

At a Glance

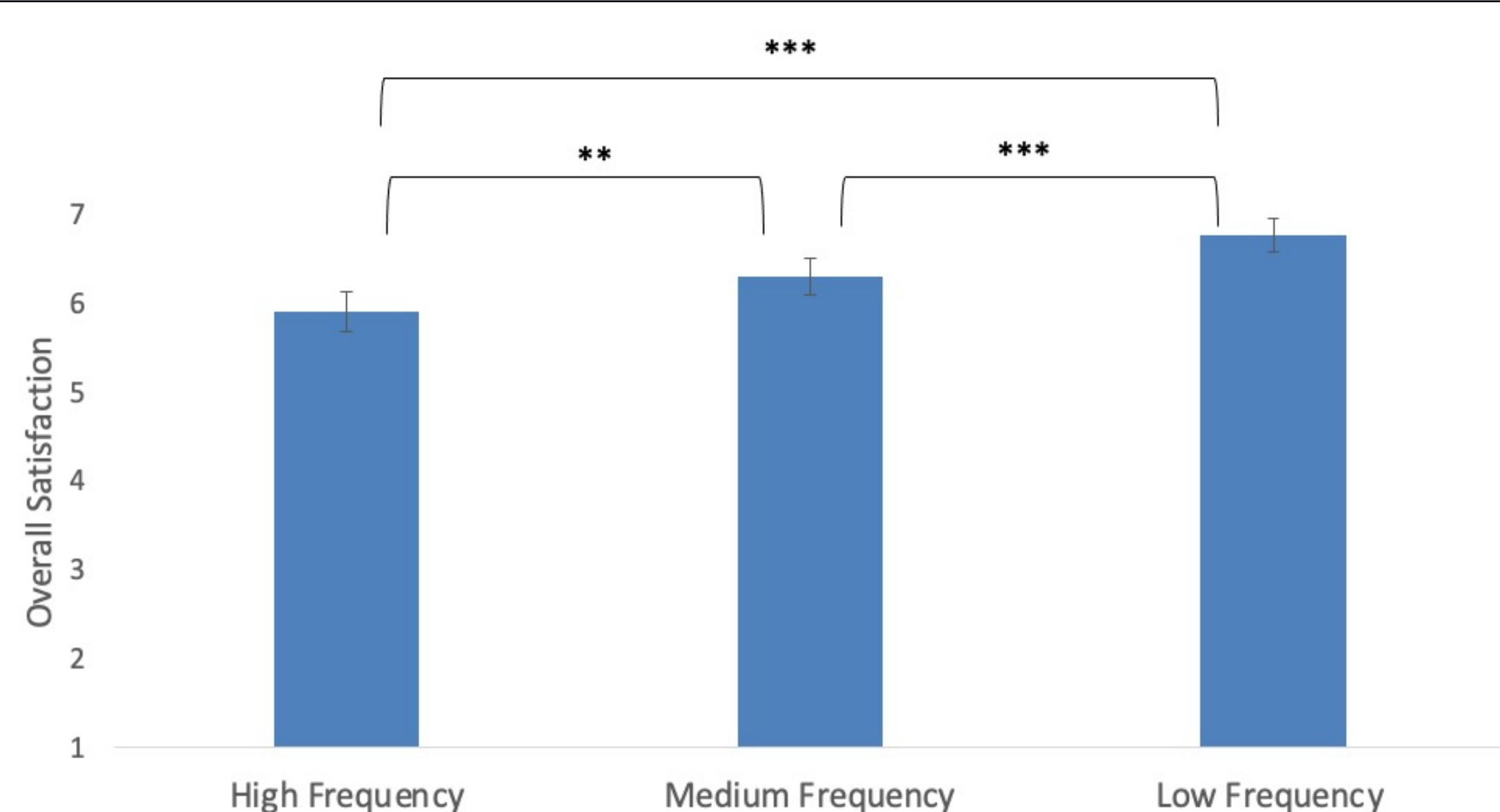
Research Question	How does checking outcomes more (v. less) affect consumers' satisfaction with their final outcomes?
Methods	3 hypothetical simulations and 1 real-behavior study (4 additional hypothetical simulations not detailed here).
Key Result	More frequent outcome checking reduces consumers' satisfaction with their final outcomes due to greater expectancy disconfirmation.

Motivation

- With the advent of new technologies like smartphones, consumers can track outcomes more frequently than ever before (i.e., daily, hourly, minute by minute).
- But is the ability to check outcomes more frequently always good for consumers?
- We propose more (v. less) frequent checking, even when performance is held constant, leads consumers to be less satisfied with their outcomes.
- Why? Consumers are optimistic when they check. Thus, the more they check, the more frequently they are disappointed, lowering satisfaction.
- This has negative consequences for consumers' self-esteem and continued use of the product.

