

How Does Device Choice Differ Along the Customer Journey and for Different Product Characteristics? – Insights From Experimental and Clickstream Data

Lukas Wolf

Friedrich-Alexander-Universität Erlangen-Nürnberg

Martina Steul-Fischer

Friedrich-Alexander-Universität Erlangen-Nürnberg

Acknowledgements:

The authors would like to thank Benita Pittasch and Luisa Maigatte for their contribution to this research project.

Cite as:

Wolf Lukas, Steul-Fischer Martina (2023), How Does Device Choice Differ Along the Customer Journey and for Different Product Characteristics? – Insights From Experimental and Clickstream Data. *Proceedings of the European Marketing Academy*, 52nd, (112703)

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



How Does Device Choice Differ Along the Customer Journey and for Different Product Characteristics? – Insights From Experimental and Clickstream Data

Abstract

Today's customers frequently use a multitude of digital devices (e.g., laptops, tablets or smartphones). Thus, companies need to adapt their services to the device the customer is using. To improve the online customer experience, it is necessary to understand the factors of device choice throughout the customer journey. We examine device choice using three experiments and clickstream data from an insurance company. In line with the task-technology fit theory, we find device choice is influenced by the stage of the customer journey and by different product characteristics such as price and product nature. Specifically, we show that smartphones are perceived more suitable for pre-and post-purchase tasks than for purchase. The choice of laptops or personal computers, by contrast, shows an opposite trend along the customer journey. Our findings advance the research on devices in an omni-channel environment and provide important insights for device-related customer experience management.

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

Track: Retailing & Omni-Channel Management