SCHOOL OF HUMAN ECOLOGY
THINK CREATIVELY. SOLVE PROFESSIONALLY. ACT COMPASSIONATELY.

Consumer Behavior and Marketplace Studies
SoHE Mission

The UW-Madison School of Human Ecology mission is to understand the complex relationships and interdependence among individuals, groups, and families and to focus on quality-of-life issues through research, creative innovation, education, and outreach.
SCHOOL OF HUMAN ECOLOGY PROGRAMS

- Interior Architecture
- Textiles & Fashion Design
- Retailing & Consumer Behavior*
- Personal Finance
- Community & Nonprofit Leadership
- Human Development & Family Studies
- Certificate: Textiles & Design
- Certificate: Design Strategy

* Consumer Behavior & Marketplace Studies, effective Fall 2021
Company empathy to differentiate and provide a meaningful customer experience.

**Consumer Behavior and Marketplace Studies**

Consumer Science Department  
School of Human Ecology  
UW-Madison

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*Effective Fall 2021, Formerly Retailing and Consumer Behavior*
WELCOME TO THE SESSION TODAY!

Excited to meet and talk with you

We will take a peak at the new experience economy

…and the central role of EMPATHY in attracting today's consumer
Customer Experience (CX) has become a central pillar in contemporary marketing strategies.

Dates back to 1980’s

Embraced widely in the marketplace from Retail to Restaurants & Hotels to Financial Services and Healthcare.
FOUR KEY TRENDS SHAPING TODAY’S CONSUMER
Leading to the need for a new more experiential approach
MANY terms used to describe an experiential approach
Companies need to better consider the WHOLE customer experience

Not just the journey from pre to post purchase

But a succession of all other actions affecting ALL consumer decisions and future activities
EMPATHY IS NOT ONLY AN AMAZING HUMAN ABILITY, IT’S ALSO THE FUTURE OF CONSUMER EXPERIENCE
“If there is any one secret of success, it lies in the ability to get the other person’s point of view and see things from his angle as well as your own” Henry Ford
The empathic *customer experience* embraces several ideas:

- Emotion
- Relationships
- Imagination
- Learning
- Enjoyable
Five examples of empathy in the marketplace

1. Chewy’s response to a grieving pet owner
2. Zappos’ 11-hour customer service call
3. Toyota donates truck to nurse who rescued fire victims
4. Disney makes terminally ill Star Wars fan’s dream come true
5. Warby Parker customer reunited with lost glasses
Coca-Cola Small World Machines - Bringing India & Pakistan Together

https://www.youtube.com/watch?v=ts_4vOUdImE&feature=emb_logo
Questions and Comments

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SOHE CAREER DEVELOPMENT

Career Readiness Curriculum

- Built into your course requirements in order to graduate human ecologists ready to make a positive impact and start their dream careers
  - Symposium
  - Career and Leadership Development
  - Internship

Hannah Hatlan-Atwell, Alicia Hazen, Danielle Croegaert
CONSUMER BEHAVIOR & MARKETPLACE STUDIES*

Career Opportunities
- Buying & merchandising
- Inventory planning
- Product development
- Global sourcing
- Ecommerce & digital
- Marketing & brand management
- Consumer research/insights
- Sales/account management
- Entrepreneur/business owner

Involvement
- Student Retail Association
- Kohl’s Center for Retailing
- National Retail Federation Student Association
- Trends in Europe Study Abroad
- Las Vegas Fashion Trade Shows
- Experience China Study Abroad

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HOW TO GET IN

Who should declare: Any student with fewer than 60 GPA credits and a cumulative GPA above 2.75

Who should apply: Any student with more than 60 GPA credits and/or a cumulative GPA below 2.75
Questions? We would love to connect with you virtually.

Visit the SoHE student ambassador page to request to speak with an ambassador about their experience.

Email advising@sohe.wisc.edu or call 608-262-2608 if you’d like to speak with an advisor.