Unit 3 DB

[Name of the Writer]

[Name of the Institution]

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**Describe the characteristics used to identify and profile online users and how those characteristics differ from descriptions of traditional consumers using physical and personal traits.**

Google Analytics is a leader in collecting users’ information as well as it is an example of how online company can acquire user information. The platform is capable to provide websites owners with info about their customers, like how they were directed on the site, city, country, state, and other visits. They also allows owners to develop dashboard based on the info they have interest in. Information is collected when users sign up. Information such as name, email, and DOB etc. are gathered. These information are much different from those which have been collected from traditional customers. Information could be attained by the online companies without taking customers’ permission . Number of things (information) such as purchase preferences, material status, health information, age, income, sex, lifestyle and much more information are offensive in traditional commerce (GlobalWebIndex, 2019).

**Discuss the role of computer-mediated applications in digital consumer behavior, such as digital consumer decision support systems (CDSSs), intelligent agents, and how they result in different patterns of interaction than for traditional consumer engagement in the physical marketplace.**

Amazon is an example of online intelligence agent. They recommend items and go with the things which consumers purchase. They do it on the basis of purchases f same items made by others. In the CDSS, a customers is assisted online to make purchase. Runnningwarehouse.com is the suitable example which is the site price in association with the suggested price of manufacturers, is conveyed to customers (Fry, 2011). Hence, the sales person keep registers of customers’ details while it is not stored in online systems/applications.

**Discuss how the e-business’s digital customer behavior for online services overlaps with the traditional customer behavior approach for services provided in physical interpersonal settings.**

Buying a product is the main focus of both online and traditional customers. The customer is interested to look at the price and buys the product in both cases. The more you engage the user, the more he/she will become customer. Providing good customer service is the only way to do it. It can be done through personal and friendly greetings through assistance, and providing reasonable pricings and better quality. While in online, the user could be greeted personally and other ways have to be utilized to personalize the experience for purchase encouragement (Lund, 2019).

**Relate your knowledge of traditional consumer behavior concepts to online methods for customer understanding and interaction.**

The traditional consumer behavior concepts is users behave in compliance with economic principles. Marketers consider users as rational creatures and take every step well planned, thought, and logical. While the online methods for consumer understanding is mostly based on FFF model, where marketers 1) filter elements, 2) filter purchasing behavior 3) Framework factors that affect purchasing process of online consumers (Loshin & Reifer,2013).

**References**

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