



# CONSUMER INSIGHTS AND METRICS IN AN HYPERCONNECTED MARKET



**.ITE**  
INSIGHT  
TECHNOLOGY  
ENHANCED

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COMPORTAMENTI E TECNOLOGIE  
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# ✕ 1. Outlook for the Future (hyper-connected)

Individuals and organizations interact in a everyday more **hyper-connected world**:

10<sup>+</sup> billions nowadays;  
30 billions by 2020;  
up to 1 trillion by 2030



The increasing amount of available information, connections, devices, screens, touchpoints empower consumers to think and act differently and arises new challenges for firms.

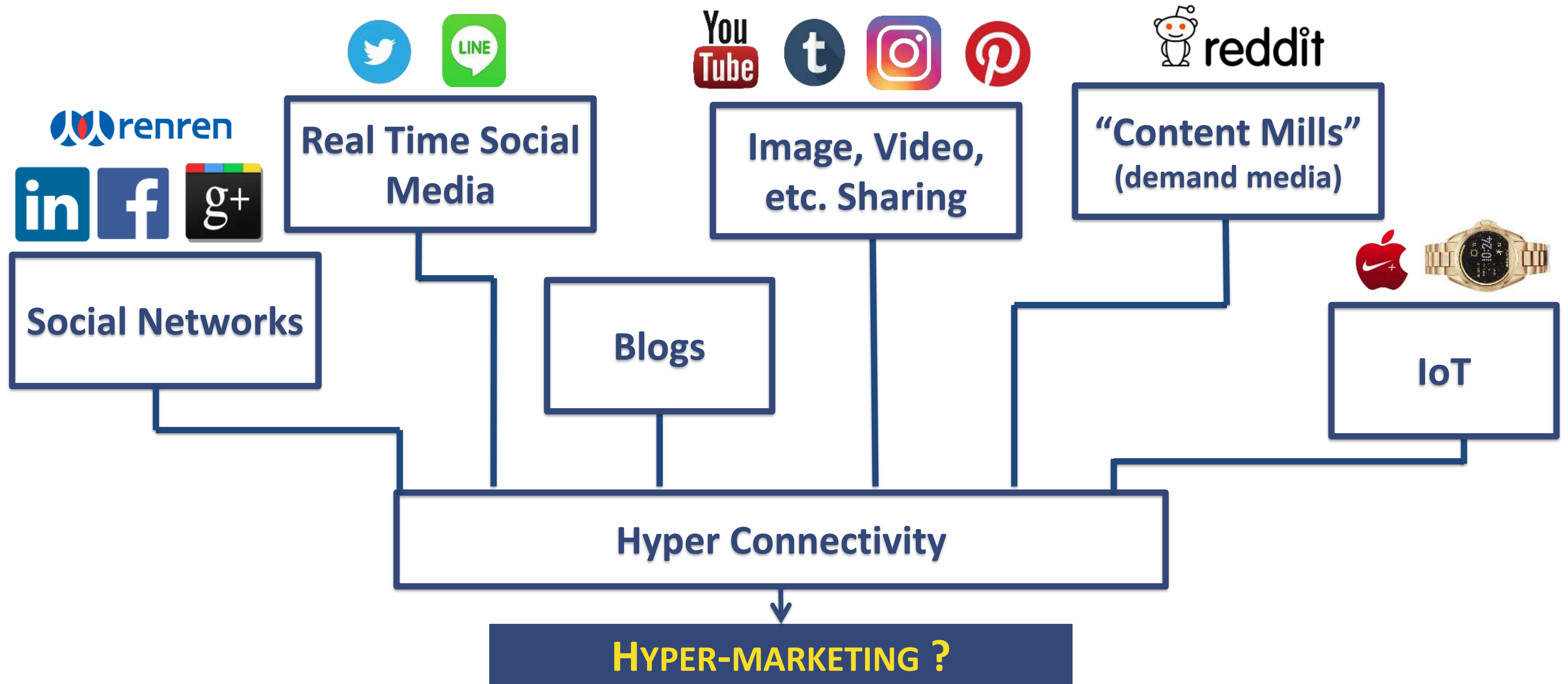
**Such a rapid change** in marketing environment requires new analytic skills and metrics to gain insights and value from data and market new (cyber) behaviour







# 1. Outlook for the Future (hyper-connected)





# 1. Outlook for the Future (hyper-connected)



Social

Digital

Traditional

## Advertising



## Other Marketing Tools



## External Stimulus



# ✕ 1. Outlook for the Future (hyper-connected)



Quantitative models to understand causality, levers, and influence in a complex world

Individuals and organizations interact through many channels, on multiple screens and devices, across a myriad of touchpoints and over time. Given the ubiquity of data, there is a new opportunity for firms to more fully understand the *effect* and *value* of their marketing actions. Big data, experimentation, and new models enable us to gain new insight into the causal levers and influences in this complex, extended world. Significant research is needed to develop better models that enable causal inference.

