

Understanding the ‘Googling’ Customer – Online Service Delivery of Preventative Health Information and Digital Tools

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Abstract

Social Marketing practitioners continue to innovate campaigns by looking to incorporate digital tools which not only bridge the gap of communication and distribution to their consumers, but also provide more engaging tools with real-time application to enable action of behaviours. However, little is known about how consumers emotionally, cognitively and behaviourally process information and support for preventative health behaviour change outcomes. This paper contributes empirical exploratory research to understand how consumers search for, and process, information to alleviate and/or confirm their preventive health concerns. Using triangulation methods, this study uses semi-structured interviews, EEG brainwaves (performance metrics) and screen recordings to explore consumer perceptions of social support within digital tools and how customer engagement behaviour occurs when using digital tools for a behaviour change outcome. This paper offers findings from 30 participants which may assist social marketing practitioners to better develop behaviour change online services.

Keywords: *Engagement; Triangulation; Support*

Track: Services Marketing