

# Welcome - Outline

- Introduction
- Research question
- Data
- Main findings
- Implications for managers
- 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

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



# Main Findings – Logistic Regression

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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



# Conclusion

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➤ 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?

