



CONVENIENCE AT A COST: HOW FILTERING SERVICES DIMINISH SHOPPING PLEASURE



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Research Question

Questions about the universal benefits of website filtering tools

- One of the most significant conveniences that distinguish **online shopping** from **offline shopping** → filtering tool option
- Default filtering tools are essential?
- Can these filtering services undermine consumers' enjoyment of online shopping?

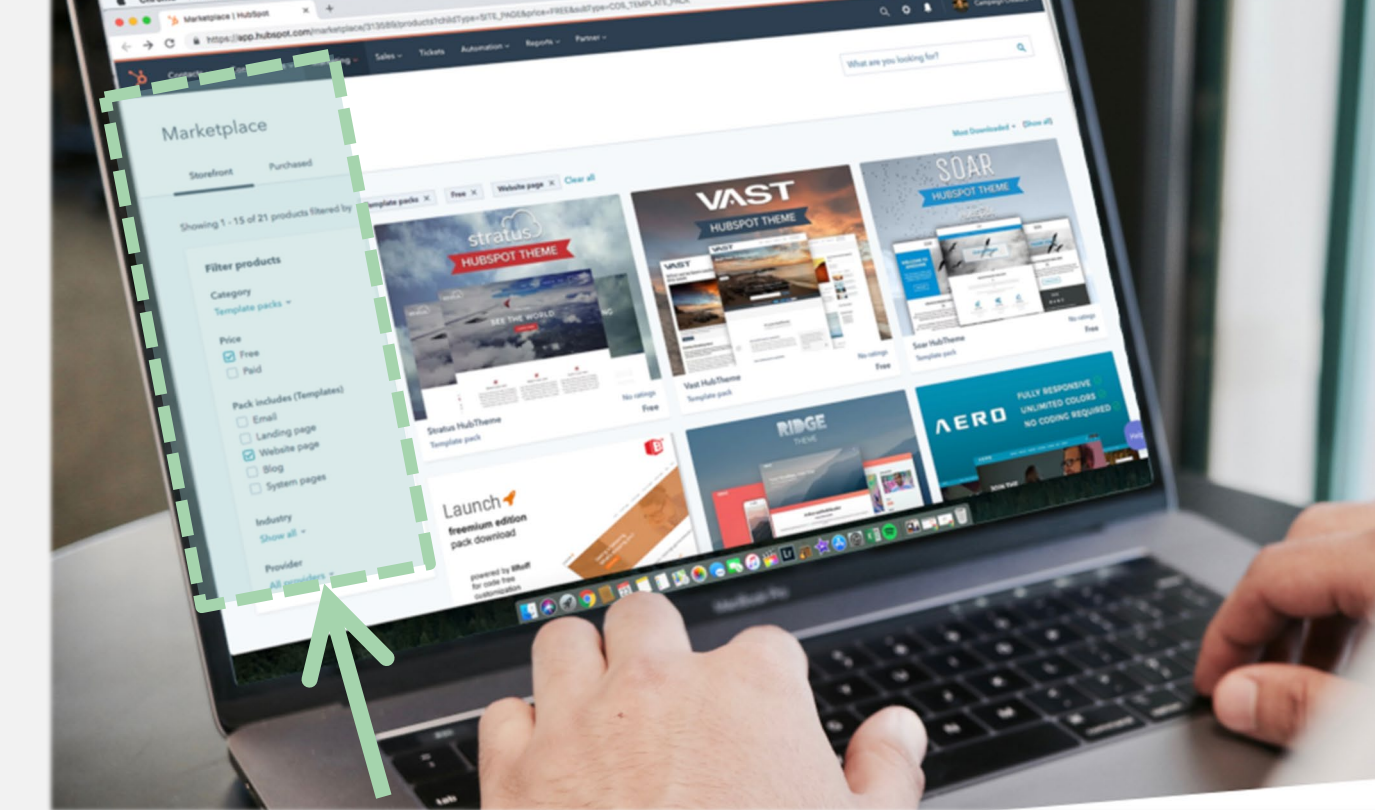
Website Filters: Distinct Feature of E-commerce

OFFLINE SHOPPING



Passively Face Countless Items

ONLINE SHOPPING



Filtering (sort out items by..)

