

Analysis of Consumer Behavior in an Omni-Channel World

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- ▶ Post-purchase
 - Satisfaction
 - Word of mouth

What does customer satisfaction mean?

- ▶ F(Actual Performance)
- ▶ F(Perceived Performance)

New Models of Satisfaction

- ▶ $F(\text{Perceived Performance} - \text{Expectations})$

Messages that Catch On and Get Shared

Social Currency We share what makes us look good

Triggers When reminded, we share

Emotion Emotional messages are more powerful

Public Making behavior public makes it more catching

Practical Value We like to be useful and informative

Stories Information travels under the guise of chatter

Contagious, Jonah Berger, 2013



Shopper Marketing

- ▶ Need to understand the shopping experience from the shopper's point-of-view
 - Shoppers make impulse purchase decisions
 - Shoppers make decisions on habit, intuition and emotion
 - Shoppers make decisions based on what they see (and miss)
- ▶ Shoppers think in terms of **personal relevance** (who is it for? When do I use it?)
- ▶ Shopping Process is **multi-staged/multi-channelled**