- » **Improving** multi-touch attribution, marketing mix, and ROI models — across all media, digital and non-digital
- » **Understanding** “omni-screen” and “omni-channel” drivers of customer decision making and behavior





# 1. Outlook for the Future (hyper-connected)

» **Nature and Dynamics**  
of social hyper-connections  
(the quest for hyper-  
performance)



*From Hyper-Connection to  
Hyper-Virality...  
still looking for  
Hyper-Performance*



**VALUE  
COMMUNICATION**



» **Antecedents and drivers**  
of smart objects proliferation  
(barriers to adoption)



*Hyper-Connection:  
the Barriers from Vision  
to Reality*



**VALUE PROPOSITION  
& DELIVERY**



» **Consequences and effects**  
of smart object adoption:  
new thinking lead to new  
behaviors (or viceversa)?



*How Cyber Consumers  
Think and Act: a multi-  
method (with neuroscience)  
approach*



**VALUE DELIVERY  
& CONTINUOUS  
RE-DESIGN**

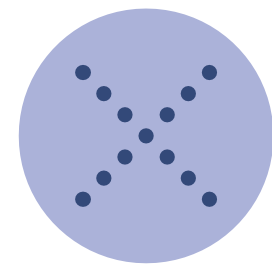


**ISSUES**

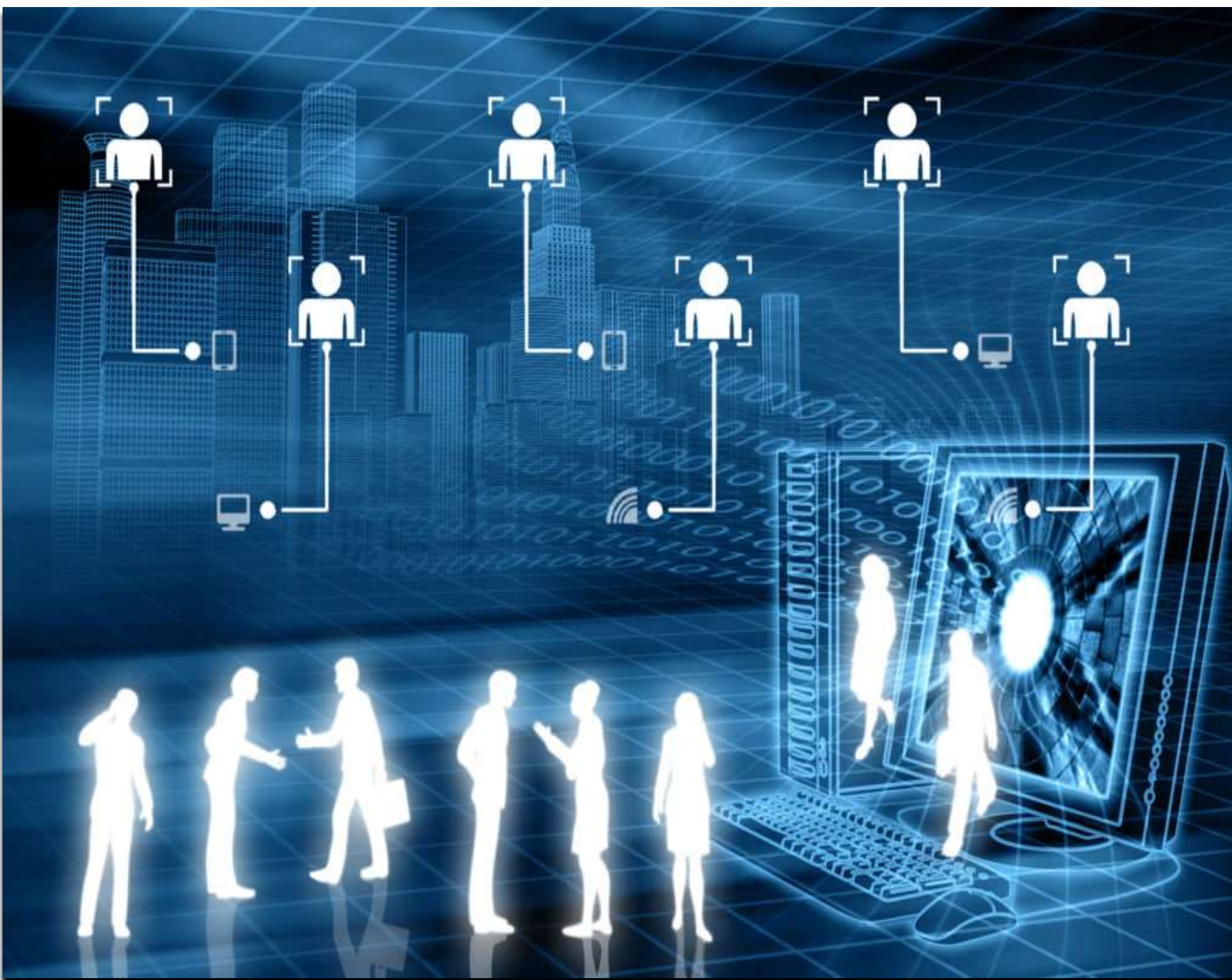
**TOPICS**

**MARKETING IMPLICATIONS**





## 2. From Hyper-Connection to Hyper-Virality... still looking for Hyper-Performance

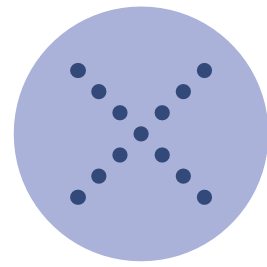


» Individuals and organizations interact through many different channels, devices and touchpoints. The subsequent quantity of data creates multiple opportunities for firms which aim understanding the **effect and value** of their marketing campaigns.

» Brands invest billions of dollars a year on enhancing their **social media presence** and on creating **viral marketing campaign** without clearly understanding their strategic relevance.

Akpinar E., Berger J. (2017) «Valuable Virality», Journal of Marketing Research, Vol. LIV, pp 318-330; John L. K., Mochon D., Emrich O., Schwartz J. (2017) «What's the value of a like? Social Media endorsements don't work the way you might think.», Harvard Business Review





## 2. From Hyper-Connection to Hyper-Virality... still looking for Hyper-Performance

How does brand presence affect shares? And brand-related outcomes?

(purchases and brand evaluation)



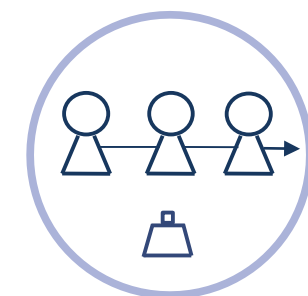
**BRAND EFFECT**

When traditional KPIs combined with social media strategies can have an effective impact on the bottom line?



**KEY PERFORMANCE  
INDICATORS**

Which is the differential efficacy of social media engagement indicators at different stages of the customer decision journey (CDJ)?



**CUSTOMER DECISION  
JOURNEY**