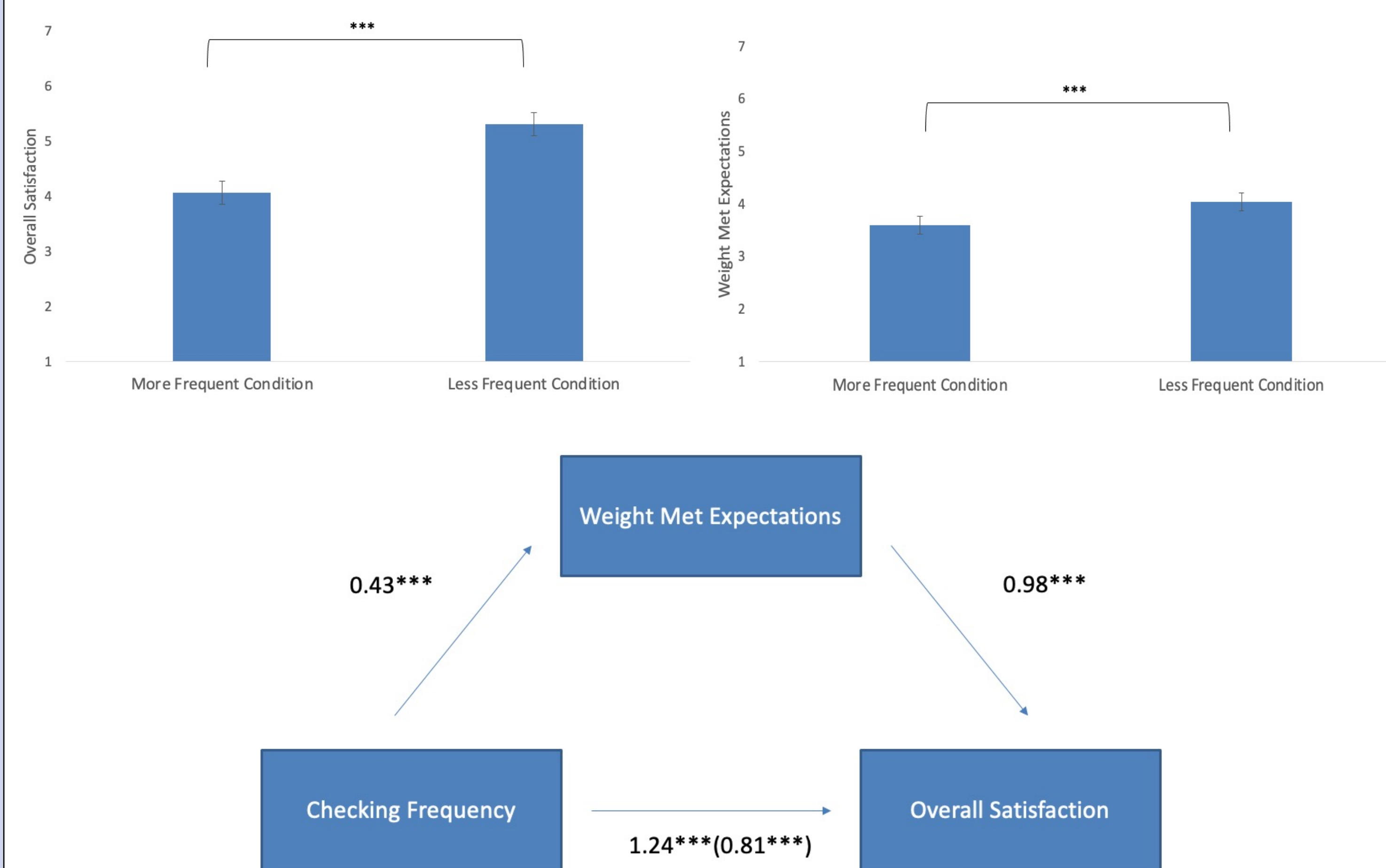
Study 1: More frequent checking reduces satisfaction with Instagram likes

- 1081 Amazon Mechanical Turk (MTurk) participants simulated checking likes on Instagram post for 24-period after.
- 3-cell between-subjects design for checking frequency: low (every 2-hours), medium (every 6-hours), or high (at the end of 24-hours).
- Final performance the same across conditions: 55% of their (self-reported) maximum on a typical post.
- Random increases in likes to reach 55% in the low and medium conditions.
- DV: satisfaction with final likes



