

Consumer Behavior Exercise (B)

Market Research to Understand
Consumer Purchase Journey

MKT 512: Customer Insights and
Analysis

IA1 - October 2, 2024

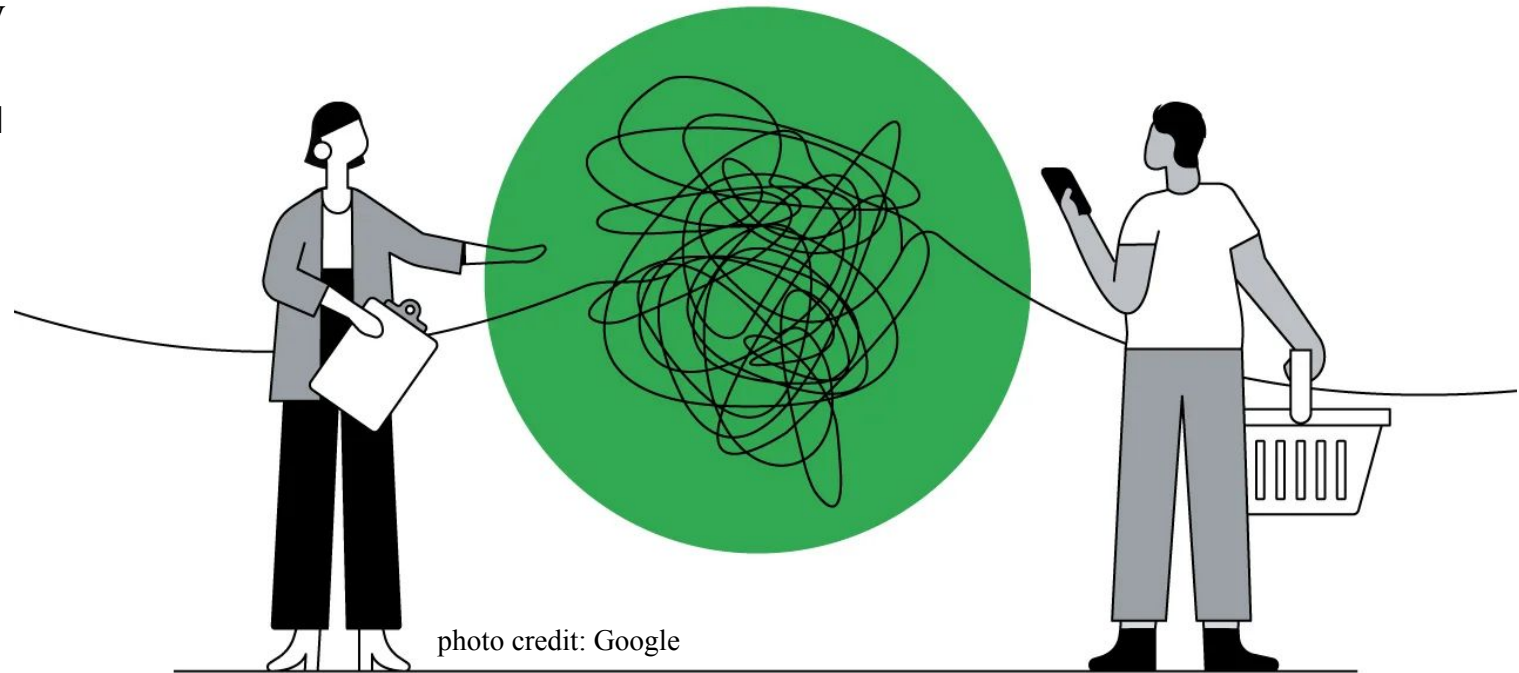


photo credit: Google

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Objectives

- Analyze the consumer buying journey to better understand their decision-making process.
- Assess customer satisfaction with the product and their likelihood of making repeat purchases from the company.
- Determine whether customers would most likely recommend the products to others.
- Explore the relationship model between the company and the customer.
- Identify the complementary quantitative research.



Meet Brittany



“I have a traditional vacuum cleaner where you have to do the actual vacuuming and I have two little children so at the end of the night, I was looking for something that could give me that convenience while I do other things and then the vacuum could take care of the cleaning or places that I missed during the day and also pick up messes. It is the convenience that I was going to get from the robot vacuum cleaner, yes, that was basically what informed my decision to make that purchase.”

