

# How Long and How Often: Asymmetric Drivers of Usage Happiness

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## SUMMARY

Do people weigh usage duration and frequency equally when evaluating usage happiness from an item, even when they make the same objective contribution? Duration tends to be valued more than frequency of use. This may depend on people's perceptions of the distribution of these two dimensions in terms of social norms. Specifically, the perceived drivers of frequency are user characteristics, while those of duration are both product and user characteristics. This might lead to perceptions of duration with lower dispersion, which may enhance its evaluability compared to frequency of use.

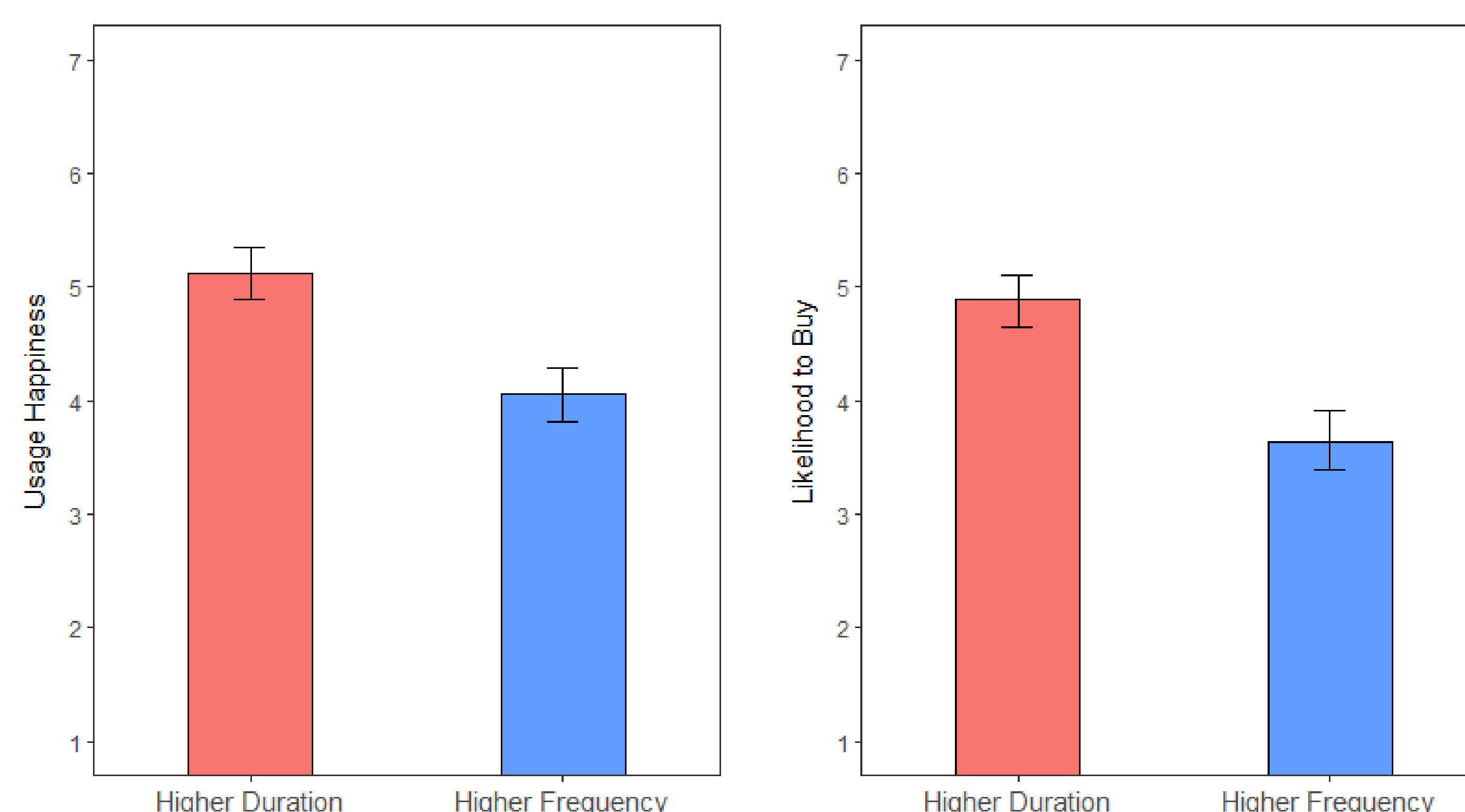
S1

## LONGER DURATION VS. HIGHER FREQUENCY



**Methods** Participants (N = 452) evaluate how happy they would be with the usage and likelihood of buying a backpack. Design: 4 between-subjects conditions: 2 (5 years, 1x per week vs. 1 year, 5x per week) x 2 (time of evaluation: retrospective vs. prospective).

