

# Digital Consumer Behaviour

*How the internet changed how people think, research, trust, and buy*

## LESSON GOAL

By the end of this module, you will understand how the internet fundamentally changed human decision-making, what a conversion really is, how user intent shapes every platform interaction, and why reducing friction is the single most powerful conversion lever available to any business.

HOW BEHAVIOUR CHANGED

MICRO-CONVERSIONS

USER INTENT

THE WEEK JOURNEY

FRICION & OPTIMISATION

### Parts 1-3 · Behaviour & Intent

- How the internet changed attention, trust, and decisions
- Macro vs. micro-conversions — the gradual customer
- The 4 user intent modes and what triggers each
- The same person — 5 completely different mindsets in one week

### Parts 4-6 · Experience & Platforms

- User stories — how great experiences are designed
- Friction as the silent conversion killer
- The Conversion Loop — continuous improvement system
- Platform mindsets: Facebook, Instagram, YouTube, Google, LinkedIn

**Online decisions are rarely purely rational and almost never linear.**

*They are fragmented, emotional, and heavily influenced by context, convenience, and trust*

**The Module 3 Thread:** Understanding how people actually behave online — not how we wish they would — is the foundation of every effective digital strategy. This module bridges the theory of Modules 1-2 with the reality of how customers experience your brand in the wild.

# How Behaviour Changed & What Is a Conversion

*The internet didn't create new channels — it rewired human decision-making*

The internet did not just create new marketing channels. It fundamentally changed attention spans, decision-making processes, how trust is formed, comparison behaviour, and expectations for speed, convenience, and transparency. Modern customers compare instantly, abandon quickly, multitask constantly, and return multiple times before deciding.

## What Changed

- Attention spans shortened dramatically
- Comparison became instant and frictionless
- Trust now requires visible social proof
- Speed and convenience became baseline expectations
- Transparency is expected at every stage

## How Modern Customers Behave

- Compare options instantly across devices
- Abandon pages in seconds if clarity is missing
- Research both emotionally and rationally
- Return multiple times before committing
- Make non-linear, fragmented decisions

## KEY TRUTH

*Online decisions are rarely purely rational and almost never linear. They are fragmented, emotional, and heavily influenced by context, convenience, and trust.*

## PART 2

### What Is a Conversion?

Most beginners think a conversion only means a purchase. In digital marketing, a conversion is **any meaningful action that brings the customer closer to a business goal.**

#### Macro-Conversions — Primary Business Results

- Purchase completed
- Consultation booked
- Qualified lead generated
- Subscription activated

#### Micro-Conversions — Steps Showing Progress

- Reading a full article or watching a video
- Downloading a guide or resource
- Signing up for a newsletter
- Adding a product to cart
- Returning to the website

**Key Insight:** Most customers convert gradually through many micro-conversions, not in one dramatic moment. Every micro-conversion is a signal of intent — and an opportunity to advance the relationship. Tracking only macro-conversions means missing 90% of the story.

# Understanding User Intent

The same platform can serve four completely different mindsets — simultaneously

Different users arrive with very different intentions. Understanding intent allows you to match the right message, format, and experience to the user's current state of mind — rather than broadcasting the same content at everyone equally.

## THE 4 INTENT MODES

### Matching Message to Mindset

#### HIGH INTENT

**Active problem-solving, comparison mode.** The user knows what they need and is actively searching for the best option.

*"Best accounting software for small business" — they're in research mode, ready to evaluate and decide. SEO, detailed landing pages, reviews, and pricing clarity work here.*

#### PASSIVE DISCOVERY

**Emotional consumption, inspiration mode.** The user isn't looking for anything specific — they're open to discovery.

*Scrolling Instagram after work — entertainment and inspiration. Lifestyle visuals, short videos, and emotional storytelling work here. Hard sells create friction and get ignored.*

#### COMPARISON MODE

**Rational evaluation, feature analysis.** The user has identified options and is now comparing them head to head.

*Reading reviews, comparing prices, checking feature lists. Clear value communication, social proof, and transparent pricing are critical conversion tools here.*

#### REASSURANCE MODE

**Trust-seeking, risk-reduction.** The user is close to a decision but needs validation before committing.

*Looking for reviews, case studies, security badges, and social proof. This is where trust signals, testimonials, and guarantees eliminate the final hesitation before purchase.*

#### THE PRACTICAL APPLICATION

*Before creating any piece of content, ask: what intent mode is my audience in at this moment on this platform? The answer determines everything — format, tone, length, call to action, and success metric.*

#### MY NOTES

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# The Same Person. Five Different Mindsets.

One normal week — and why no single channel owns the customer

Imagine the same person — a freelancer looking for accounting software — across one ordinary week. Watch how their mindset, intent, and what works shifts completely with every platform and context.