Basic assumption that consumers primarily have instrumental shopping motives

→ Little focus on consumers who value shopping experience more than mere acquisition of products!

Instrumental shopping	Shopping as a Means to an external goal	Find items quickly and accurately	Enhance shopping experiences
Experiential shopping	Shopping as an End in itself	Highlight the outcomes of shopping → Degenerate pleasant shopping into “work”	Reduce the innate joy of shopping

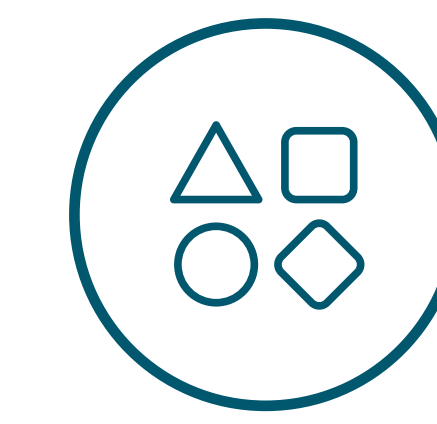
Conclusions

Filtering service can undermine the intrinsic enjoyment of shopping

Can lead to a lower conversion rate

HOW TO TAILOR FILTERS strategically ...

When designing websites consider the characteristics of “product type” and “target consumers”



Product type



Target consumers

Methods

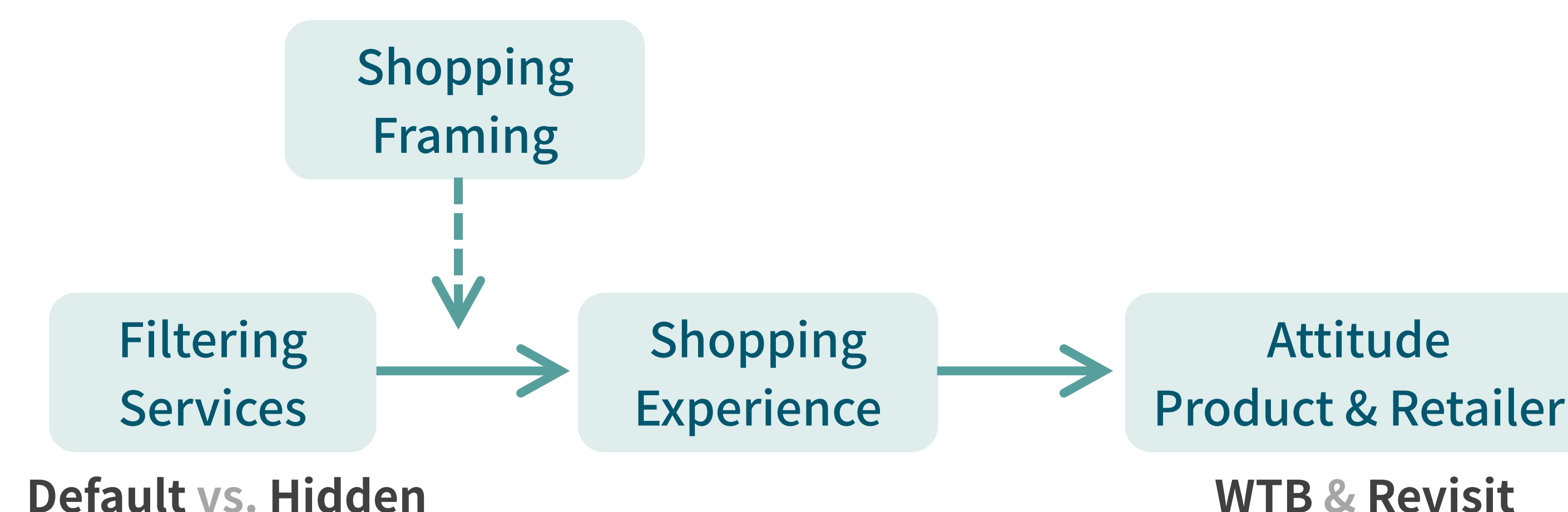
Study 1 Perfume Shopping (Figure 1 & 2)

