



# Complex Purchase Prescription: Suggestion for Definitions and a for Model

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# + Agenda

- Literature Review
- Research objectives
- Methodology
- Results
- Conclusions
- Implications, Limits and Further Research

# + Literature Review (1)

- In Latin language: '*praecriptio*' (write before)
- General definition: strict order
- In law: order, injunction, indication (Cornu, 2004)
- In medicine: advice (Quevaulliers, Somogyi et Fingerhut, 2007)
- In marketing books: idea of advice (Darpy et Volle, 2007) or authoritarian order (Malaval et Benaroya, 2009)
- In marketing scientific literature: 'action of communication' (Serraf, 1978)...

# + Literature Review (2)

- Main theory (Hatchuel, 1995):
  - Knowledge asymmetry
  - Trust
  - Shared target
  - 3 forms of prescription (intensity)
  - Prescription limits (prescribers' independence)
- Very limited field experiments (Benghozi & Paris, 2003 ; Stenger, 2006 ; Painbéni, 2009)
- Very scarce worldwide research (Olshavsky, 1985)
- Some incoherence between theory and field studies

# + Literature Review (3)

- Definitions of prescription not challenged in marketing
- Existing definition of prescription in marketing not fitting with theory
- Absence of any marketing model including prescription phenomenon

# + Research Questions

If no definition nor model do exist...

- How do marketing researchers further study prescription?
  - Why do/should organizations use prescription techniques?
- Need for clear definitions and for a model on **prescription** in marketing

# + Methodology

- Qualitative survey
- West of France, Spring 2012
- 20 face to face 1h semi-structured interviews
- With prescribers and prescription followers
- Field: pet foods
- Voice recording and transcript of interviews
- Manual and computer data treatment (NVivo9)

# + Results per word frequency

buy **food** alimentary animal pet shop animals had before have many good canine

reason **dog** customer **common** trust advice advise happy

kibbles **other** depend dietary direct give between example explain

manufacturers way function works range hills never **animal**

labs owner **medicine** best **better** sometimes part pathology pathological think small

physiological take prescription prescribe **problem** quality somebody diet relation

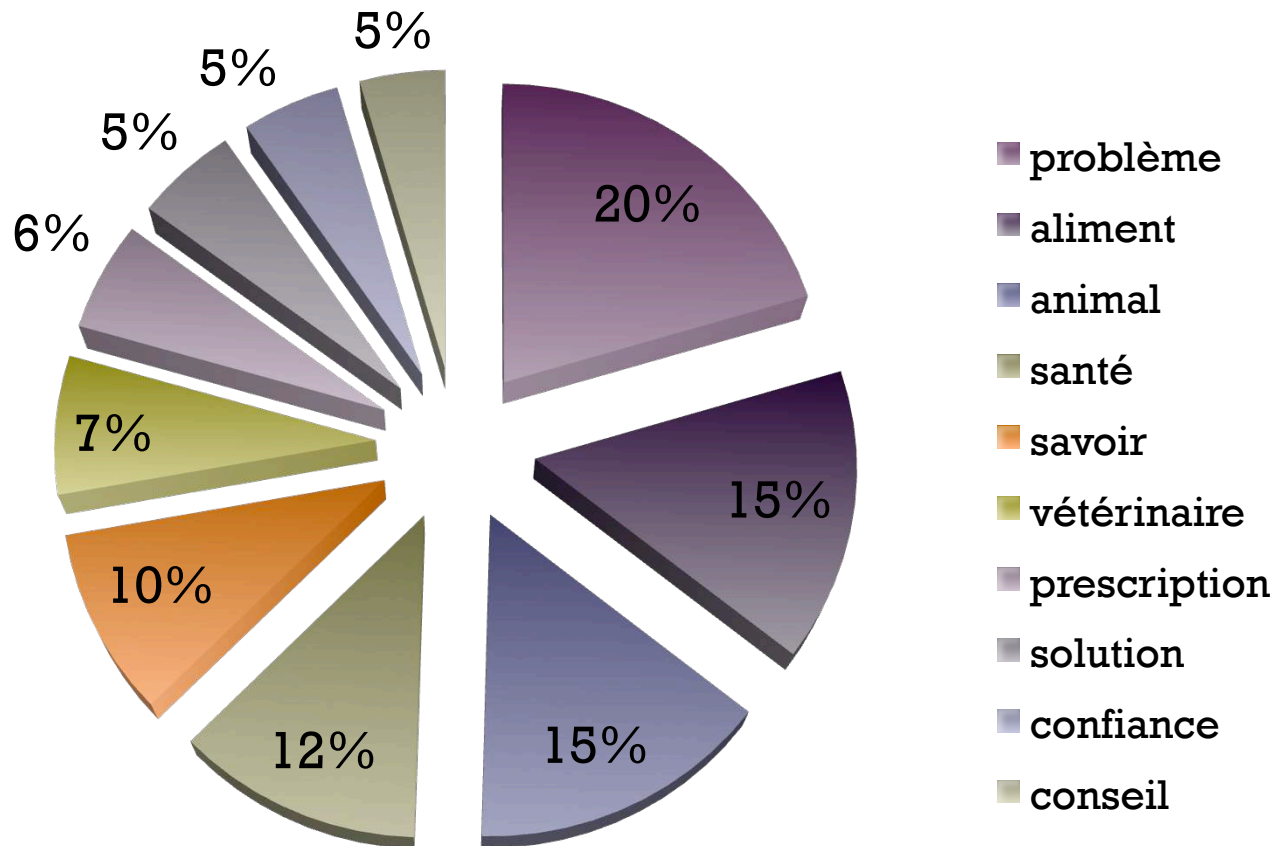
**health** know otherwise follow follow-up to follow such time therapeutic **always** treatment

