Abstract

One of the most dramatic shifts in recent years has been consumers’ increased use of smartphones for making purchases and choices, but does using a smartphone influence what consumers choose? This paper shows that, compared with using a personal computer (PC), making choices using a smartphone leads consumers to prefer more unique options. This effect appears to be driven by increased attention toward the private self (i.e., private self-awareness) when using a smartphone, compared with a PC. The findings rule out alternative explanations based on emotionality, impression management, difficulty, and explanations based on smartphones’ physical characteristics such as display size and a touch interface. I theorize that because smartphones are highly personal, intimate, and private devices, using them shifts one’s attention toward the private self. This, in turn, increases consumers’ preference for options that can express their individuality and differentiate them from others. Five experiments examine the effects of smartphone use on preference for unique options and examine the underlying role of private self-awareness and consumers’ intimate connection with their device.

Biography

Camilla (Eunyoung) Song is a Marketing Ph.D. candidate at the Warrington College of Business Administration, University of Florida. Her primary research interest includes how smartphone use influences consumer psychology and behavior. Some of her ongoing projects examine how smartphone use leads self-expression in choice, perception, and behavior. Her second area of interest is goal pursuit and unethical behavior, investigating external factors that can help consumers to do better and good.

Date : 3 March 2021 (Wednesday)
Time : 10:00 a.m. – 11:15 a.m.
Zoom : Join Zoom Meeting
https://cityu.zoom.us/j/97337385563
Meeting ID: 973 3738 5563
Password: 521033
Inquiry : 3442-9656