

Marketing PhD Research Topic

Changes in consumer behaviour and the customer experience – Adopting a customer centric approach.

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Abstract

This research project aims to investigate changes in consumer behavior and customer expectations and explore the implications for businesses in adopting a customer-centric approach. The project will use Service-Dominant Logic theory, which suggests that customers actively participate in value creation through their interactions with firms. The research will use a mixed-methods approach, including in-depth interviews, focus groups, and surveys to gather data from both consumers and businesses. The findings will provide insights into emerging trends and shifts in consumer behavior, as well as the benefits and challenges of adopting a customer-centric approach in businesses.

Project Outline

The business landscape has been rapidly evolving, and consumer behavior and customer expectations have undergone significant changes in recent years. As a result, organisations need to adapt and adopt customer-centric approaches to effectively engage and retain their customers. This research project aims to investigate the changes in consumer behavior and customer expectations and explore the implications for businesses in adopting a customer-centric approach.

One marketing theory that can explain consumer behavior and expectations and support the adoption of a customer-centric approach is Service-Dominant Logic (SDL) theory. According to SDL, customers actively participate in value creation through their interactions with firms, therefore customer behavior and expectations are shaped by their experiences and interactions with the company, and firms should focus on understanding and fulfilling customer needs to co-create value.

The research will employ a mixed-methods approach, combining qualitative and quantitative methods to gather data from both consumers and businesses. The qualitative research will involve in-depth interviews and focus groups with consumers to gain insights into their changing behaviours and expectations. The quantitative research will involve surveys and data analysis to quantify the extent of changes in consumer behavior and expectations.

The findings of this research will provide valuable insights into the emerging trends and shifts in consumer behavior, including their preferences, motivations, and expectations. The research will also uncover the key drivers for adopting a customer-centric approach in businesses, including the benefits and challenges associated with implementing such an approach.

Relevant literature:

Gupta, S., & Ramachandran, D. (2021). Emerging market retail: transitioning from a product-centric to a customer-centric approach. *Journal of Retailing*, 97(4), 597–620.

<https://doi.org/10.1016/j.jretai.2021.01.008>

Kwok, C. P., & Tang, Y. M. (2023). A fuzzy mcdm approach to support customer-centric innovation in virtual reality (vr) metaverse headset design. *Advanced Engineering Informatics*, 56. <https://doi.org/10.1016/j.aei.2023.101910>

Lukas, F., Poll, R., Roeglinger, M., & Rupprecht, L. (2020). Design heuristics for customer-centric business processes. *Business Process Management Journal*, 26(6), 1283–1305. <https://doi.org/10.1108/BPMJ-06-2019-0257>

Tadajewski, M., & Jones, D. G. B. (2021). From goods-dominant logic to service-dominant logic? service, service capitalism and service socialism. *Marketing Theory*, 21(1), 113–134. <https://doi.org/10.1177/1470593120966768>

Wang, Y., & Zhang, L. (2021). How customer entitlement influences supplier performance in b2b relationships in emerging economy? a moderated mediation model of institutional environments. *Journal of Business Research*, 134, 689–700. <https://doi.org/10.1016/j.jbusres.2021.06.010>