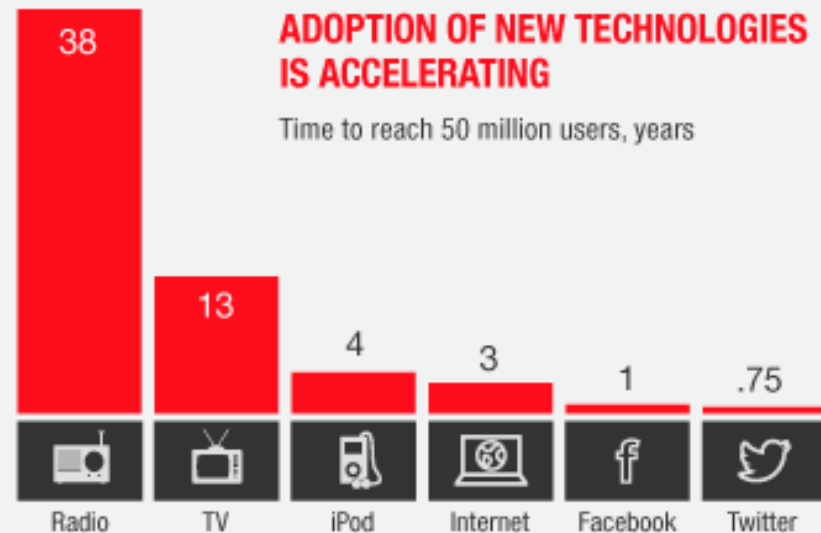
 Today 6:30 PM WAITLIST ONLY Vietnamese Family-Style Feast with Wines of Vinho 9 MISSION, SAN FRANCISCO MARCIA B. 7 CRAVES	 Today 7:00 PM WAITLIST ONLY Japanese Tasting of Local Flavors from Land and Sea 9 DOGPATCH, SAN FRANCISCO GEOFFREY R. 49 CRAVES	 Tomorrow 10:30 AM Brunch from Brittany: Sweet & Savory French 9 DOGPATCH, SAN FRANCISCO MARION S. 18 CRAVES



The New Industrial Revolution

The Next Wave in the Internet's Evolution (WSJ, 2016)

GLOBALIZATION AND TECHNOLOGY ARE CHANGING THE FACE OF THE BUSINESS WORLD



TECHNOLOGICAL BREAKTHROUGHS ARE SPEEDING UP

The path toward **mobile Internet**



DISRUPTIVE TECHNOLOGIES TO WATCH

Estimated potential economic impact by 2025 across sized applications¹



Mobile Internet
\$4 trillion–\$11 trillion



Automation of knowledge work
\$5 trillion–\$7 trillion

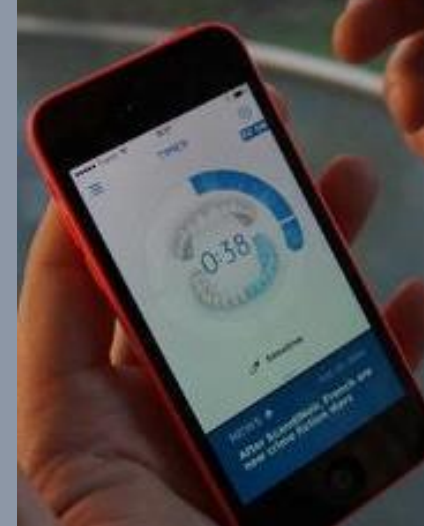


Internet of Things
\$3 trillion–\$6 trillion

Source: *The four global forces breaking all the trends*. McKinsey Global Institute (2015)

The New Industrial Revolution

The Next Wave in the Internet's Evolution (WSJ, 2016)



Escape

- Activate traditional media (i.e. print, events, products) with augmented or virtual reality content enhancements .
- Recreate real life experiences virtually (such as travel sightseeing, classroom learning, product test/demos, etc.).

