

Welcome - Outline



INTRODUCTION



HYPOTHESES



DATA



MAIN FINDINGS



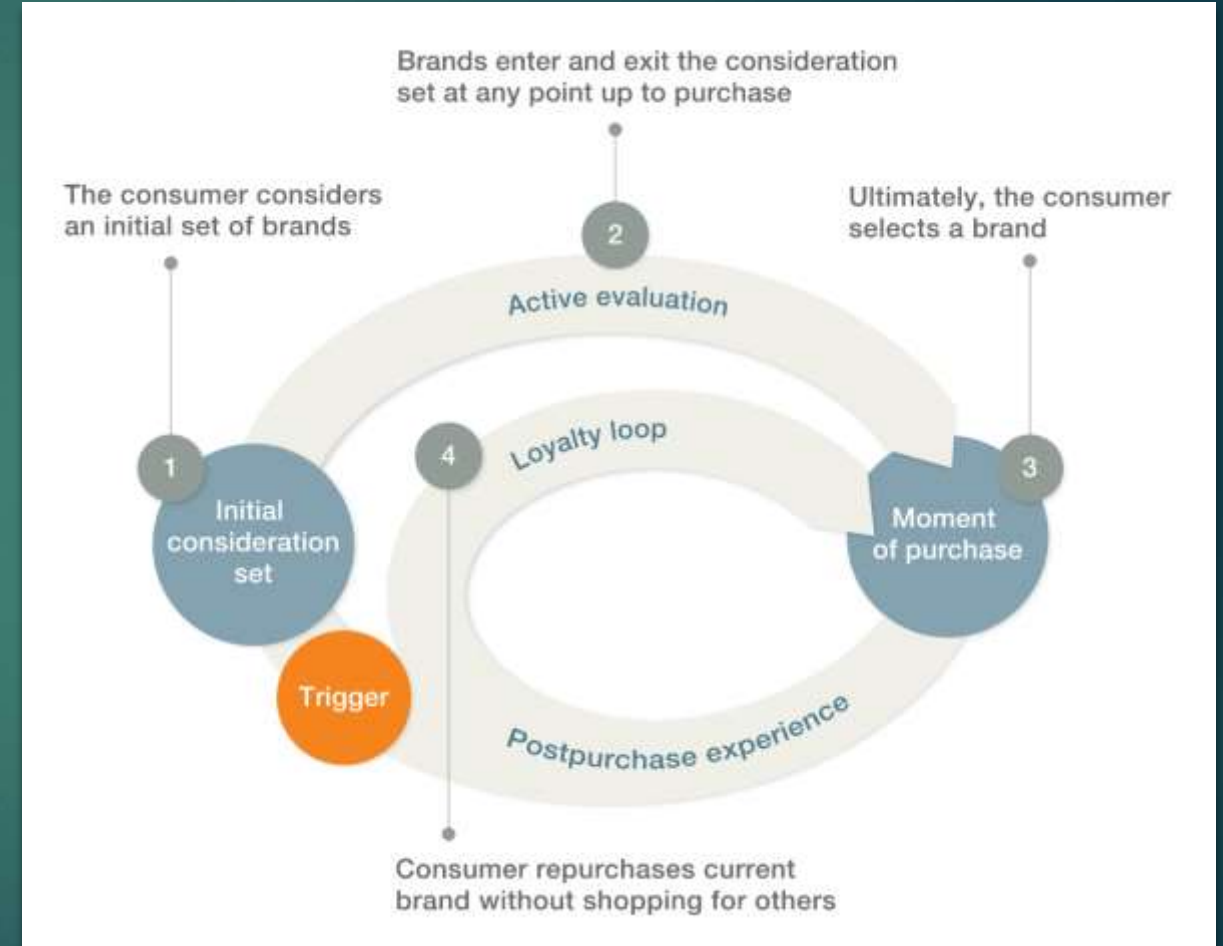
IMPLICATIONS
FOR MANAGERS



CONCLUSION

Introduction (1)

- *Customer decision journey*
- High acquisition cost new customer
- Loyalty loop goal
- Target right customer groups



Introduction (2)

- *Current literature*
 - Many churn predictions
 - Lack of explanatory research
- *RQ: How does purchase decision involvement influence repurchase intention and does this relation change when customers face a negative event?*
- What is purchase decision involvement
- What is the negative event?



Hypotheses (1)

- H1: *Customers that display high involvement in the purchase decision are more likely to repurchase the same brand than low involvement customers.*
 - brand attitude strength
- H2: *Customers who have experienced a negative post-purchase event are less likely to repurchase the same brand, than customer who did not experience a negative post-purchase event*
 - Cognitive dissonance



Data

- Qualtrics survey
- Descriptives
- Conditions

Purchase Decision Involvement

- Relatively high
- Relatively low



Negative event

- Negative
- Neutral



4 Conditions

- High involvement Negative event
- High involvement Neutral event
- Low involvement Negative event
- Low involvement Neutral event

Table 3: Descriptive statistics (N = 213)

