The effect of attributions of self-service technology users on their exchange relationships with service providers
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Innovation and New Product and Service Developments

FRIDAY 29 MAY 2015
11:00-12:30
ROOM: 02.01.01 - ZONE A

The consumer side
Chair: Reinhart Gross, Private University Seeburg Castle

Consumer choice of complex products: the role of expected learning opportunities
Stefan Alexander Ferrara*, Hamburg University
Karen Gedenk, Hamburg University, Department of Marketing & Pricing
Mark Heitmann, Hamburg University, Department of Marketing & Customer Insight

When companies develop a new product, they need to decide on its complexity, i.e. on the number of features the product contains. It is not obvious whether more features help or hurt: they offer more capabilities and social value, but make the product more difficult to use. The authors suggest an additional driver of consumers’ choice between more or less complex products: learning opportunities. Consumers may be more likely to buy a more complex product now in order to learn using some new features and not lose track of technological developments. The authors show that learning opportunities mediate the effect of the number of features on choice and plan to study several moderators in further experiments. Their research has important implications for how companies can enhance sales of complex products with advertising messages.

Positive effects of uncertainty in preannouncements
Roland Schroll*, University of Innsbruck
Reinhard Grohs, Private University Seeburg Castle

This article investigates positive effects of uncertainty in preannouncements. While extant literature, drawing from signaling theory, views uncertainty as generally less effective, we suggest a more nuanced perspective grounded in affective adaptation theory. We show that uncertainty’s effects on market anticipation depend on whether or not a preannouncement triggers an immediate decision. Uncertainty increases (decreases) market anticipation when no (a) decision is immanent. Across two studies, we collect evidence, uncover mechanisms and compare effects of different degrees of uncertainty. In sum, this article challenges the predominant negative perspective on uncertain preannouncements and offers a novel strategy for increasing market anticipation.

The effect of attributions of self-service technology users on their exchange relationships with service providers
Jeroen Schepers*, Eindhoven University of Technology / Faculty of Technology Management
Ed Nijssen, Eindhoven University of Technology / Innovation, Technology Entrepreneurship & Marketing Group
Daniel Belanche Gracia, Universidad de Zaragoza

Customers often think that service providers introduce self-service technology (SST) to cut costs, not to extend customer service levels. Drawing on attribution and relationship marketing theories, we develop a model that accounts for these attributions and study the consequences on the exchange relationships customers have with their service provider. Results confirmed that attributions partly mediate the impact of customer satisfaction with the SST on relational value. Remarkably, for adopters who do not understand their provider management’s motivation for introducing the SST a detrimental effect on their exchange relationship with the firm was found.

Using mobile applications as an in-store marketing tool: the effects of personalized product recommendations and popularity information on sales
Marc Linzmajer*, University of St. Gallen
Sandro Schopfer, ETH Zurich / Information Management
Thorben Keller, University of St. Gallen / Technology Management (ITEM)
Liane Nagengast, University of St. Gallen / Retail Management (IRM)
Elgar Fleisch, ETH Zurich and University of St. Gallen / Information Management and Technology Management
Thomas Rudolph, University of St. Gallen / Retail Management (IRM)

In marketing research, it remains unclear how consumers consider smartphone app recommendations in the course of their decision making process that leads to product choices in the physical store. With respect to the theoretical and managerial importance of recommendation services through smartphone apps, we shed some light on this topic. In a field experiment with a European grocery retailer, our study shows that personalized recommendations help to boost customers’ spending amounts compared to customers who do not use such applications. Furthermore, additional popularity information provided along with the recommended product does not amplify the positive effect of personalized recommendation. In addition, we found that men spend significantly more money on recommended products than women. Finally, we discuss key implications and further research ideas.