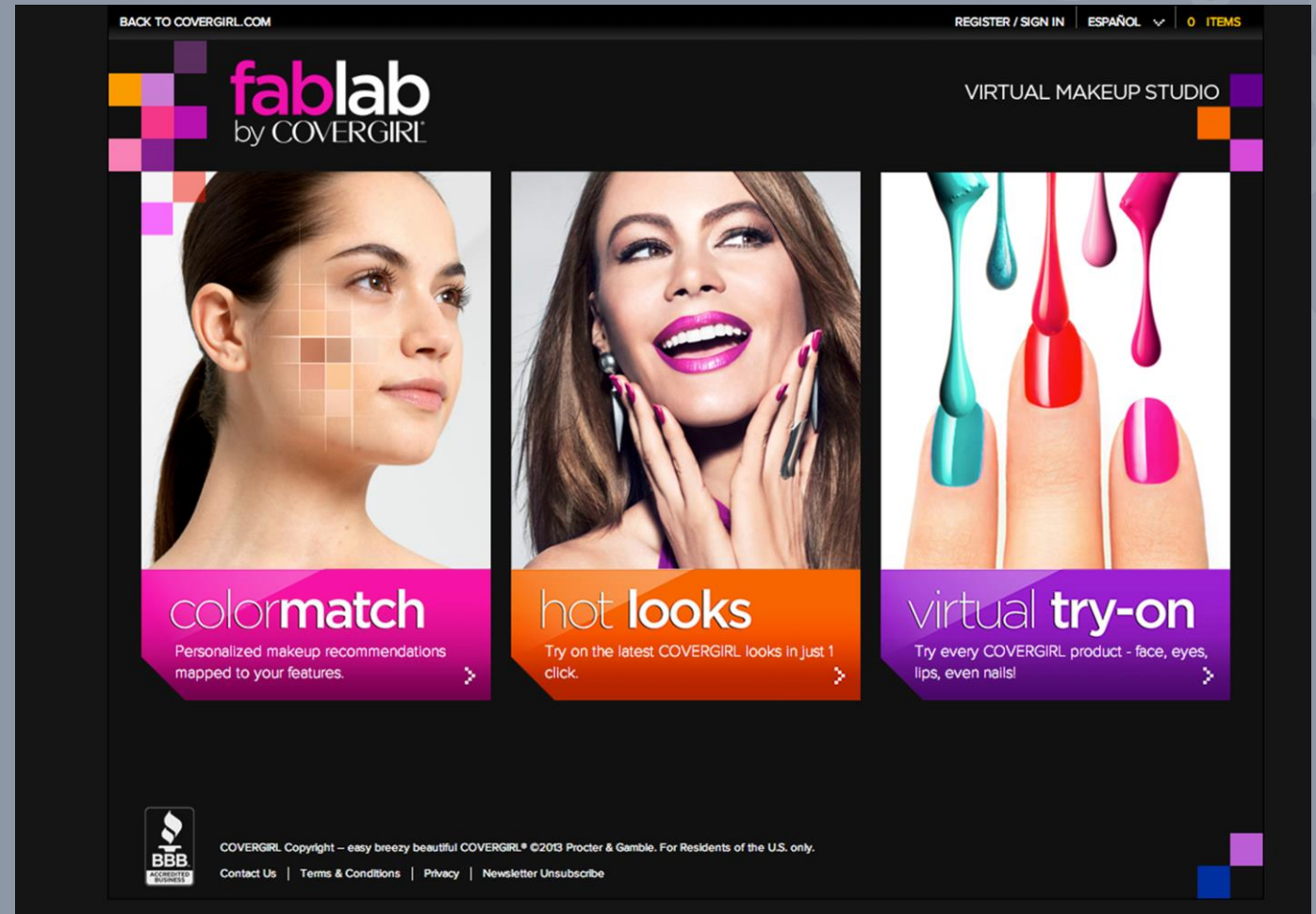


Microsoft HoloLens



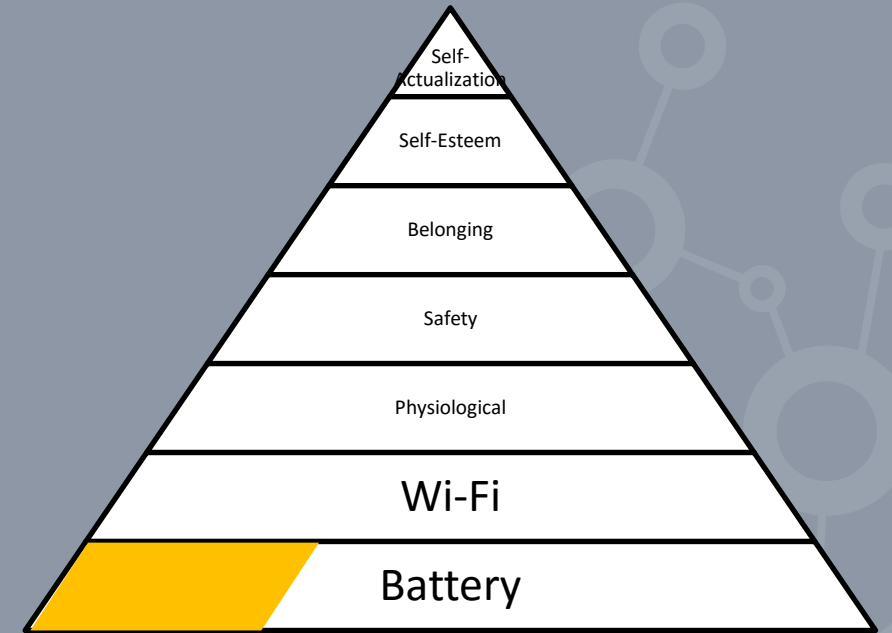
Super personalized

- Perfectly customized
- Considering individual specific preferences
- Prosumer phenomena