- A Business Owner
- A Mother of two
- Looking to save time after a long day's work
- Need for convenience

Brittany's Buying Journey

Her journey for this product began when she moved to a new home



New Home

Placing orders of things
for her home



In Search of Cleaning supplies

- Looking for
- something that was convenient
 - cleans automatically with less supervision



Search for products

- Amazon Reviews above 4.5 stars
- Pictures & Videos of the product
- Prices of Products



Considerations

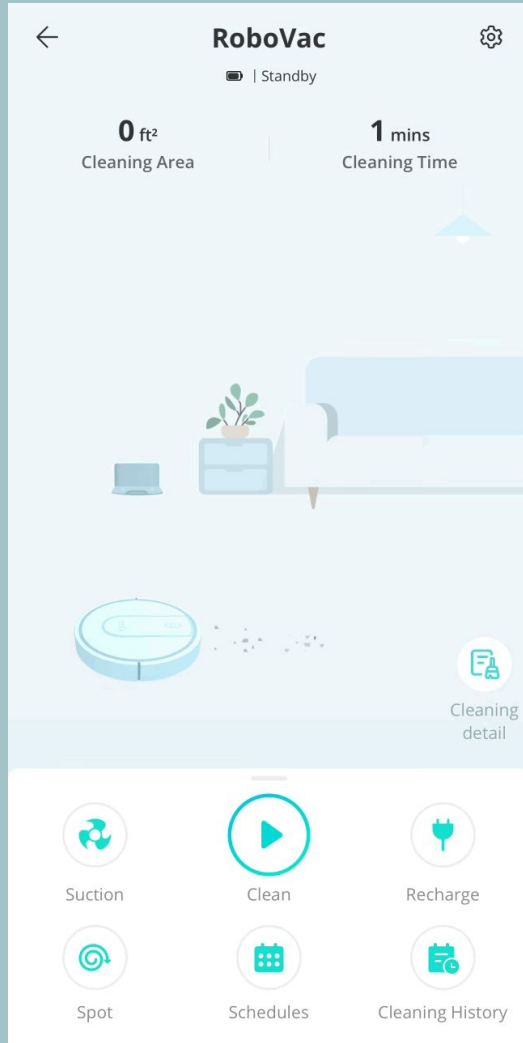
- Compared with other brands (iRobot) and the same brand with less functionality
- additional features like connecting and controlling with smartphones
- compared with her previous traditional vacuum



Making a decision

- First purchase of a robot vacuum
- purchase made on Amazon with the aid of review and Prime Membership influencing the platform of purchase (convenience of a day or two delivery)