- Linking an existing shopping website

Study 2 Mug Shopping (Figure 3)

- Goal: Neutral product, excluding “distraction” account
- 2 (Filter presence) x 2 (Shopping mode) Between subject design
- DV : Purchase intention & revision intention

Conceptual Model



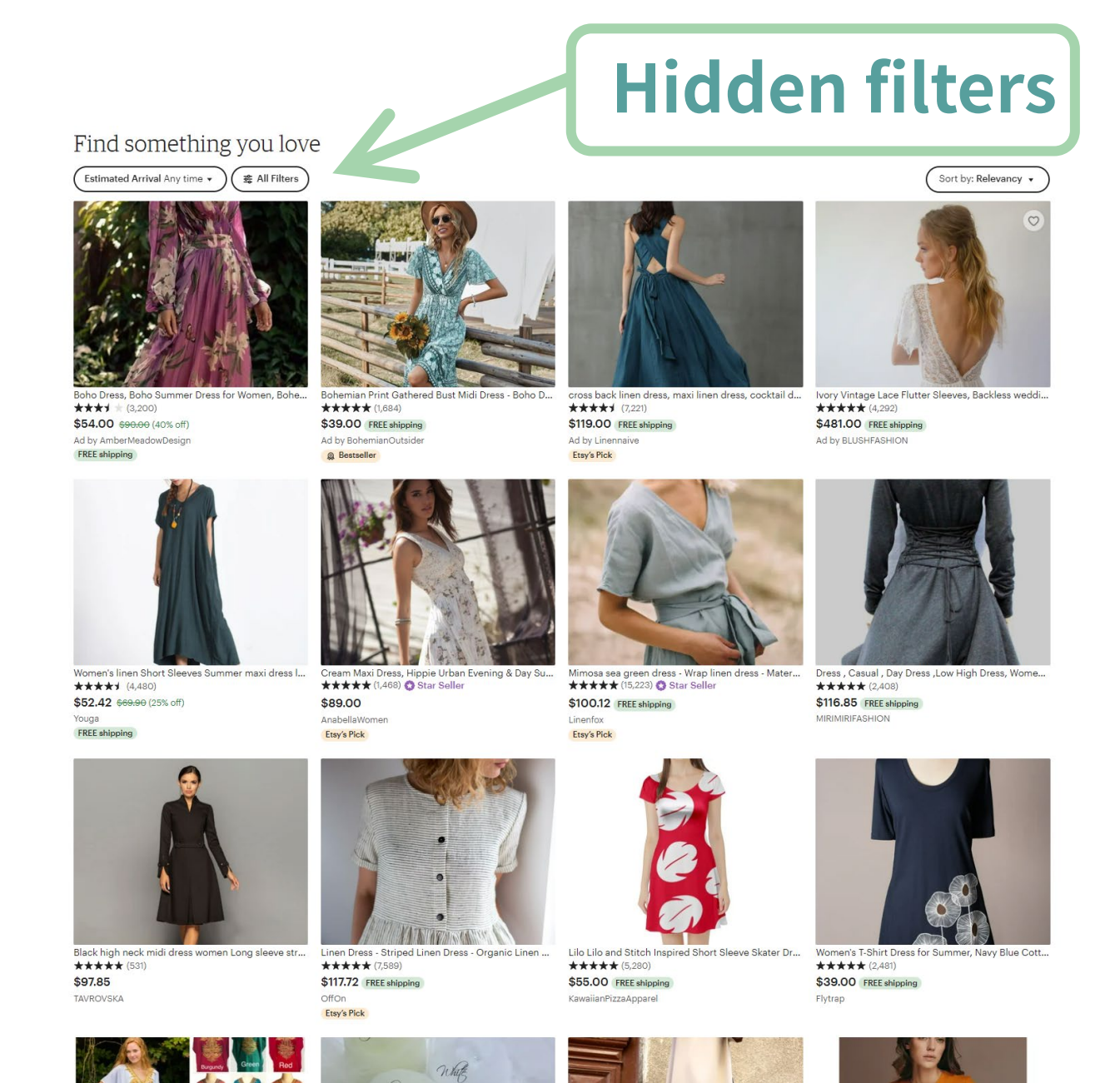
- Shopping Framing Shopping motive, Product type, Time pressure