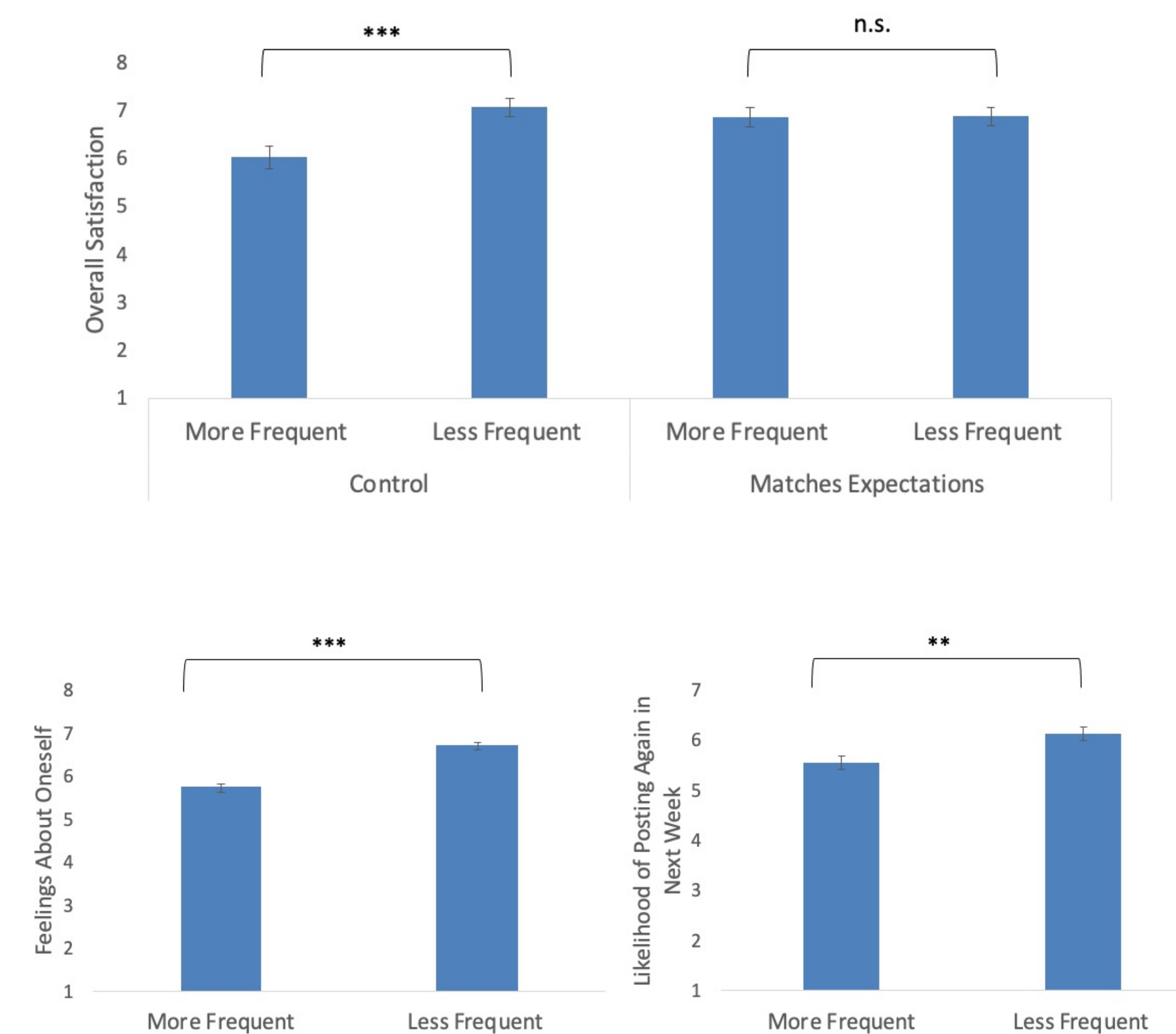
Study 2: Expectancy disconfirmation mediates effect of checking frequency on satisfaction in weight loss

- 1003 MTurk participants simulated tracking weight for 2 weeks.
- 2-cell between-subjects for checking frequency: more (daily) v. less (weekly).
- Across both conditions, participants lost 2 lbs. total (1 lb. per week).
- DVs: satisfaction with performance, how weight met expectations