Smartphone Connectivity Vs Traditional Vacuum



A functionality she loves



a product she wants to move away from

Brittany Finds a Robot Pal

Long-term usage

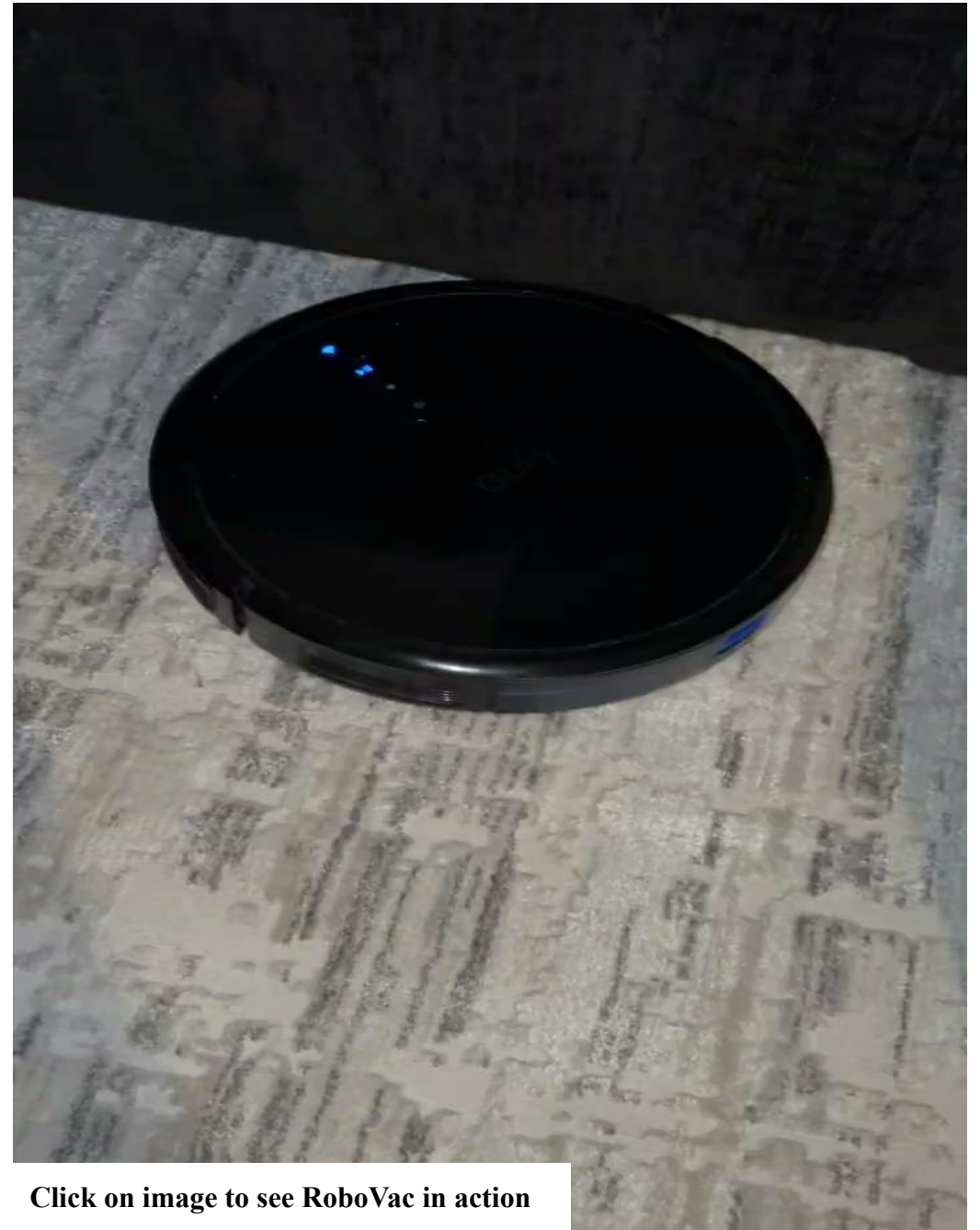
Brittany has been using the product for a little over two two years.

Continued satisfaction

Brittany is still enthused about the product.

