

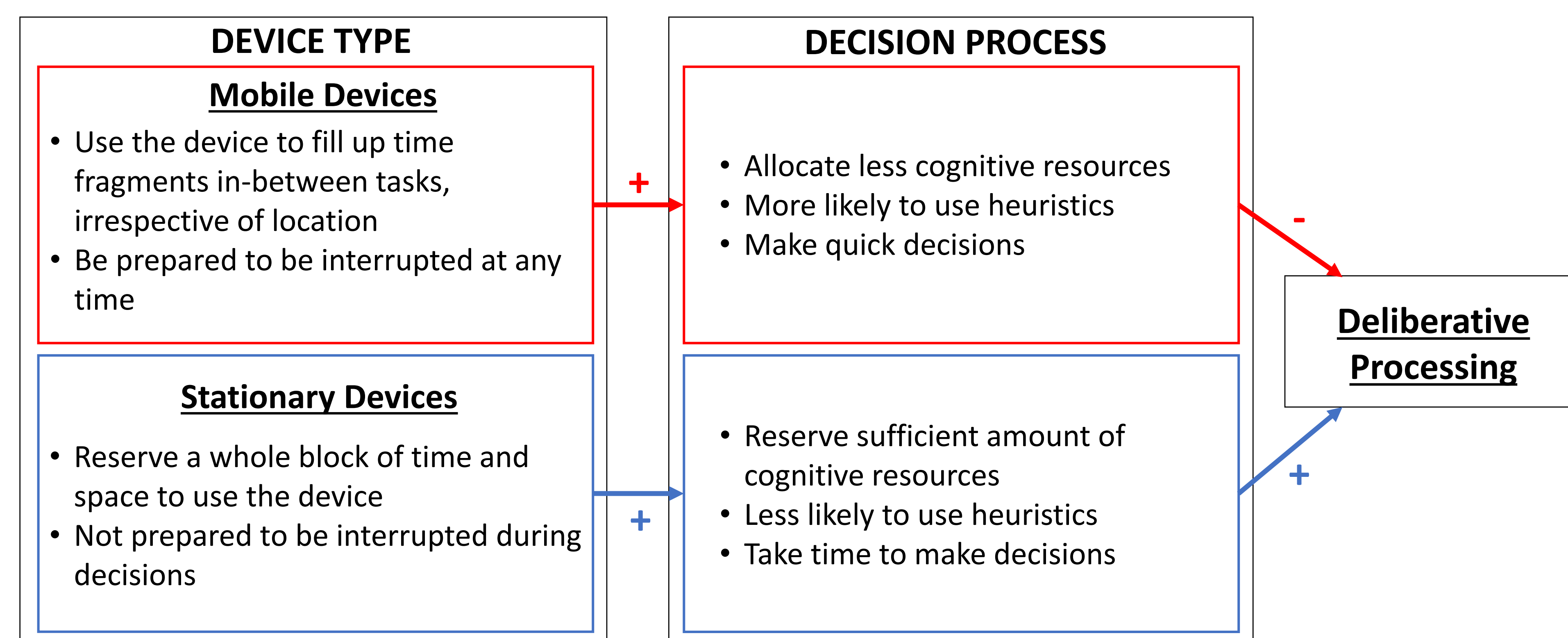
Device, Fast and Slow: How Electronic Devices Influence Consumer Decisions

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Shuqi Zhu, Sarah Wei, John M. Rudd, Yansong Hu
Warwick Business School, University of Warwick

- Introduction -

Unlike prior literature that defines electronic devices based on physical features, such as screen size and input methods (e.g., Ghose et al. 2013), we distinguish between two types of electronic devices consumers commonly use to make purchase decisions – **mobile** and **stationary devices**, based on the usage habit consumers build over time in association with the device.

