

# Department of Marketing



Research Seminar Series | Oct. 11th, 1-3pm | AD.0.090

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### Customer Journey Analytics: Deriving Insights on Customers Path to Purchase in increasing Digital Environments

**Abstract:** The increased penetration of mobile devices has a significant impact on customers' online shopping behavior, with customers frequently switching between mobile and fixed devices on the path to purchase. In this presentation, I will present a couple of studies on how mobile is changing purchase behavior. First, I will present the results of a segmentation study on touchpoint usage in the path to purchase, showing the existence of multiple touchpoint-segments and the increasing usage of mobile in specific segments. Second, I discuss a study on the use of mobile in the purchase journey and its' impact on conversion. By accounting for the attributes of the devices and the perceived risks related to each product-category, we develop hypotheses regarding the relationship between device switching and conversion rates. We test the hypotheses by analyzing clickstream data from a large online retailer and apply propensity score matching to account for self-selection in device switching. We find that when customers switch from a more mobile device, such as a smartphone, to a less mobile device, such as a desktop, their conversion rate is significantly higher. This effect is larger when product-category related perceived risk is higher, the product price is higher, and when the customer's experience with the product category and the online retailer is lower. Finally, I will discuss a study on the effects of migration to a mobile app from a mobile web on purchase behavior.