Welcome - Outline

- > Introduction
- > Research question
- > Data
- Main findings
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- > Conclusion

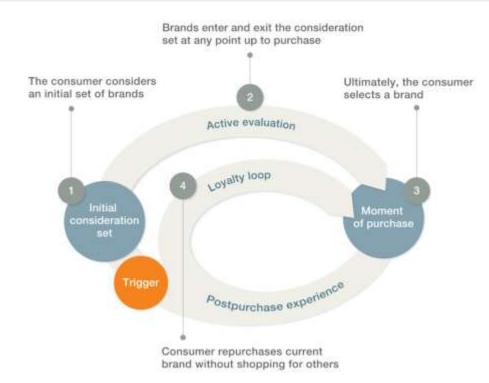






Introduction

- Customer decision journey
- ➤ How to decide on a smartphone?
- Before vs after rise of the internet
- Supply vs demand driven economy
- Role of customer reviews in journey
- Active evaluation



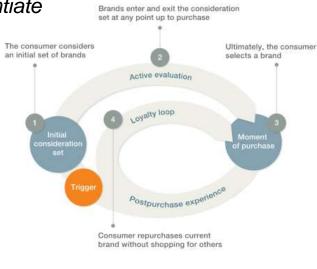


Research Question

How can different features from customer reviews differentiate between satisfied and dissatisfied customers?

- > Features contain words or emotions
- Product rating as a measure of satisfaction level







Data

- Dataset contains 9000 reviews about the Google Chromecast HDMI streaming media player.
- Data cleaning
- Dependent variable Rating recoded to binary



Main Findings — Logistic Regression

Model of logistic regression on satisfaction level

- > Emotion Joy significantly positively related to satisfaction level
- Emotion Disgust significantly negatively related to satisfaction level





Main Findings — Emotions Joy & Disgust

Model of logistic regression on level of Joy

➤ The words easy, pretty, fast have a significant positive relation

Model of logistic regression on level of Disgust

- > The word *mirror* has a positive relation
- > Filter reviews that mention these words
- "Also mirrors private whatsapp messages :("





Main Findings - Topic Modelling

Most interesting joyful topics

- > Functionalities
- > Moment of purchase
- > Price perception

		Joyful Topics			
functionalities		moment of purchase		price perception	
watch	0.17	son	0.18	buy	0.18
netflix	0.16	gadget	0.09	worth	0.11
youtube	0.13	christmas	0.08	price	0.09
movie	0.11	cheap	0.07	inexpensiv	0.08
purchase	0.05	internet	0.07	roku	0.07
stream	0.05	easy	0.06	play	0.07
fast	0.04	connect	0.05	connect	0.03
quality	0.04	law	0.05	gadget	0.03





Main Findings - Topic Modelling

Most interesting Disgustful topics

- Mirror function
- Disgusted customer
- > App support

		Disgustful Topics:			
mirror function		disgusted customer		app support	
mirror	0.08	waste	0.15	apple	0.10
function	0.08	money	0.11	support	0.09
computer	0.05	time	0.09	view	0.08
android	0.05	buy	0.07	roku	0.04
limit	0.05	apple	0.07	android	0.04
support	0.04	expect	0.04	issue	0.03
buy	0.03	plug	0.03	absolut	0.02
stick	0.03	freeze	0.03	recommer	0.02



Implications for managers

- > Improve insights into customer preferences
- Useful in demand driven economy
- Useful in multiple phases of the Decision Journey
- Positively influences active evaluation & postpurchase experience
- Evaluate reviews over time
- > Segmentation, targeting & positioning
- topic based segmentation
- Target promising customer groups
- (Re)positioning brand



brand without shopping for others



Conclusion

- Answer to research question: How can different features from customer reviews differentiate between satisfied and dissatisfied customers?
- Features varied from single words to emotions
- Explorative tool
- Implications for further research
- Accuracy vs interpretability of other techniques
- Use topic modelling for segmentation, targeting





The end!

Are there any questions?



