

Navigating Digital Hyperchoice - Honing as an alternative to Maximising

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Abstract

Digital consumers often make decisions in contexts of choice abundance with platform design that keeps alternative options always accessible. This research proposes that this interaction with excessive and always-on choice has led to novel decision mindsets. A framework for decision making using these new consumer decision mindsets is introduced based on the theorizing that individuals differ in their level of choice interaction and; in their level of individual decision oriented regulatory behavior. Using the specific domain of video consumption on digital platforms, across four studies, I develop an understanding of these decision environments, a two-dimensional scale-based measure of decision constructs and a typology for behavioral segmentation based on these new mindsets. Substantive implications include the downstream consequences of these decision mindsets for decision satisfaction and on-platform behavior differences of digital consumers.

Keywords:

Digital Consumption, Hyperchoice, Motivational Mindsets

Track:

Consumer Behavior