Chapter 2
Strategic Role of Consumer
Moments of Truth:
A Marketing Challenge in Mobile Communities

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ABSTRACT

Contemporary consumers obtained many possibilities to search for goods and they are very active in this field. Although specialists know that it’s difficult to state how, where this process of search takes place. Multi-channel market place is a very complex environment where brand battle for the customer attention. This chapter helps to understand consumer behaviour and reveals many facts concerning mobile and social world of marketing. The authors present the idea of micromoments and their place in the mobile and social channel of communication with the market. Among definitions and examples explaining the idea of micromoments Authors also try to answer questions that can help to understand how micromoments should be handled. Main aim of this chapter is to present behaviour of a modern consumer and factors influencing his decisions as being a part of mobile consumer communities.

INTRODUCTION

Behaviours, needs, expectations and decisions of modern consumer are progressively evolving along with technological and civilization development. Consumers are more aware of their purchasing decisions and take them on the basis of careful analysis and assessment of alternatives. They don’t want to play a passive role of people buying products and services and evolving into the active prosumers.

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This market trend is largely caused by the development and popularization of social media and mobile technologies that are redefining the previous models of consumer behaviour. The increasing flow of information, growth in significance of mobile communities, access to information anytime and anywhere meant that consumer behaviour has become more and more complex, and the decision-making process began to consist of increasing number of steps as well as took the form of the consumer journey.

The success of modern companies largely depends on their correct identification of such changes and timely adjustment of their marketing strategies to those changes as well as the improvement of their marketing communication with customers. Therefore, the modern company should lay emphasis on consumer behaviour research at various stages of the consumer journey. A very useful in this case may be the moments of truth (MOTs) concept, which directly arise from the popularization of mobile technology and social media. The concept of MOTs based on interactions in buyer-seller relationships. These moments build value to the customer, which may result in the subsequent sale. Thus, companies and marketers should interact with the consumer to create added value for her/him, to support her/him in the consumer journey and provide active support in their decision making process.

This is possible thanks to the correct identification and analysis of various types of factors, that in conditions of pervasive mobile technologies, influence on purchasing decisions within various stages of consumer journey. This requires market researching, analysing of the latest consumer trends, and based on this proposing new approaches and classifications. Therefore, within the chapter is presented an authorial model which includes technical and behavioural factors affecting on purchasing behaviour in mobile communities in the context of the individual MOTs.

Moreover, the authors analyzed a model in the context of the latest trend in consumer behaviour, which is based on the so-called micromoments. Micromoments largely enrich the MOTs concept and at the same time create significant challenges for companies and their marketing activities at mobile channels.

Therefore, the purpose of the chapter is to show the extent of the behaviour changes of modern consumers who actively use modern technologies and create mobile community. These changes will be discussed in detail in the context of the concept of consumer’s moments-of-truth and micromoments and their impact on the shape of today’s marketing strategies. The authors present how social and mobile technologies shaped the consumer purchasing process, as well as explain why the MOTs and micromoments concepts are so important for today’s businesses marketing strategies. It is also shown how companies should adapt to new realities by shaping their marketing strategies and communication and sales objectives.

BACKGROUND

Consumer behaviour and their decisions are gradually evolving along with progressive technological and civilization development. Growing awareness of consumer rights, more transparent market and global competition make it more important for consumers to make purchasing decisions consciously, based on the analysis and assessment of possible offers.

The increasing number of sources from which they retrieve the information, makes, however, that consumers come into contact with more and more different kinds of stimuli. Hence, these stimuli may encourage consumers to impulsive purchase, especially for fast moving consumer goods (FMCG’s) and services. On the other hand, in the case of the more important purchasing decisions, when the process is taking longer, consumers are exposed to stimuli for a longer period of time and under different situa-