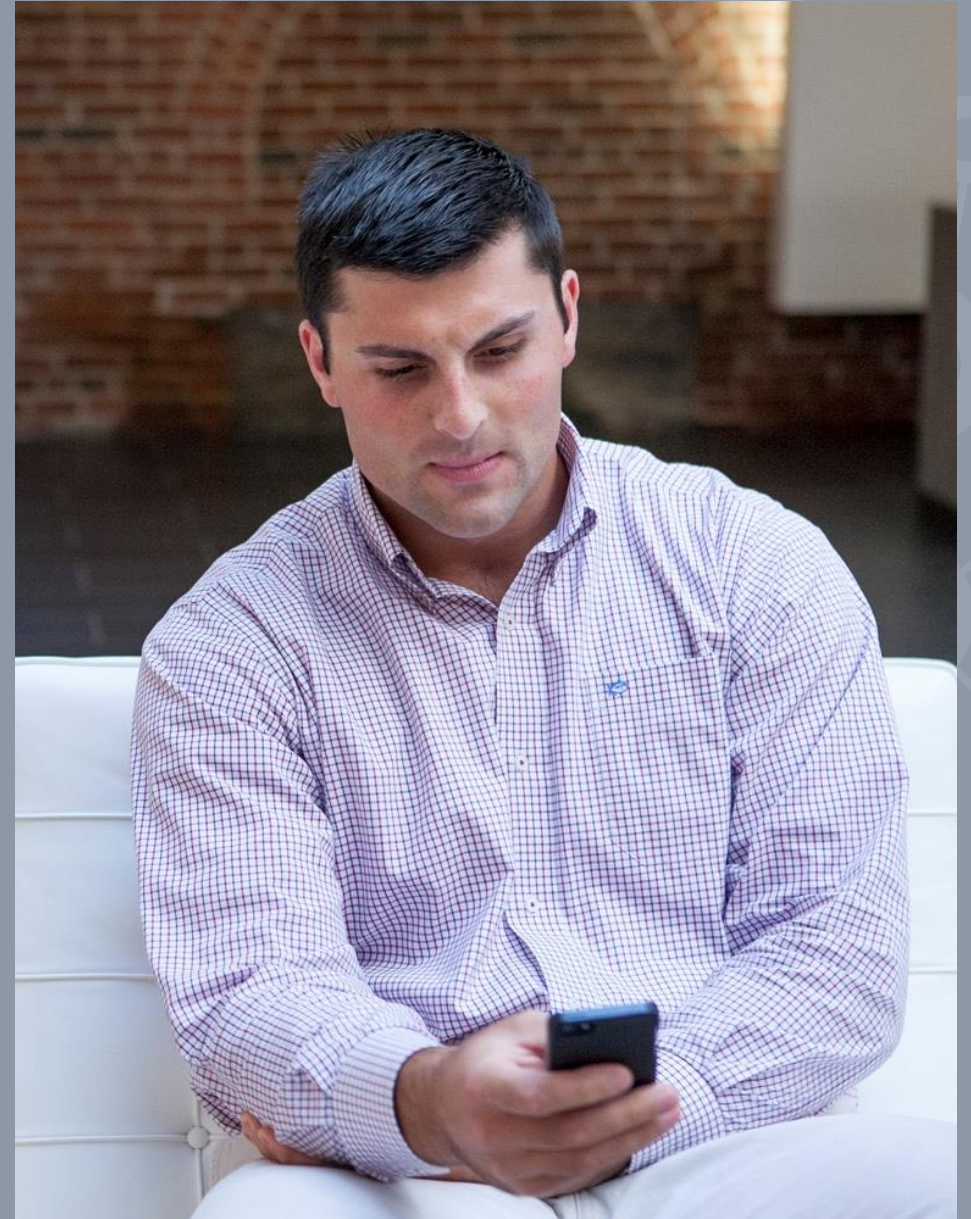
Connected consumer

- The Internet has become a 24-7 activity.
- People go online because it meets four basic, universal needs: interpersonal connection, self-expression, exploration, and convenience.
- The convergence of physical and online stores (showrooming vs webrooming).