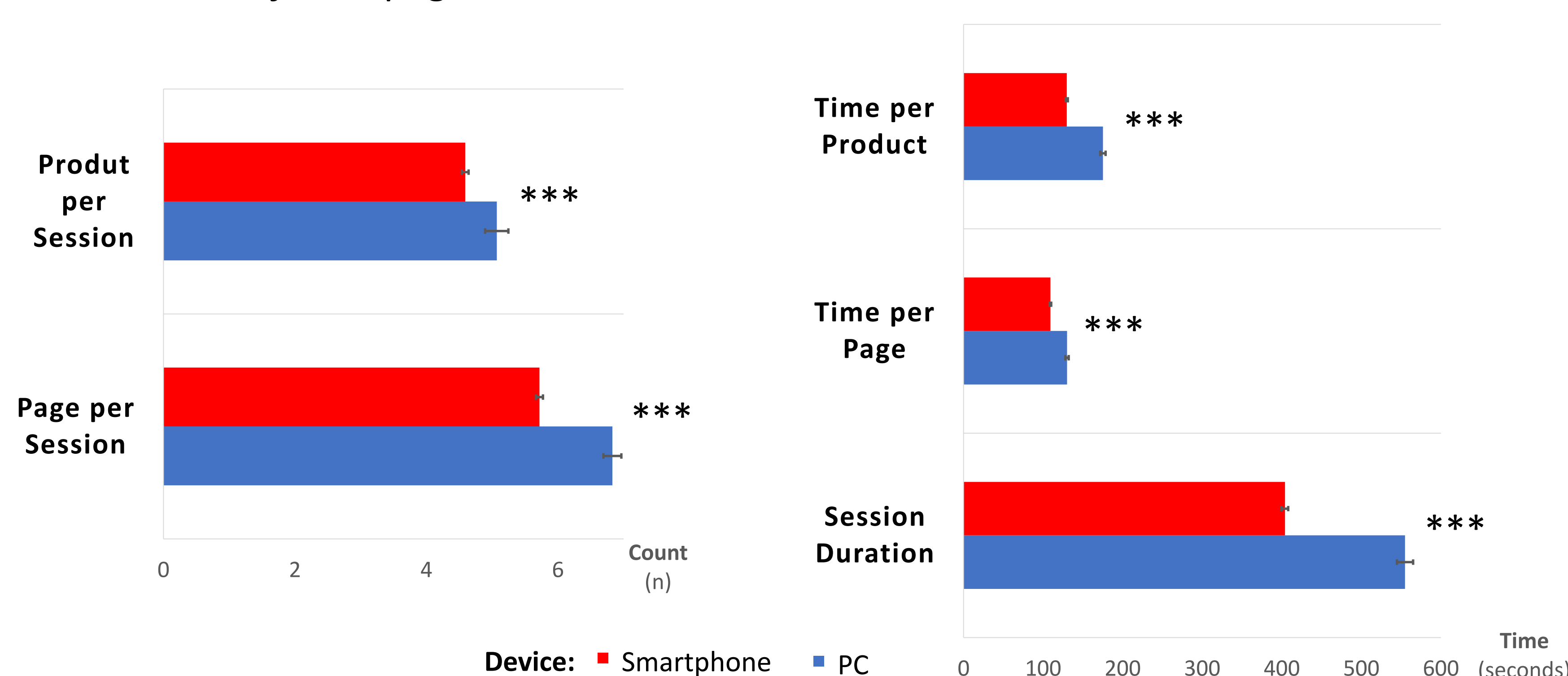


We propose:
Consumers are less likely to engage in deliberative processing when they use mobile devices, compared to when they use stationary devices.