### 3. Hyper-Connection: the Barriers from Vision to Reality



Consumers absorptive capacity of smart objects is considerably lower than the actual products offered. Literature has already identified some existing barriers to adoption:

- » Privacy and security
- » Availability of financial resources and uncertain ROI
- » Technology and infrastructure immaturity
- » Self-Efficacy
- » Social, Ethical and Legal
- » Perceived uselessness
- » Perceived novelty
- » Perceived price
- » Technology dependence

Alaba et al (2017); Dutton (2014); Haddud et al. (2017); Hung (2016); Hussain (2017); Hoffman e Novak (2015); KPMG (2017); Lee e Lee (2015); Mani e Chouk (2017); O'Halloran e Kvochko (2015); Yan et al. (2014); Ziegeldorf et al (2014).





### 3. Hyper-Connection: the Barriers from Vision to Reality (*in depth analysis*)



**Privacy, Security  
and Consequent Trust**

«Hackers can hijack Wi-Fi Hello Barbie to spy on your children», The Guardian, 26 Novembre 2015

**Function vs Meaning:  
from Smart «Home» to  
Smart «Family»**

Belk (2013), Verhoef et al. (Forthcoming)

**Dependency: indispensability;  
Treat to Personal Freedom**

«Mattel Pulls Aristotle Children's device after Privacy concerns», New York Times, 5 Ottobre 2017



## 4. How Cyber Consumers Think and Act: a multi-method (with neuroscience) approach



- » Psychological model that characterized attitudes and emotions toward others.
- » Humans form attachment not only to social partners, but also to inanimate targets.
- » Attachment styles influence:
  - (1) Interpersonal relationship
  - (2) Object attachment
- » People apply social norms and rules to intelligent technology.
- » Possession/interaction/use of objects is psychologically helpful/healthy (e.g. reduce stress, higher life satisfaction).





## 4. How Cyber Consumers Think and Act: a multi-method (with neuroscience) approach

- Does interpersonal attachment style influence consumer preference for interaction with smart objects/robots compared to humans?



- How does attachment style modulate:
  - consumers emotional experience with products
  - probability of adopting technological innovation
  - purchase intention
  - brand preference
  - re-purchase behaviour
  - willingness to share their experience with others
  - brand loyalty

### Objectives and Contributions

- Provide novel customer segmentation criteria
- Produce actionable guidelines that can be used to tailor CMR activities
- Enhance the quality and impact of communication campaigns
- Improve allocation of resources to match customer preferences



## 5. New Research Questions





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