- Consumers are looking for seamless experiences.

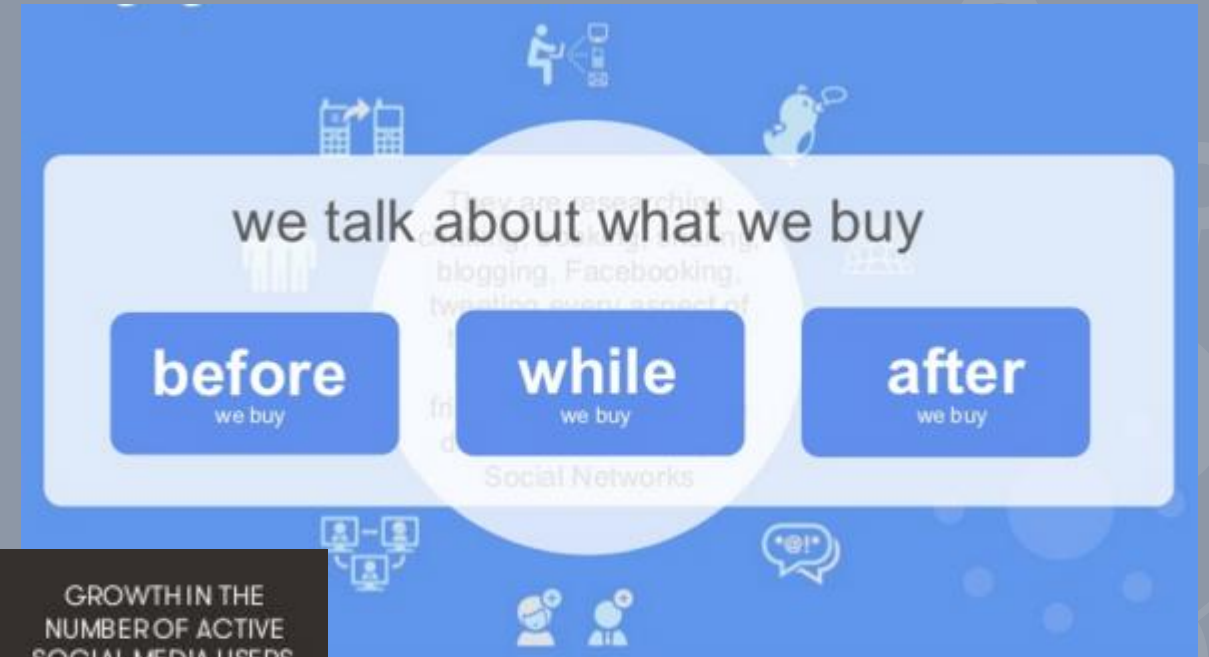


SoLoMo consumer

- Memetically modified consumer (Marsden, 2012)
- Social Intelligence - Social Learning
- Individual Intelligence - Trial & Error Learning
- Darwinian Intelligence - Survival of the Fittest