**Results** Higher duration led to higher usage happiness and likelihood to buy compared to higher frequency. The same pattern was observed regardless of time of evaluation.



S2

## DURATION/FREQUENCY SENSITIVITY



**Methods** Participants (N = 590) saw incremental increases of duration/frequency. Design: 2 (increasing: duration vs. frequency; between-subjects) x 4 (total usage: 6, 24, 72, 360; within-subjects) x 2 (temporal frame: prospective vs. retrospective; between-subjects).

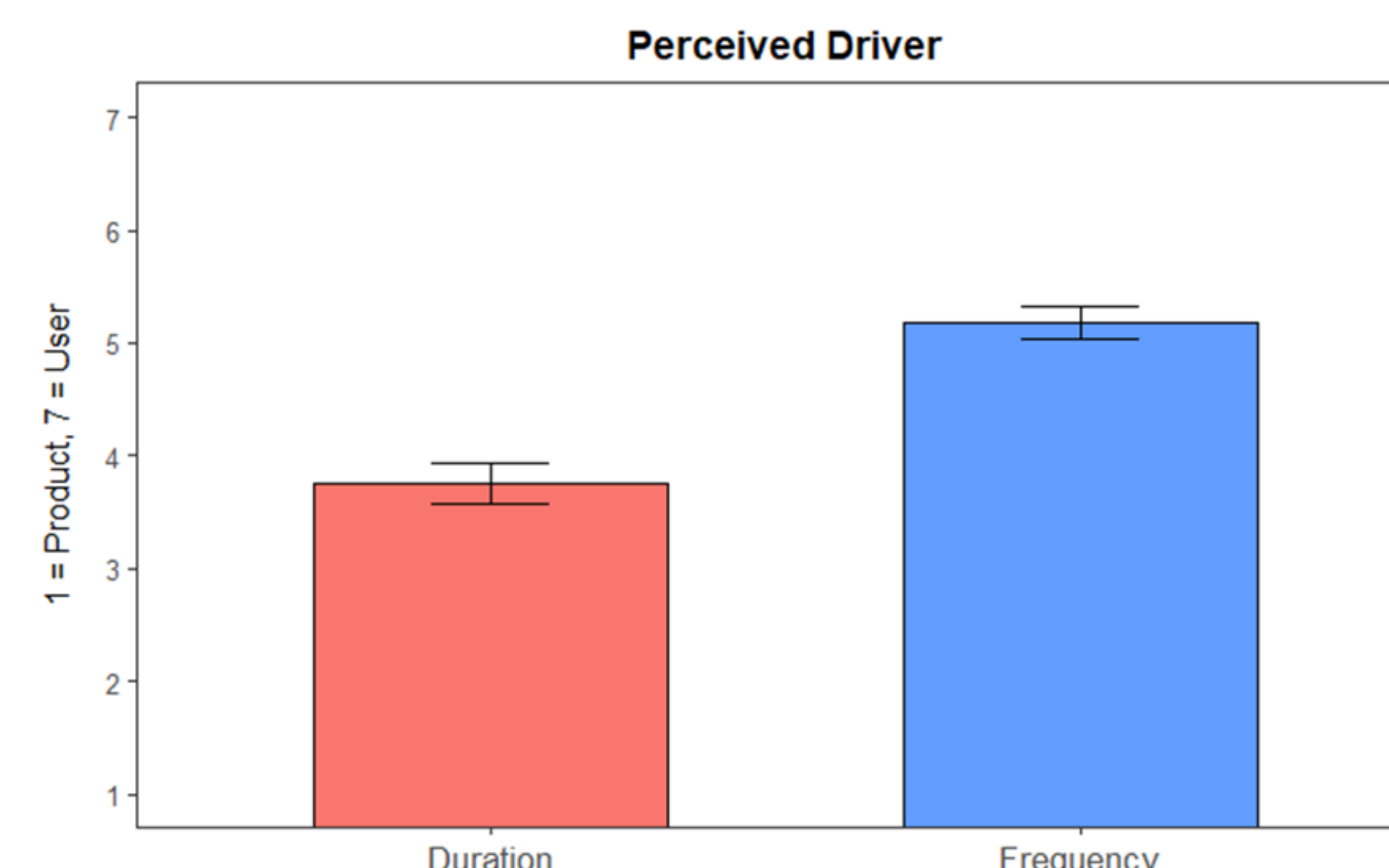
**Results** People were more sensitive to increases in duration.