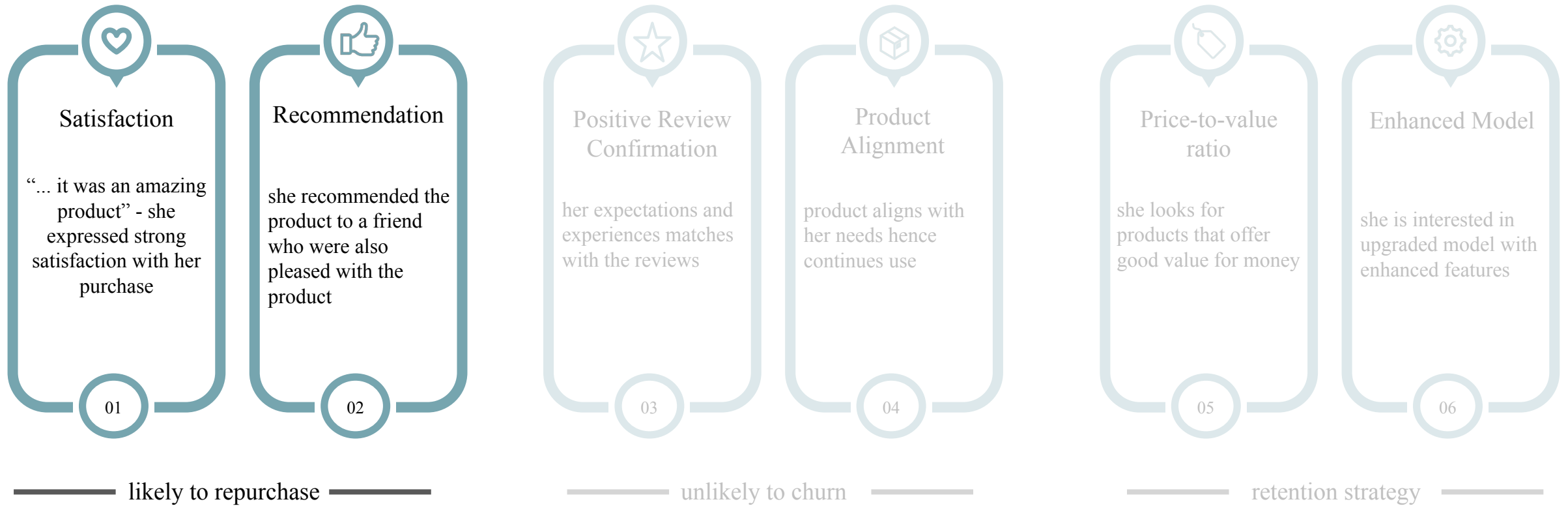
Recommendation

She would still recommend the product to others even after two (2) years of its usage