sell sale **veterinarian** want vitamins really





# Results per word frequency

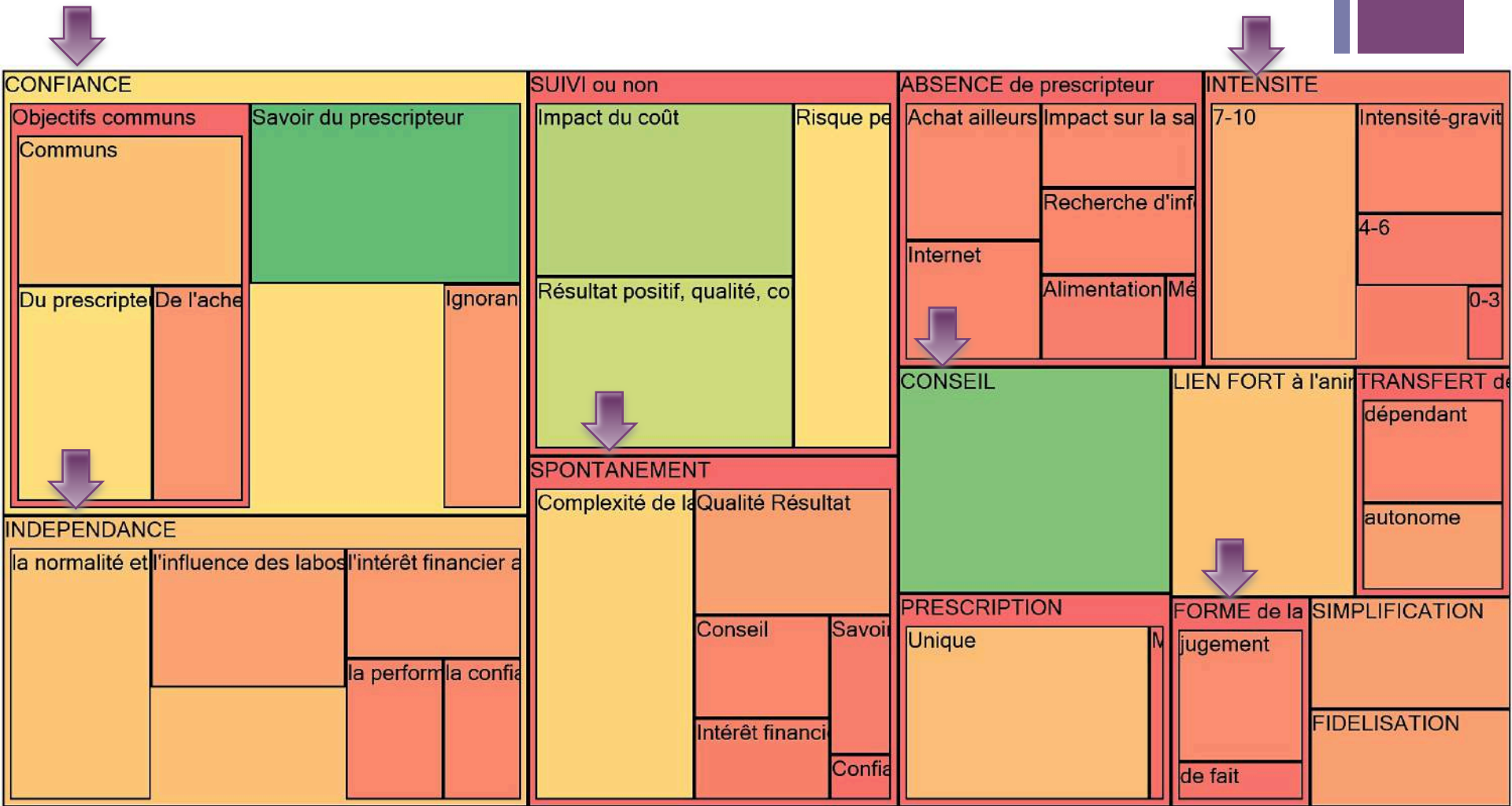


The 1st 10 most cited items

+

# Results per encoded elements

10



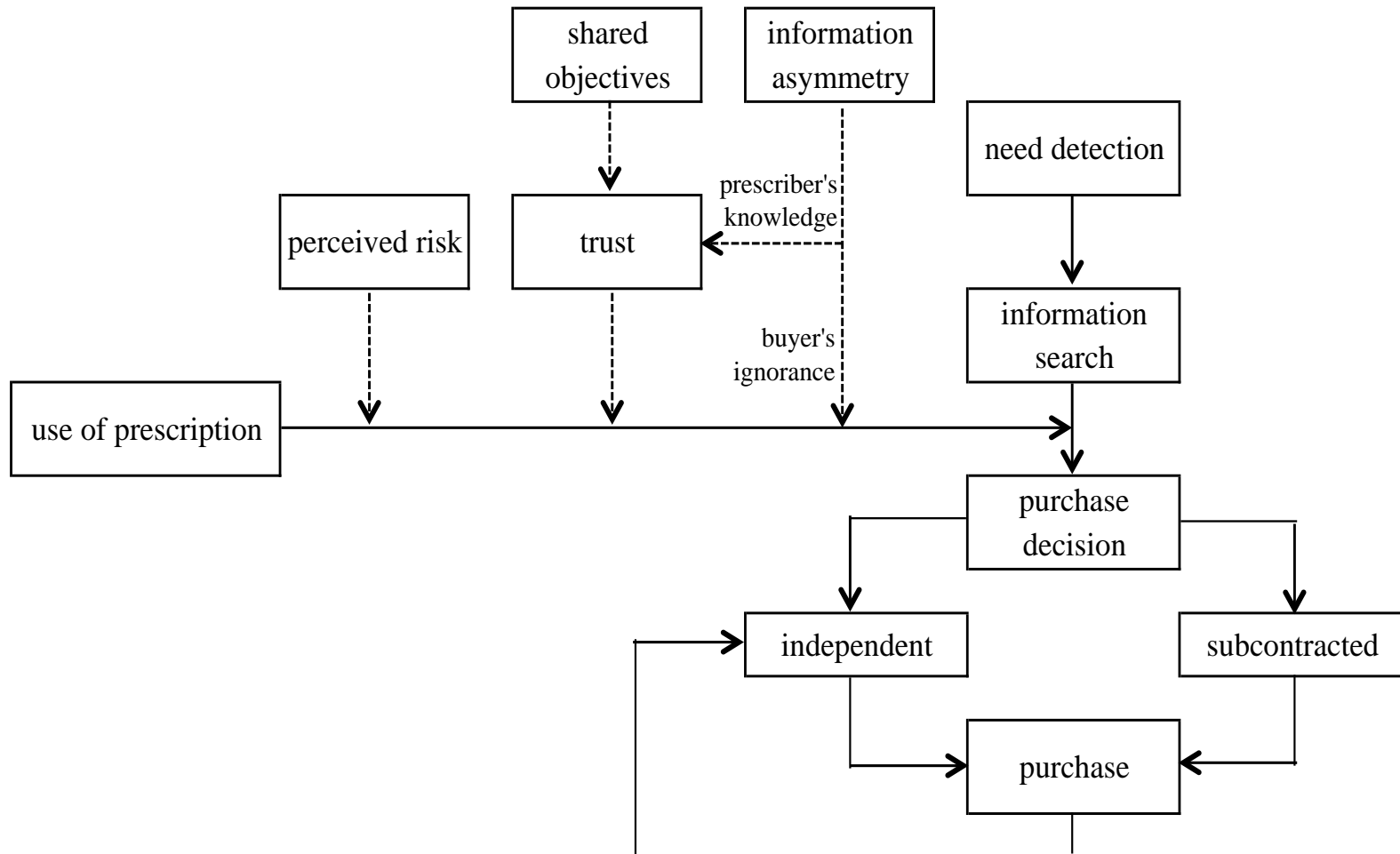
# + Definition of *prescription*

- “A brand or product **prescription** is an **advice** given by a prescriber to a buyer, which intensity vary according to the given decision making **problem**. Based on **trust** between both parts, prescription helps solving problems which are often **shared** by both the prescriber and the buyer.”

# + Definitions of *prescribers*

- “Thanks to his **knowledge**, a **prescriber** is a **trustful** person who prescribes a brand or a product to a buyer, in order to solve a **complex** decision making problem. The prescriber **independently** prescribes in the interest of **both** parts.”

# + Prescription position in the decision making process





# Conclusions

- Prescription → advice
- Varying intensity
- Trust (knowledge, objectives, results)
- Dependence → not an issue
- Absence of prescribers → no exchange crisis
- Use of prescribers limits information search?

# + Implications, Limits & Further Research

## ■ Implications:

- Academic: filled gap - foundation for further research
- Managerial: good tactic to increase sales and improve customers' loyalty

## ■ Limits & Further Research:

- One qualitative survey on limited number of interviewed
- Only interviews of prescription followers
- Only one field one country



# Thank you for your attention