S3

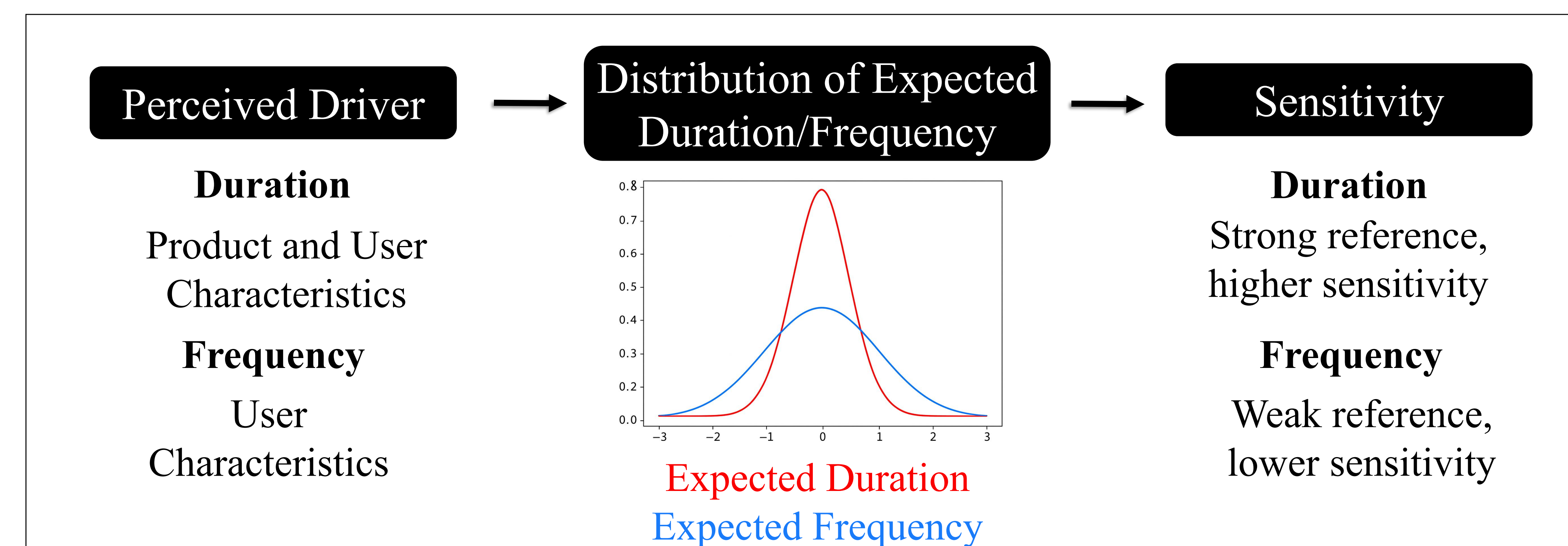
## DURATION/FREQUENCY PERCEIVED DRIVER



**Methods** Participants (N = 190) were prompted to think about a food processor and then asked about the main drivers of either duration or frequency.



## Theoretical Model



S4

## PERCEIVED DISPERSION OF DURATION/FREQUENCY

**Methods** Participants (N = 204) were shown 5 of 20 items and asked to estimate the duration and frequency of use for a person who had just bought them.

**Results** In 15 out of 20 products, frequency variance was greater than duration variance (sign test,  $p = .021$ ). People's expectations about how often a product is used by other consumers are more varied (i.e., less convergent on a social norm) than their expectations about how long it is used by other consumers.