Social



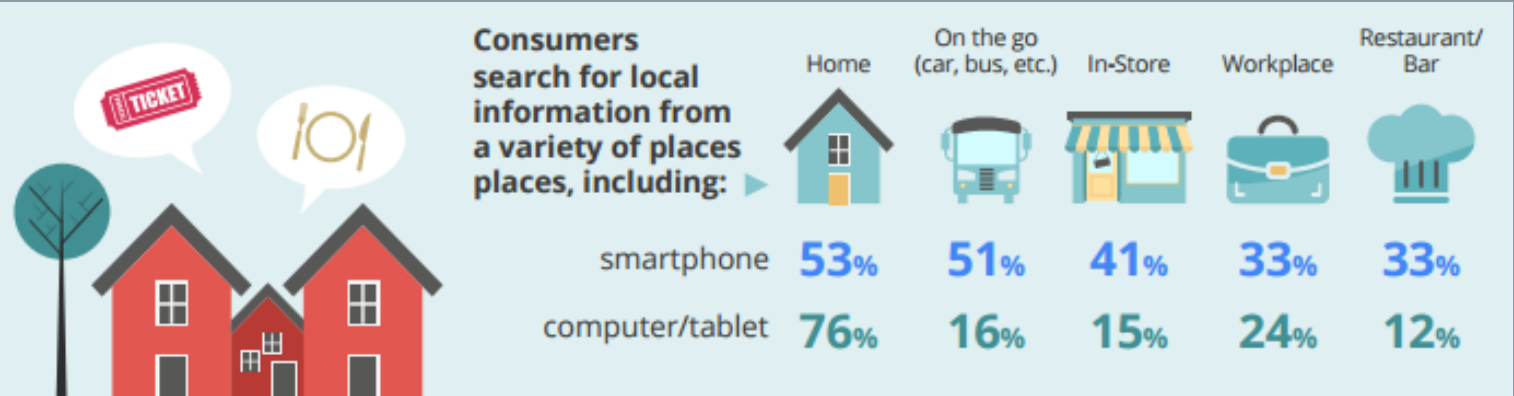
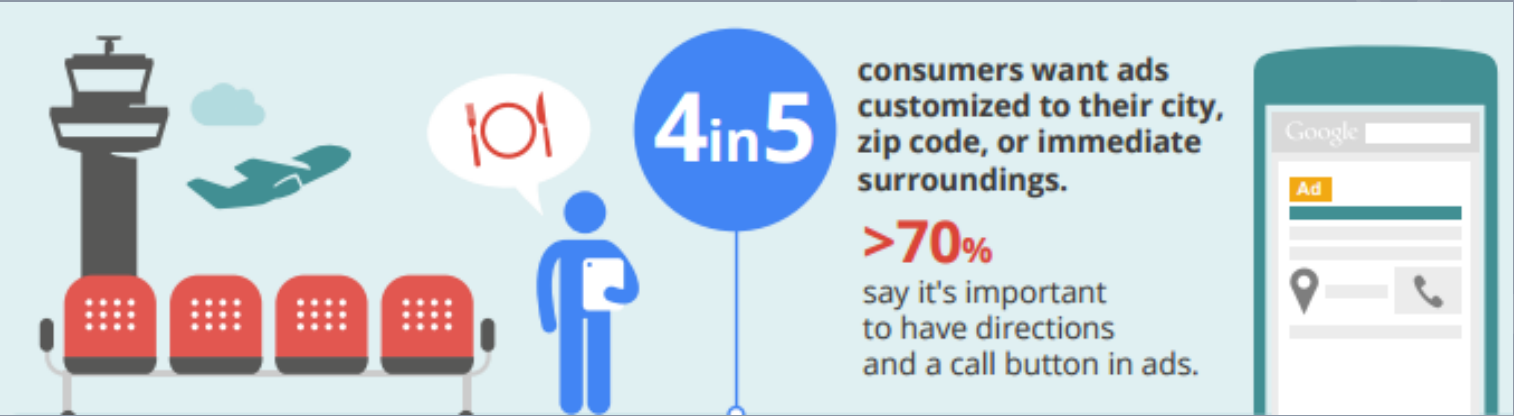
Source: J.Diner. Innovation and Social Consumer. (2011)

Mobile



Source: Digital in 2016. WeAreSocial (2016)

Local



Conspicuous Consumption – does it matter?

- The term refers to consumers who buy expensive items to display wealth and income rather than to cover the real needs of the consumer.
- Why we choose brands ?
- Use of visual assets:
 - 65% of senior marketing executives believe that visual assets (photos, video, illustrations and infographics) are core to how their brand story is communicated. (CMOCouncil, 2015)
 - Syndacast predicts 74% of all internet traffic in 2017 will be video.