- Empirical Evidence -

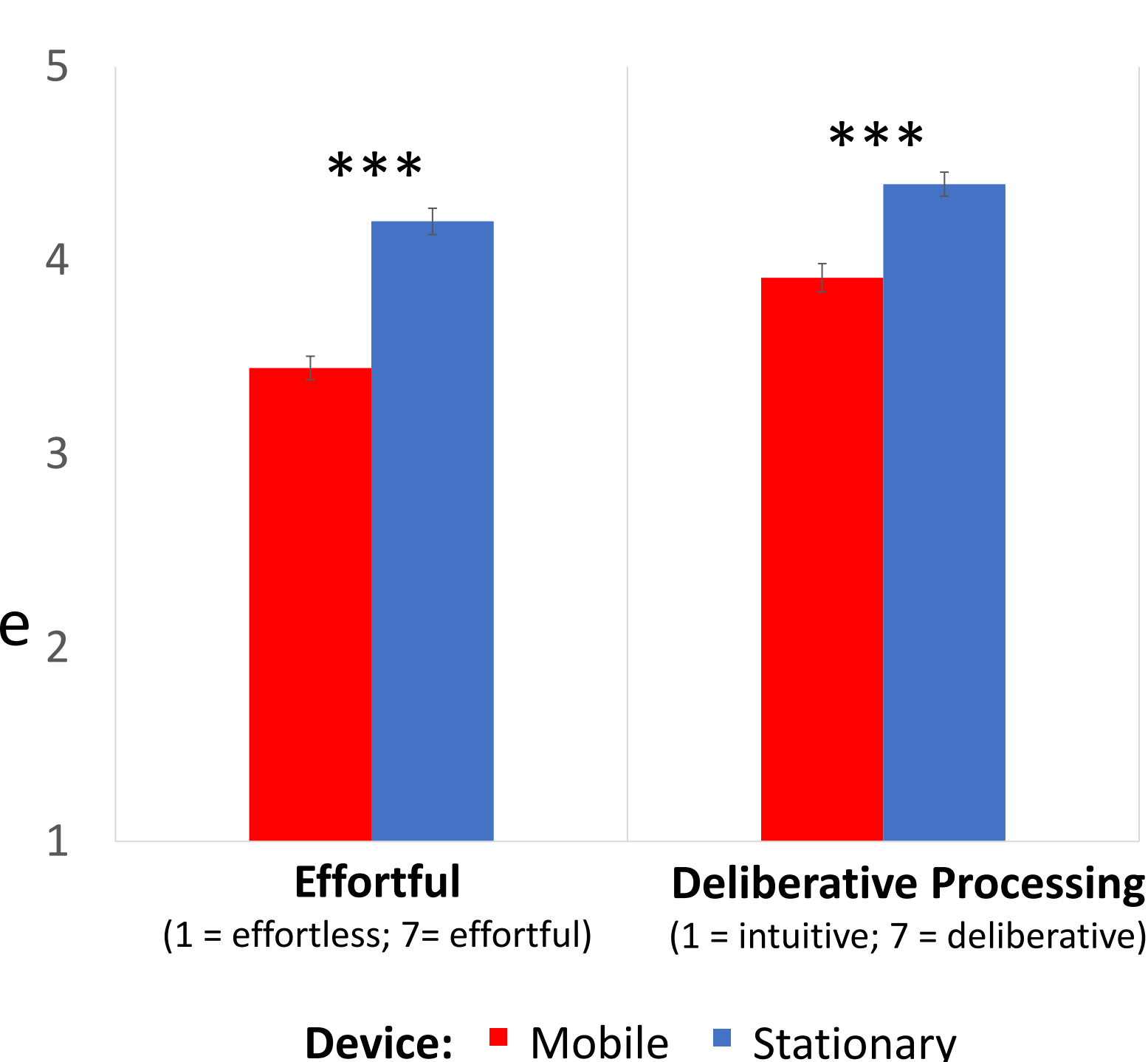
STUDY 1

- Study 1 investigates how consumers navigate and make purchase decisions via a U.K. based retailer dataset (N = 300,056), which covers click-stream data at individual levels.
- Compared to consumers who used PCs to make purchase decisions, *consumers who used smartphones*:
 - Viewed *fewer* products
 - Viewed *fewer* pages
 - Spent *less* time over sessions
 - Spent *less* time viewing each product



