

# The connected consumer journey: insight through the concepts of agencial assemblage and situation

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## Abstract

### • *Objective*

This research focuses on the connected consumer journey (CCJ), namely those involving a mobile device. These CCJs have been composed into decision-making steps based on the concept of situation and the concept of agencial assemblage. Our first research question concerns the constituent elements of the situation at each stage of the consumer journey and our second question concerns the application of the concept of agencial assemblage at each stage of the CCJ.

### • *Methodology*

A qualitative study was carried out among 46 consumers recounting their shopping experiences for non-food products; this leads to the description of the different stages of the CCJ, particularly through the touchpoints used by the consumer.

### • *Results*

Our results show the importance of the spatial-temporal framework in the construction of the CCJ as well as the changes in consumer motivations throughout the process. We identify two main purposes for the resulting agencial assemblage: optimization and personalization.

### • *Managerial implications*

We recommend that companies carefully analyze past CCJs in order to know consumer preferences and depending on a given situation, succeed triggering the process or facilitating the transition to the next step.

### • *Originality*

The originality of this research is not to characterize CCJs as a whole but to deconstruct them to take into account their complexity and their uniqueness based on a mixed theoretical framework.

• **Keywords:** connected consumer journey, situation, agencial assemblage, mobile.

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