

**Investigation of consumer decision-making process:  
Potential of typologies to improve Markov analyses**

## **L'analyse des chemins de décision dans la cadre du choix d'un fournisseur d'accès à Internet**

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## **The consumer decision making process**

- A dynamic vision of decision
- A « route » : an information search and collection up to a choice
- Consumer choices: Diverse routes drive to same choices

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**The investigation of the decision making routes of consumers  
who select an Internet Provider**

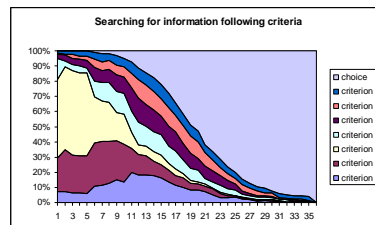
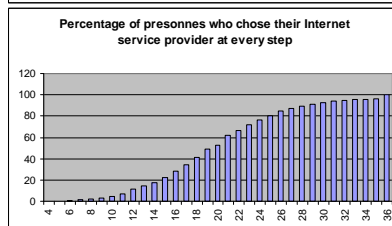
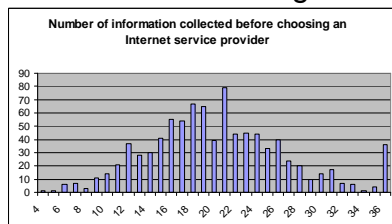
Method :

- Quantitative survey, IDB data collection method, markov analysis
- Sample : 904 respondents
- Internet Provider attributes:
  - Modem price (S1)
  - Flow (S2)
  - Subscription price (S3)
  - Television and telephone access (S4)
  - Subscription duration (S5)
  - Switch off costs (S6)
  - Hotline price (S7)
  - Choice (S8)
- Two stages of analysis:
  - Descriptive Preliminary Results
  - Typologies of decision making routes

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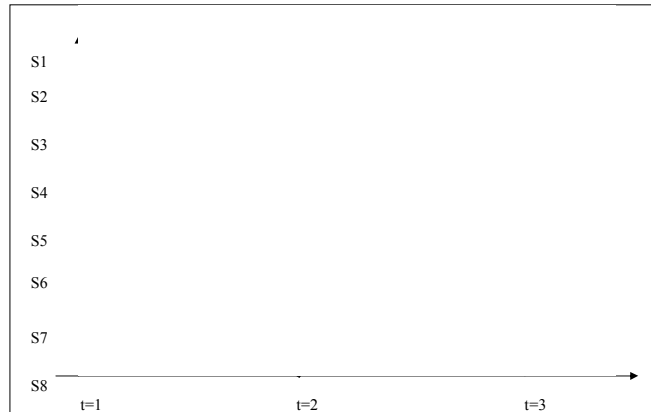
**Preliminary Result 1: Quantity of information search is not  
sufficient to distinguish divers consumer decision**



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- Markov Transitions: brief statistical recall



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- Preliminary Result 2: Markov analysis on the whole sample gives insatisfying clues for marketing managers

Probability of observing the flow at t=3, while at t=1, the price of the modem was observed (conditional probabilities)

$$Pr(q_3 = S_2 / q_1 = S_1) = 21\%$$

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**Second stage of analysis: Typologies of decision making routes**

Typology Method:

- Hierarchical clustering
- Ward criterion

Secondary results :

1) Result 1: They are 6 different decision routes

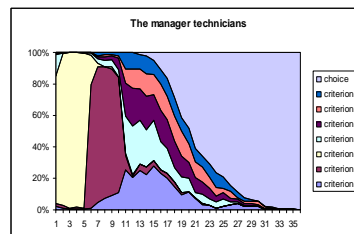
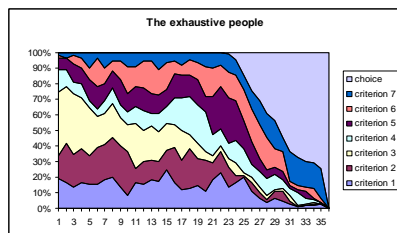
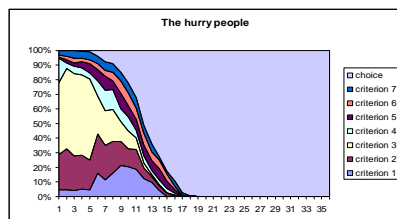
- The technical managers
- The managers technicians
- The managers
- The hurry people
- The exhaustive people
- The multi-criteria

2) Result 2: Markov analyses (conditional probabilities) differ according to the decision route

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**Secondary Result 1: They are 6 different decision routes**



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- Secondary Result 2: Markov analyses (conditional probabilities) differ according to the decision route

Probability of observing the flow at t=3, while at t=1, the price of the modem was observed (conditional probabilities)

Benchmark : 21% for the whole sample

$P(q_3=S_2/q_1=S_1)$	The technical managers	The managers technicians	The managers	The hurry people	The exhaustive people	The multi-criteria
	64,5%	19%	0,1%	19%	25%	16,5%

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- Discussion

Typologies about the decision routes give informative clues for a marketing manager and improve Markov modelisation of consumer decision making

Typologies and markov analyses of consumer choices allow more investigation and knowledge on decision rules and choice heuristics

- Limitation

Analysis of choice should be compared to other product decision situations

The experimental protocol of data collection should have introduced instrumental biases

- Research perspectives

The identification of instrumental biases

The analysis of temporal data

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