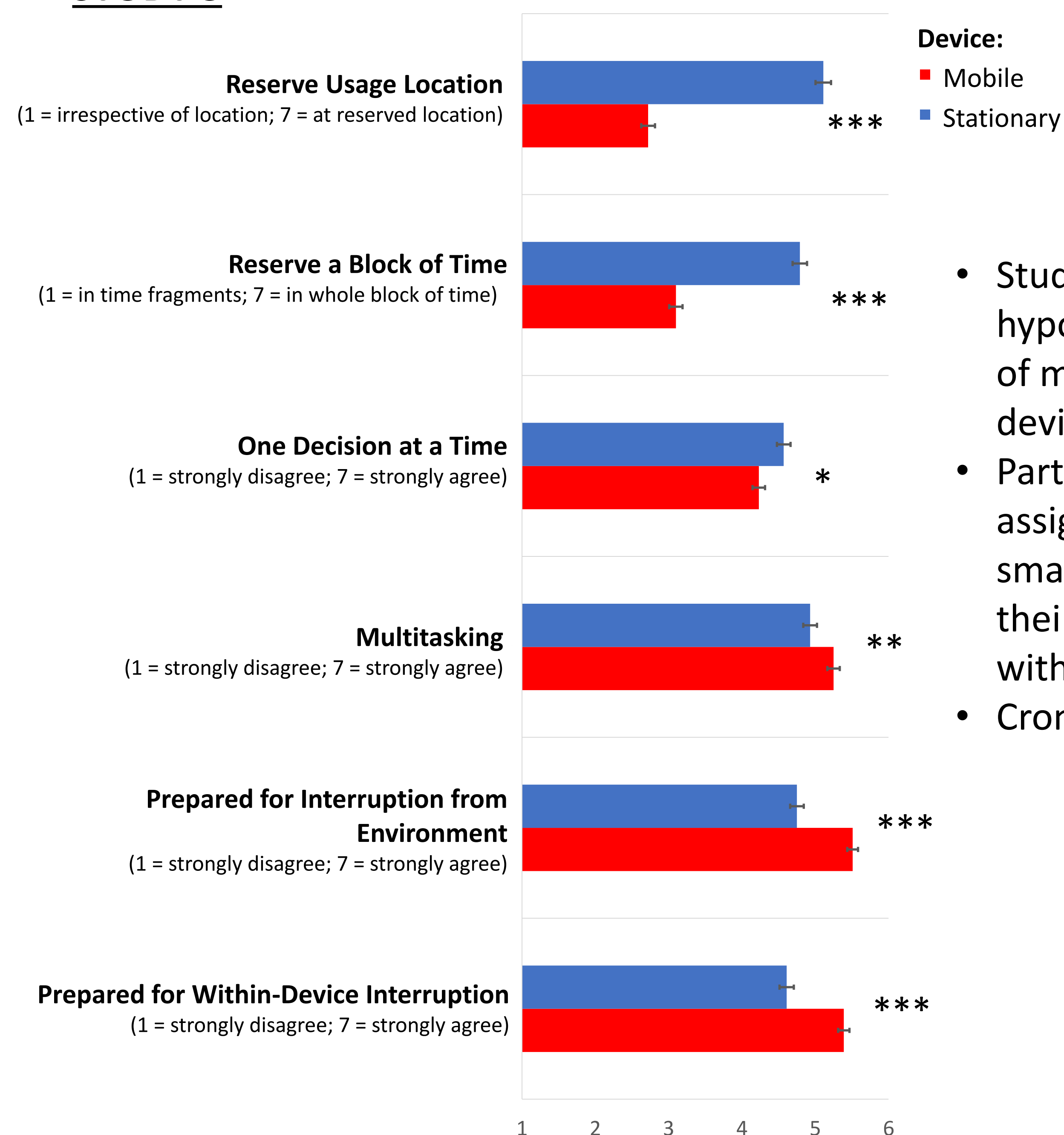
STUDY 2

- Study 2 (N = 423) provides an initial demonstration that mobile devices prompt consumers to rely less on deliberative processing.
- Participants used a smartphone (mobile-device condition) or a PC (stationary-device condition) to recall and describe a task that they recently performed using the device.
- Three independent coders who were blind to the condition assignment coded all the responses based on: 1) the likelihood of using intuitive versus deliberative processing; 2) how effortful the task is.