Implications

Practical guidance to e-retailers

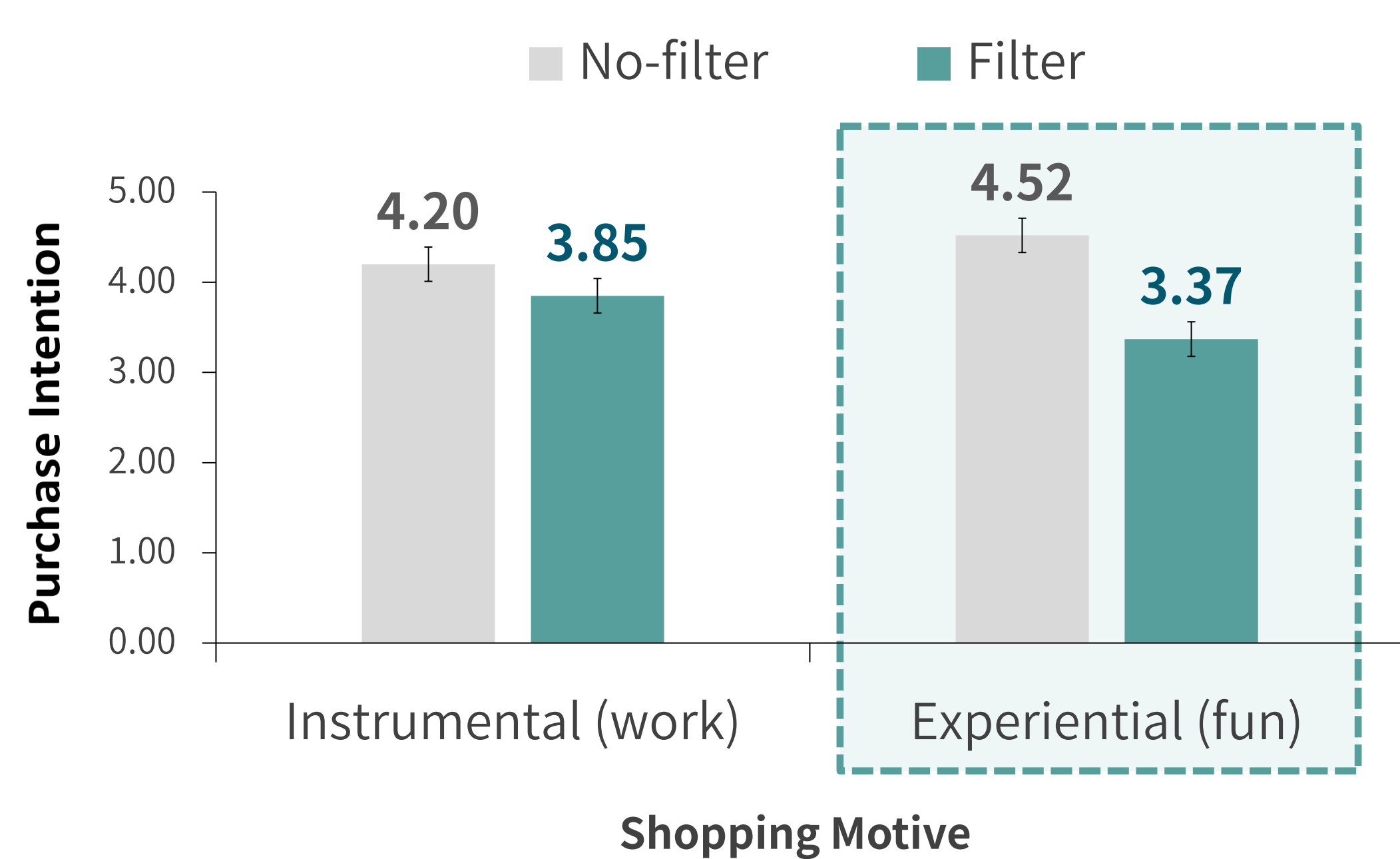
When to emphasize versus de-emphasize the use of filtering tools