Variable	Frequency (%)	Mean(SD)
Age		26,2(11,0)
(18-24)	160 (75,1%)	
(25-50)	32 (15,0%)	
(51-75)	21 (9,9%)	
Gender		
Female	112 (52,6%)	
Male	101 (47,4%)	
Average beer consumption		4,1 (5,0)
(18-24)	4,2/week	
(25-50)	4,4/week	
(51-75)	3,4/week	

Main findings (1)



1. POSITIVE EFFECT PURCHASE
DECISION INVOLVEMENT ON
REPURCHASE INTENTION



2. NEGATIVE EFFECT NEGATIVE
EVENT ON REPURCHASE
INTENTION



3. COGNITIVE DISSONANCE
UNDERLYING PHENOMENON



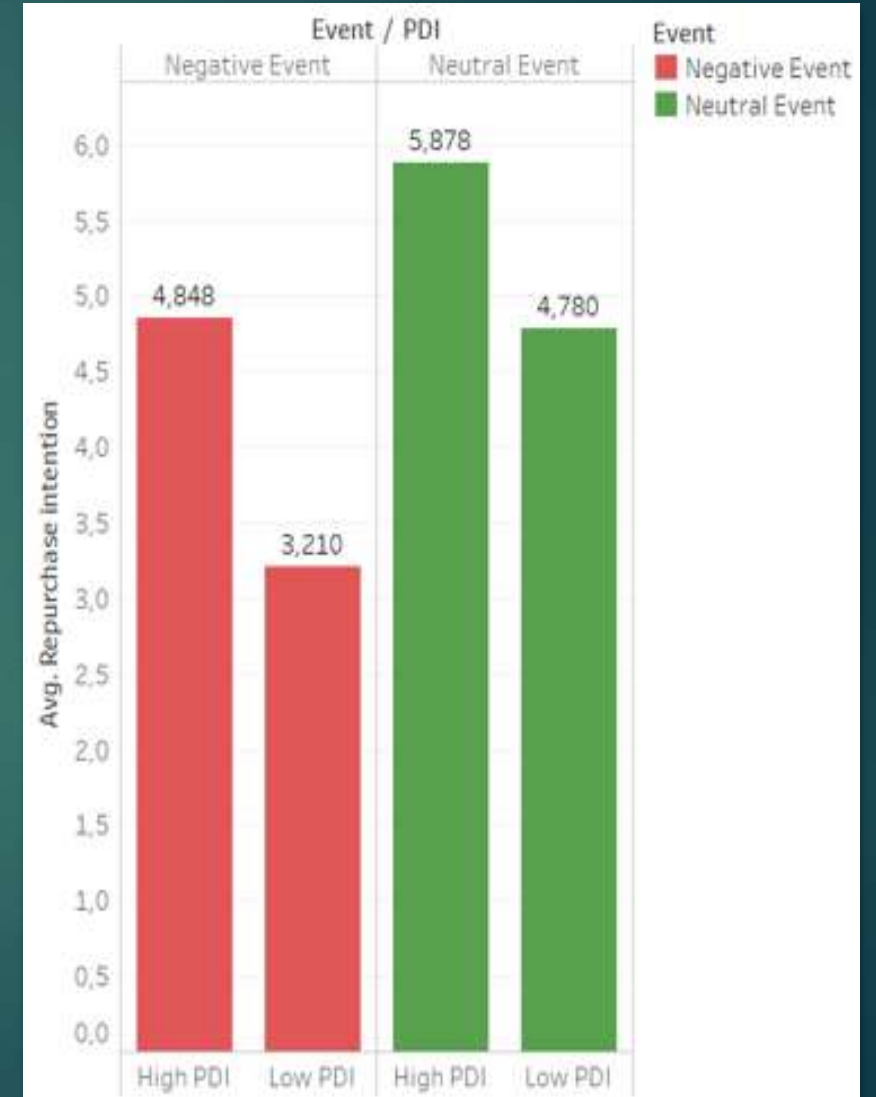
4. NO SIGNIFICANT
INTERACTION PURCHASE
DECISION INVOLVEMENT &
NEGATIVE EVENT

Main findings (2)

- H3: *The difference in repurchase intention between customers that display high and low involvement strenghten after a negative post-purchase event.*
- Switching brand attitude

4 Conditions

- High involvement Negative event
- High involvement Neutral event
- Low involvement Negative event
- Low involvement Neutral event



Recommendations for managers



WHOM TO TARGET FOR
RETENTION CAMPAIGN



PURPOSEFUL
TARGETING

Conclusion

- *Answer research question*
 - PDI does influence repurchase intention
 - Relation changes when customers face negative WOM from good friends
- *Limitation & suggestion further research*
 - Data about only 1 product category



Appendix

Purchase Decision Involvement Scale

1. In selecting from the many types and brands of this product available in the market, would you say that:
I would not care at all - I would care a great deal as to which one I buy. (1-7)
2. Do you think that the various types and brands of this product available in the market are all very alike or are all very different? *They are alike - They are all very different. (1-7)*
3. How important would it be to you to make a right choice of this product?
Not at all important - Extremely important. (1-7)
4. In making your selection of this product, how concerned would you be about the outcome of your choice?
Not at all concerned - Very much concerned. (1-7)