

**AMRITA SCHOOL OF BUSINESS  
COIMBATORE**

**Workshop**

**Children consumer behavior and digital marketing  
Dr. Luisa Agante professor of marketing at FEP  
University of Porto - School of Economics and Business, Portugal**

**22nd - 24th Jan '19**

Dr. Luisa Agante professor of marketing at FEP (University of Porto - School of Economics and Business) was a visitor at ASB Coimbatore. Her interactions reflected her passion about Children's Consumer Behaviour & Research and on Transformative Consumer Research – the practice of marketing to produce a better world for children and youngsters. For more than 10 years she has been researching on Children and Adolescents, with a focus on topics like Childhood Obesity, Materialism in Childhood, Use of Digital Media by children and youngsters, Ethics and Corporate Responsibility in marketing for children.

Dr. Luisa Agante had a 3 day interactive session with the research scholars and faculty members of Amrita school of Business (ASB) from the 22<sup>nd</sup> - 24<sup>th</sup> Jan '19. The sessions were very informative and addressed the entire gamut of topics from management research on child obesity to personal branding. Dr. Luisa's personal experiences as an investment banker in the corporate world to the transformational journey into a social activist has been very inspiring.

The topics addressed in depth during these sessions were:

1. **Research:** Workshop on “Children Consumer Behavior” by Dr. Luisa's research work on digital media and its influence on children, children's world of observation and learning, encouraging the healthy food habit in children.
2. **Journal Review:** An intensive session to understand how research papers are reviewed. The chronology of changes and the soft skills needed to see it through publishing gave a first hand glimpse to the world of publishing.
3. **Personal Branding:** An exploratory journey into the self: identifying the life purpose through assessment, SWOT analysis, creating the mind map of self, knowing yourself. The session concluded with tools to enhance the personal branding, tools and avenues to let communicate with the research community.

She also did a Colloque for MBA students on 21st Jan 2019 on Digital Marketing: The New marketing Tool. A few excerpts from the colloquium were:

1. To succeed in the era of digital marketing, one ought to have the following:
  - a. You have to know clearly what you want.
  - b. Website is the key & centre for the entire strategy. Once the website is down, the customers would no longer know that we exist.

- c. Know everything about your customer.
2. To make a successful career in digital marketing, one ought to know his/her customer online buying behaviour. The online buying behaviour would be very different from the normal physical window shopping and store visits because the customer doesn't get to touch and feel his product. The shop ambience would be replaced by the flexibility to move through the shopping site and its simplicity.
  3. The importance of inbound marketing has improved significantly where the customer is pulled to the purchasing process rather than pushing out our product for sale.
  4. The significance of zero moments of truth has risen by leaps and bounds owing to the tastes and perceptions of customers; ZMOT refers to the point in the buying cycle when the consumer researches a product, often before the seller even knows that they exist.
  5. "We have to found on Google all the time"; where can you hide a dead body; on the 20<sup>th</sup> page of the Google search. It is highly important that the search engines showcase our products and services in the top 2 pages of search. Only then would the ZMOT come into play effectively.
  6. Similar Web - website which provides web analytics services for businesses. The company offers its customers information on their clients and competitor's website traffic volume; referral sources, including keyword analysis; and website "stickiness", among other features.
  7. Be in the keywords: what the customers search with in search engines.
  8. The importance of social media marketing has been explained in the presentation. The speaker has emphasized that to know the customers better, all the social media platforms have to be known thoroughly to use them to our advantage.





## Types of stores - Non Food

\* Type of de Product Non Food: **CLOTHES 23,2%, TOYS**

Non-Food	EUA (1999)
Toys	30 (23,3%)
Clothes	18 (13,6%)
Videogames	12 (9,3%)
Personal hygiene	10 (7,8%)
Skates and Rollers	8 (6,2%)
Sport items	8 (6,2%)
Music pl	6 (4,7%)
Book	5 (3,9%)
Sho	5 (3,9%)
F	4 (3,1%)
non food references	129