

« What shall we watch tonight?» An exploration of consumers' decision styles for audio-visual products

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Abstract

Entertainment matters! Consumers spend a lot of time, and often money, on products designed to entertain them. The market is flooded with all kinds of alternatives and in particular audio-visual productions. But surprisingly, although the pleasure principle has been widely studied as a driver of consumption, little research has focused on the choice among video entertainment alternatives that are nowadays overabundant and available on-demand. In an inductive approach aimed at addressing this gap, in-depth interviews and observations were analyzed and interpreted according to the methodology of Grounded Theory. The results suggest a typology of four decision styles for video content in which choices may be based either on engagement, desire, mood, or thinking.

Keywords: *Decision-making; Media consumption; Experiential products*

Track: Consumer Behaviour