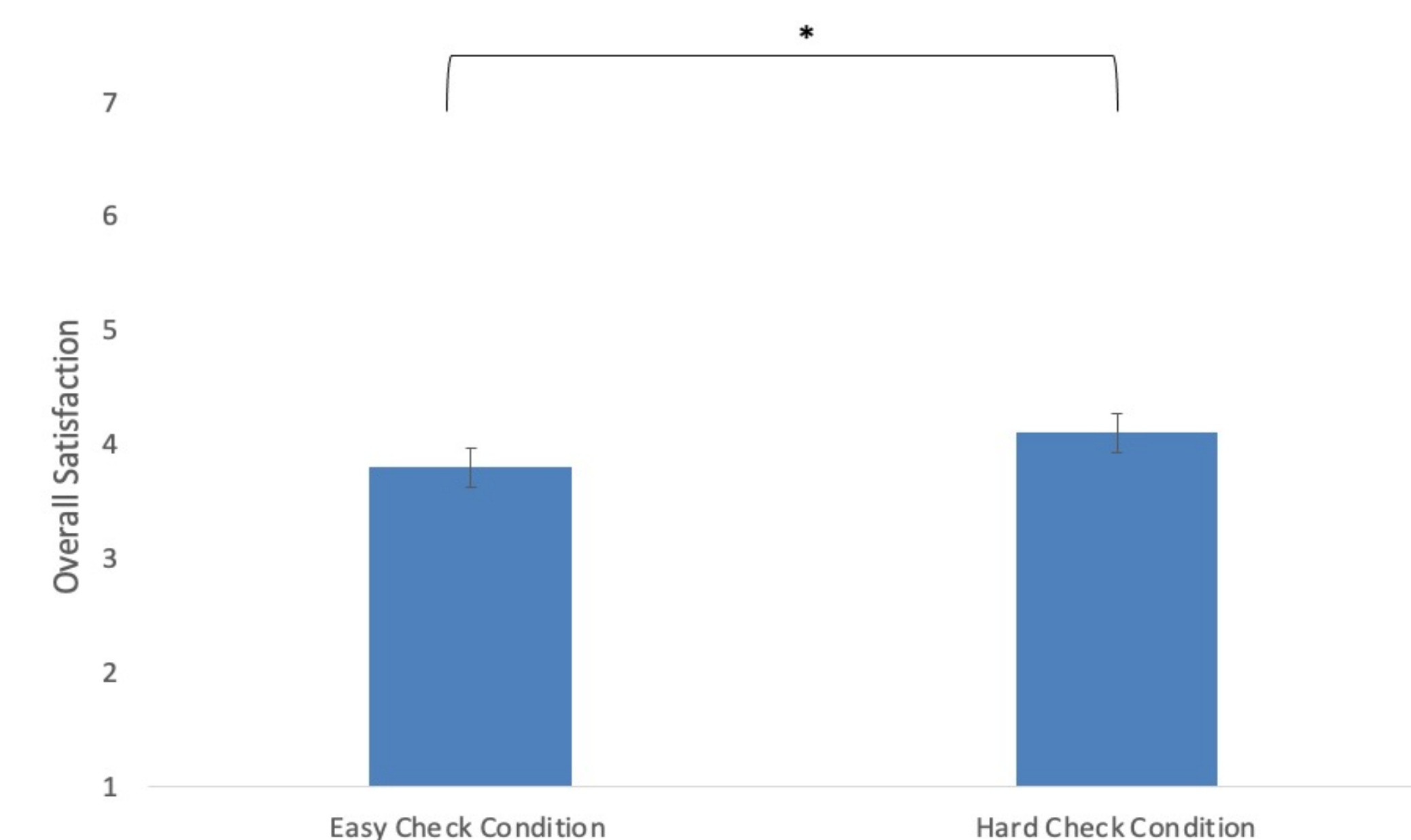
Study 3: Feedback matching expectations moderates effect of checking frequency on satisfaction in Instagram likes

- 1241 MTurk participants simulated checking likes on Instagram post for 24-hr period.
- 2 (checking: more (2-hours) v. less (24-hours)) x 2 (feedback: control v. matches expectations) between-subjects design.
- Control feedback: 55% of max.
- Matches expectations feedback: likes matched to self-reported expectations.
- DVs: satisfaction with final likes, how they would feel about themselves after, likelihood of posting again in next week



Study 4: Ease of checking as an intervention for checking frequency

- 1597 MTurk participants found typos in 10 passages as fast as they could.
- Could check points after each passage.
- 2-cell between-subjects design: easy check (answer 'yes'; $M = 4.54$) or hard check (answer 'yes' and do 3 captchas; $M = 1.74$).
- DV: satisfaction with final points



Discussion

- Checking outcomes more (v. less) frequently lowers consumers' satisfaction with their outcomes.
- Consumers' lowered satisfaction stems from increased expectancy disconfirmation.
- Negatively impacts consumers' self-esteem and continued use of product.