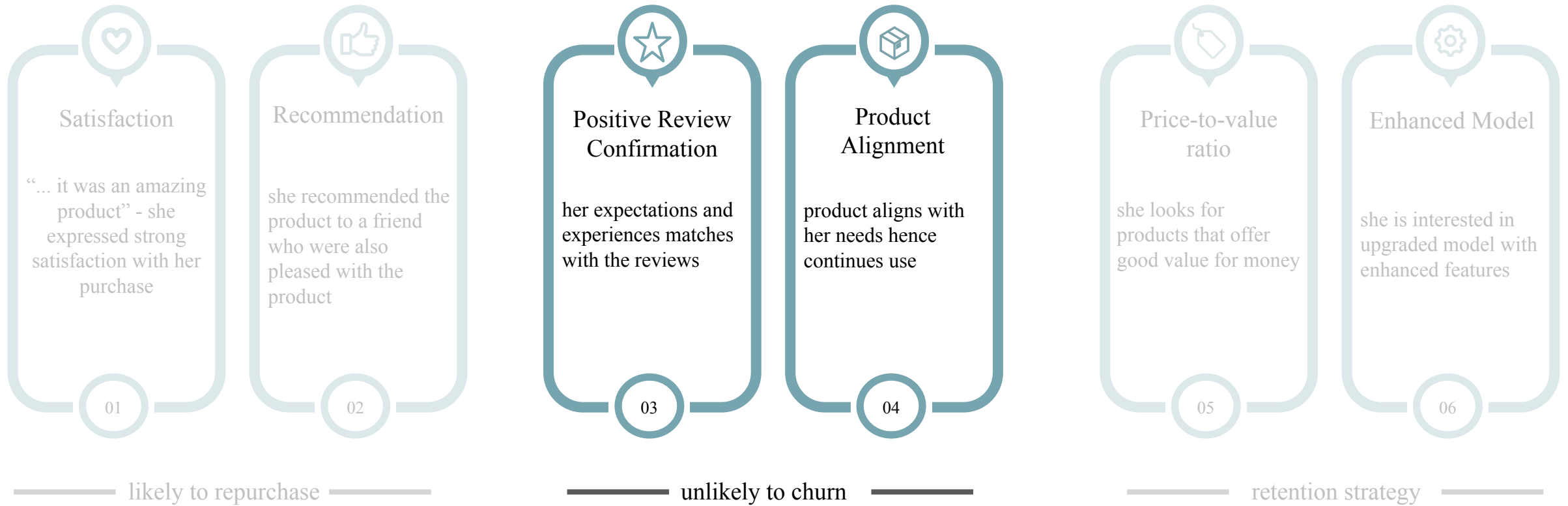


Click on image to see RoboVac in action

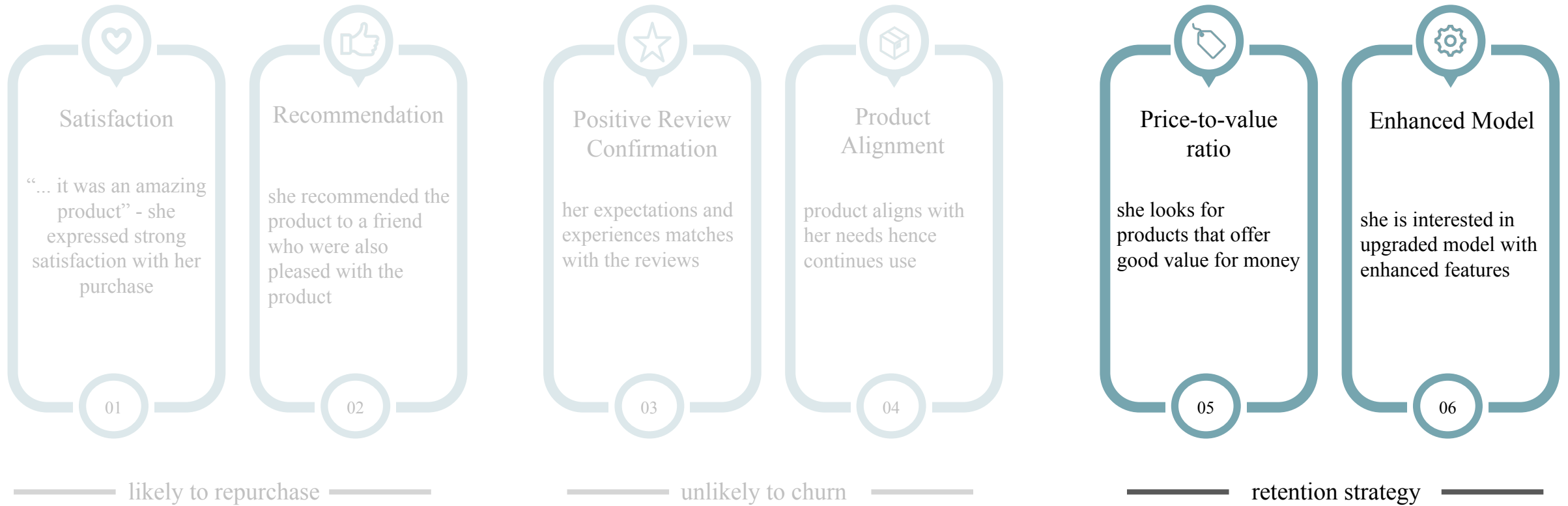
Brittany Intent to Repurchase



Likelihood to Churn



Retention Strategy



Relationship Model

Transactional

The Purchase of the vacuum is transactional.
A one time purchase and may not return to the brand if she finds a different brand offering her much more but this may become a functional relationship as she pleased with performance and over convenience of the product



Journey To

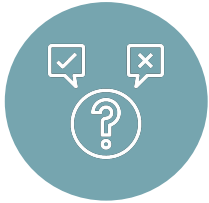
Functional

This could go beyond transactional.
Brittany has shown loyalty to the brand and expressed interest in buying upgraded model or other products from the brand.

There is still an ongoing relationship as she has used the product for a little over two years.

She has built a habit of using it since she satisfied with product

Quantitative Research



Intent to repurchase

Rating the likelihood of a customer to repurchase. This could further lead to Net Promoter Score or Customer Satisfaction Score



Customer Satisfaction (CSAT)

Track how satisfied RobotCorp customers are with their products (overall satisfaction)



Net Promoter Score (NPS)

Identify how likely customers are willing to recommend RobotCorp products to others

Discussion Guide

Introduction

Introducing the purpose of the interview and permission to record the interview.

Background Information

- Can you tell me about your recent purchase of a robot vacuum cleaner? (after establishing who bought the product)
- How long have you had this product?

Purchase Motivation

- What prompted you to buy a robot vacuum cleaner? (establishing if it was previous, careful or casual decision)
- Were you looking for any specific features or capabilities?

Decision-Making Process

- How did you go about researching robot vacuum cleaners?
- What sources of information did you use? (e.g., online reviews, recommendations)

Did you compare different brands or models? If so, which ones?

Key Factors in Decision

- What were the most important factors in your decision? (e.g., price, features, brand reputation)
- Were there any specific features that stood out to you?

Discussion Guide

Purchase Experience

- Where did you ultimately make your purchase?
- Why did you choose this particular purchasing platform?
- Can you walk me through your experience on the platform?

Post-Purchase Satisfaction

- How satisfied are you with your purchase?
- Has the product met your expectations?
- Are there any features you particularly like or dislike?

Future Considerations

- Would you consider purchasing from this brand again?
- Would you recommend this product to others? Why or why not?

Conclusion

- Thank the participant for their insights and ask if they have any final thoughts or questions.