<p><b>MONDAY</b></p> <p><b>Google Search</b></p> <p>"best accounting software for freelancers"</p> <p>High intent. Active problem-solving. Comparison mode. Ready to evaluate.</p> <p><b>WHAT WORKS:</b> SEO, detailed landing pages, reviews, comparison articles, pricing clarity</p>	<p><b>TUESDAY</b></p> <p><b>Instagram</b></p> <p>Passive discovery. Emotional consumption. Inspiration mode. Not searching for anything.</p> <p><b>WHAT WORKS:</b> Lifestyle visuals, short videos, emotional storytelling, aspirational branding</p>	<p><b>WEDNESDAY</b></p> <p><b>YouTube</b></p> <p>"How freelancers manage taxes efficiently"</p> <p>Learning. Trust-building. Long-form attention. Wants depth and authenticity.</p> <p><b>WHAT WORKS:</b> Tutorials, demonstrations, educational content, authentic explanations</p>	<p><b>THURSDAY</b></p> <p><b>Website Visit</b></p> <p>Reassurance mode. Trust-seeking. Asking: Can I trust this? Is this simple? Why you?</p> <p><b>WHAT WORKS:</b> UX, loading speed, reviews, clarity, ease of navigation, social proof</p>	<p><b>FRIDAY</b></p> <p><b>Decision Point</b></p> <p>May purchase, leave, return, compare again, ask a friend, or search for reviews one more time.</p> <p><b>THE REALITY:</b> Emotional. Fragmented. Multi-platform. Non-linear. Exactly like modern digital behaviour.</p>
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**The Customer Did Not Experience:** separate platforms, separate campaigns, or separate departments. They experienced **one connected journey**. This is why digital marketing must be aligned across messaging, UX, content, trust signals, platform behaviour, and business operations.

## THE CRITICAL QUESTION

### What Does Your Customer's Week Look Like?

#### Map Their Journey

- Where do they first discover you?
- What are they thinking at that moment?
- What do they research before visiting your site?
- What questions do they need answered to convert?

#### Audit Your Presence

- Are you present at every relevant touchpoint?
- Does your message match their intent on each platform?
- Is your website ready when they arrive in reassurance mode?
- What happens at your decision point — do you win or lose?

# User Stories, Friction & The Conversion Loop

Great experiences are designed around real users — and continuously improved

## PART 4 — USER STORIES

### Designing for Real People

#### THE USER STORY FORMAT

"As a [type of user], I want [goal] so that [benefit]." — This forces you to think from the customer's perspective, not your own.

#### Researching Customer

"I want to quickly compare features and pricing so I can make a confident decision without feeling overwhelmed."

#### Mobile Visitor

"I want the site to load fast and navigate easily without frustration so I don't abandon and go to a competitor."

#### Returning Customer

"I want a simple checkout that remembers my information so reordering takes seconds, not minutes."

Customers rarely describe what they want technically. They describe how they want the **experience to feel**.

## PART 5 — FRICTION KILLS CONVERSIONS

### Every Extra Step Is a Potential Exit

#### Common Sources of Friction

- Slow loading speed (over 3 seconds = abandonment)
- Confusing or cluttered navigation
- Unclear or hidden pricing
- Too many form fields — every field lost is a lead
- Poor mobile experience
- Weak trust signals — no reviews, no security badges

#### THE CONVERSION LOOP

#### Continuous Improvement System

- 1 **Goal** — Define what success looks like
- 2 **Hypothesis** — "If we do X, then Y will improve"
- 3 **Test** — Run the experiment
- 4 **Analyze** — Measure the results
- 5 **Insights** — Learn what worked
- 6 **Optimise & Repeat** — Implement and restart

**Modern digital marketing is a continuous learning system** — not a one-time campaign. Every test teaches you something. Every insight compounds. The brands that win long-term are the ones that iterate fastest.

# Platform Mindsets & Key Takeaways

*Different platforms create different behaviour — adapt or be ignored*

Each platform shapes user mindset and expectations differently. The same message that works on LinkedIn will feel wrong on Instagram. The same format that converts on Google will be scrolled past on Facebook. **You must adapt your message, format, and tone to the platform's native user behaviour — not force the same content everywhere.**



**Facebook**

*Passive scrolling, social connection*

**Best for:** Awareness, emotional connection, community

**Style:** Short, relatable, community-focused



**Instagram**

*Aspiration and identity formation*

**Best for:** Lifestyle, inspiration, desire

**Style:** Visual, aesthetic, emotionally driven



**YouTube**

*Intentional learning and research*

**Best for:** Education, trust-building, demonstrations

**Style:** Long-form, in-depth, authentic



**Google**

*Active research and comparison*

**Best for:** High-intent, problem-solving

**Style:** Informative, authoritative, clear



**LinkedIn**

*Professional identity and growth*

**Best for:** B2B, expertise, credibility

**Style:** Professional, insightful, thought leadership

## MODULE 3A — CORE LESSONS

- \* The internet changed human attention, trust, and decision-making — modern customers are fragmented, non-linear, and emotional
- \* Conversions happen gradually through micro-actions — track the full journey, not just the final purchase
- \* Understanding user intent allows you to match message, format, and experience to their current mindset
- \* Every platform creates a different user state — adapt your content or waste your budget
- \* Friction is the silent conversion killer — remove every unnecessary step, delay, and point of confusion
- \* Strong digital marketing is a continuous learning system — test, analyze, optimise, repeat

**PART A -- MY USER STORIES** As a [user], I want [goal] so that [benefit].

User Story 1 -- Researching customer

User Story 2 -- Mobile / first-time visitor

User Story 3 -- Returning / loyal customer

**PART B -- MY PLATFORM INTENT AUDIT** Where is my audience in on each platform?

Facebook

Instagram

YouTube

Google

LinkedIn

**PART C -- MY FRICTION AUDIT & CONVERSION LOOP**

Friction Points I Need to Fix -- where do customers drop off or hesitate?

My Next Conversion Loop -- Goal, Hypothesis, Test, KPI to measure

Online decisions are fragmented, emotional, and non-linear.

Design for how people actually behave.