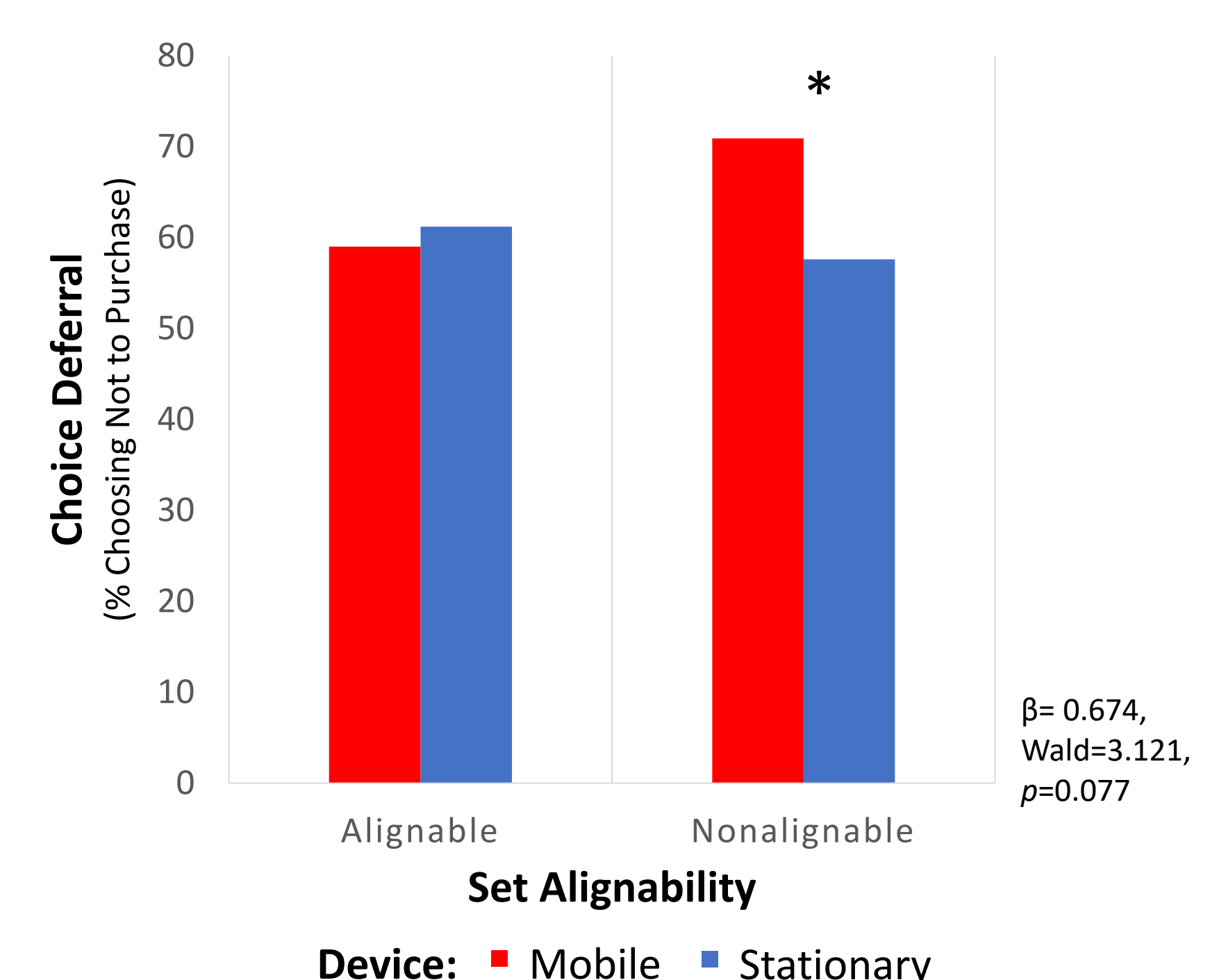
STUDY 3

- Study 3 (N = 560) tests the hypothesized conceptualization of mobile versus stationary devices.
- Participants were randomly assigned to use either a smartphone or a PC to indicate their usage habits in association with the device.
- Cronbach's Alpha = .704.



STUDY 4

- Study 3 (N = 478) examines how electronic devices impact choice deferral for decisions that require varied efforts.
- Effort required for the decision was operationalized by the alignability of a choice set (i.e., whether candidate alternatives varied on a comparable attribute) (Gourville and Soman 2005; Zhang and Fitzsimons, 1999).
- Participants were assigned to conditions of a 2 (device type: mobile vs. stationary) x 2 (set alignability: alignable vs. nonalignable) between-subjects design.



- Conclusion -

- This research presents insights into how the electronic devices consumers use (mobile vs. stationary) influence how they approach purchase decisions.
- Evidence from four studies shows that consumers are less likely to employ deliberative processing when they use mobile devices than when they use stationary devices.
- These findings contribute to the cognitive processing literature by examining how various electronic devices prompt the likelihood of engaging in deliberative processing.
- By approaching electronic devices based on the usage habits consumers established, this research advances the understanding of how electronic devices impact consumer decision making.

- References -

- Ghose, Anindya, Goldfarb, Avi, and Han, Sang Pil (2013), "How Is the Mobile Internet Different? Search Costs and Local Activities," *Information Systems Research*, 24(3), 613-631.
- Gourville, John T. and Dilip Soman (2005), "Overchoice and Assortment Type: When and Why Variety Backfires," *Marketing Science*, 24(3), 382-95.
- Zhang, Shi and Gavan J. Fitzsimons (1999), "Choice-Process Satisfaction: The Influence of Attribute Alignability and Option Limitation," *Organizational Behavior and Human Decision Processes*, 77(3), 192-214.