

# How digital devices shape online recommendations

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Cite as:

Klopfer Lisa-Marie, Wolf Lukas, Steul-Fischer Martina (2023), How digital devices shape online recommendations. *Proceedings of the European Marketing Academy*, 52nd, (113943)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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## **Abstract**

Digitalization and technological developments have led to a shift from face-to-face to online recommendations. To create and submit online recommendations, digital devices (smartphone, laptops/PCs) must be used. Current research has extensively shown that the creation of online reviews is influenced by the device used. However, research on the influence of the device used on online recommendations is scarce. Drawing on data from two experiments, this paper demonstrates how online recommendations are influenced by both the device used and the tie strength between sender and receiver. We show that recommendations are shorter in length, less diverse and less positive when written on smartphones compared to laptops/PCs. Surprisingly, we find neither interaction effects with tie strength nor differences in emotionality or self-disclosure. Our results advance the rapidly growing research on devices in an omnichannel environment and provide important insights for customer referral programs.

**Subject Areas:** *Consumer Behaviour, Electronic Commerce and Internet Marketing, Service Marketing*

**Track:** Digital Marketing & Social Media