Example of good practice: Etsy



Results

Figure 1. Impact of default filter and shopping mode on purchase intention

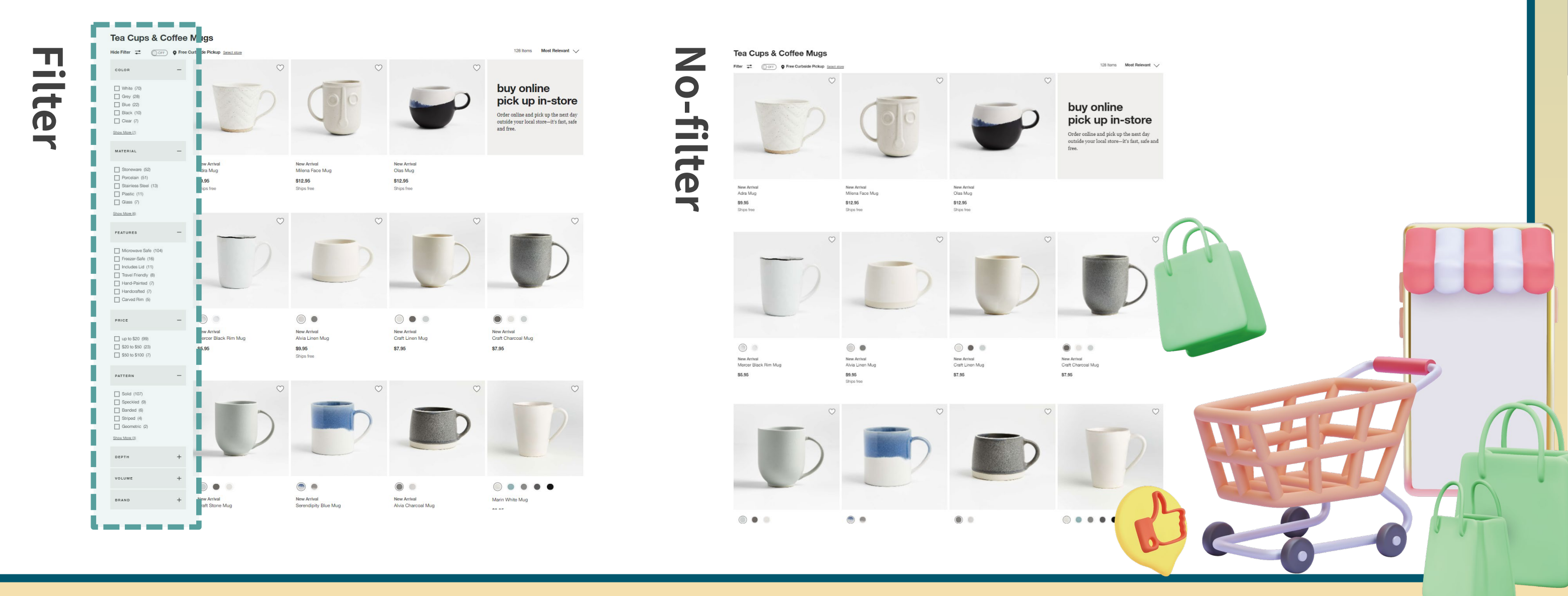


- In an **instrumental shopping condition**: No difference between filter absence vs. filter presence
- In an **experiential shopping condition**: Consumers in no-filter (vs. default filter) condition showed higher purchase intention

Figure 2. Moderated Mediation (Study 1)



Figure 3. Default Filter Manipulation (Study 2)



References

1. Choi, J., & Fishbach, A. (2011), "Choice as an End versus a Means," *Journal of Marketing Research*, 48(3), 544-554.
2. Etkin, J. (2016), "The hidden cost of personal quantification," *Journal of consumer research*, 42(6), 967-984.