Looks good? Or make us look good?

Vision is dominating sense

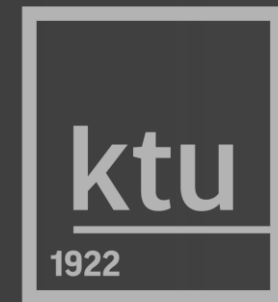
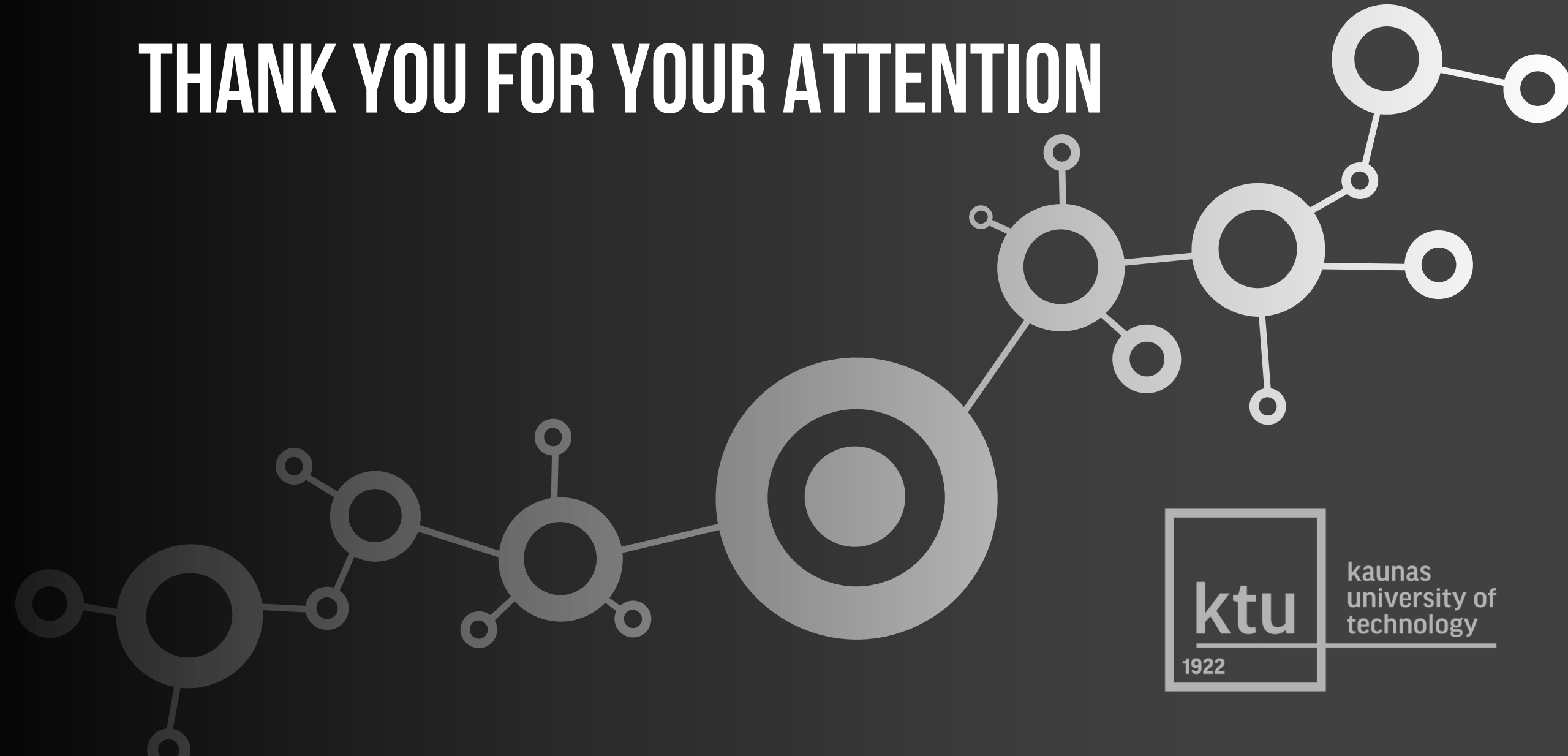


Visual consumption

Consumers use brands
visually display their own
good traits



THANK YOU FOR YOUR ATTENTION



kaunas
university of
technology