

## **Customer Decision Journey: A Regulatory Focus Perspective**

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### **Short Abstract:**

Marketers face increased complexity at different stages of customer decision journey (CDJ). This paper gives a rich understanding of multi-channel customer behavior at different stages of CDJ grounded in regulatory focus theory (RFT). Extant literature indicated that individual's behaviour is the result of personal and situational factors. Therefore, customer behaviour (e.g. choice of channel) was studied based on chronic and situational regulatory focus (RF) interaction in the CDJ context. Promotion congruent, prevention congruent and incongruent groups were identified based on chronic and situational RF interaction. A sequential mixed method approach, involving in-depth interviews in the first phase and lab experiment in the second phase, was adopted. Interview results indicated RF group differences in channel choice, actions and emotions experienced at each stage of CDJ. Experimental results indicated differences in RF groups in basket amount, session duration and search extensiveness. This research would help marketers in targeting, channel and message design.

*Keywords: Regulatory Focus, Channel, Decision journey*

*Track: Consumer Behavior*