

There is no such thing as 'the online consumer behavior' – insights into the influence of digital devices on consumers

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School of Business,
Economics and Society

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About me

Dr. Lukas Wolf

- Doctorate at **Friedrich-Alexander-Universität Erlangen-Nürnberg**, Germany
- Research on Customer Experience Management and Omnichannel Marketing
- Associate Consultant at **Wavestone** starting in July



There is no such thing as 'the online consumer behavior' – insights into the influence of digital devices on consumers

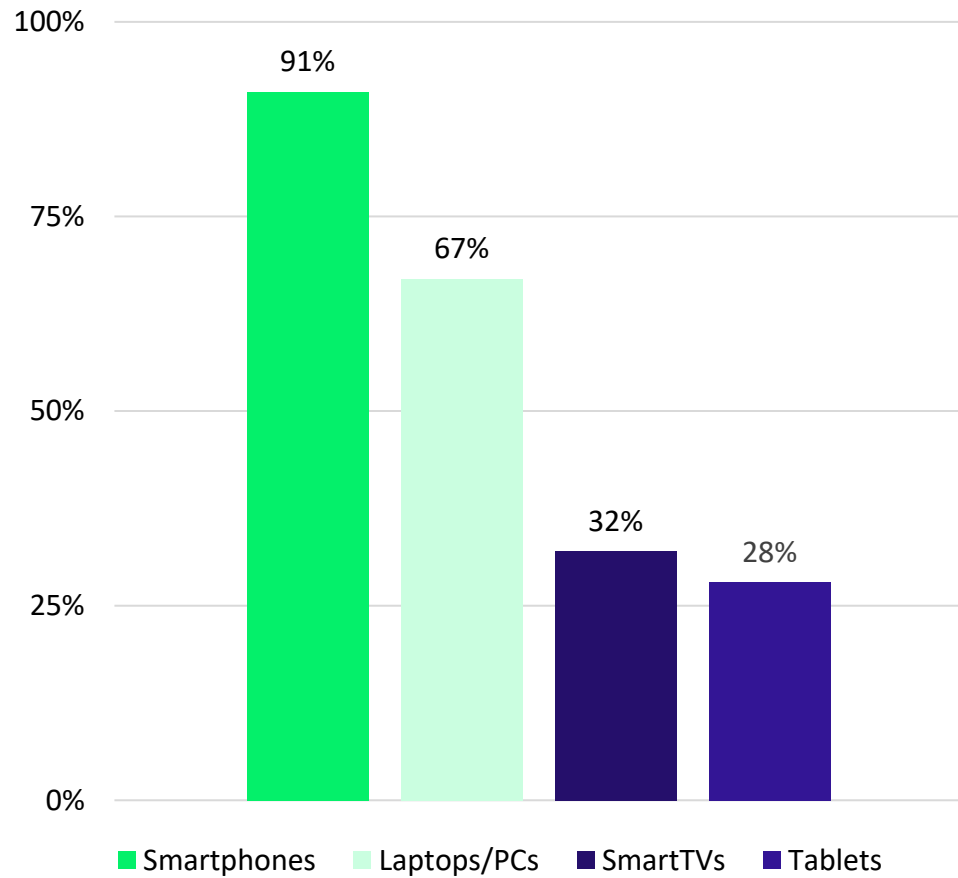
What do you see?



There is no such thing as 'the online consumer behavior' – insights into the influence of digital devices on consumers

What do you see?

Digital devices used to access the internet



Source: GWI (2022); Global survey of internet users aged 16 to 64



There is no such thing as 'the online consumer behavior' – insights into the influence of digital devices on consumers

What else do you see?



There is no such thing as 'the online consumer behavior' – insights into the influence of digital devices on consumers

What else do you see?

Completely different device characteristics

- **Different screen sizes and formats** (horizontal or vertical)
- **Different operating modes** (touch screen or mouse & keyboard)
- **Different equipment and design** (e.g. sensors or GPS receivers, built-in cameras)



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The **obvious differences between digital devices** in their physical properties further entail divergent contexts of use (e.g. stationary or mobile) and customer evaluations (e.g. perceived usability or perceived enjoyment).

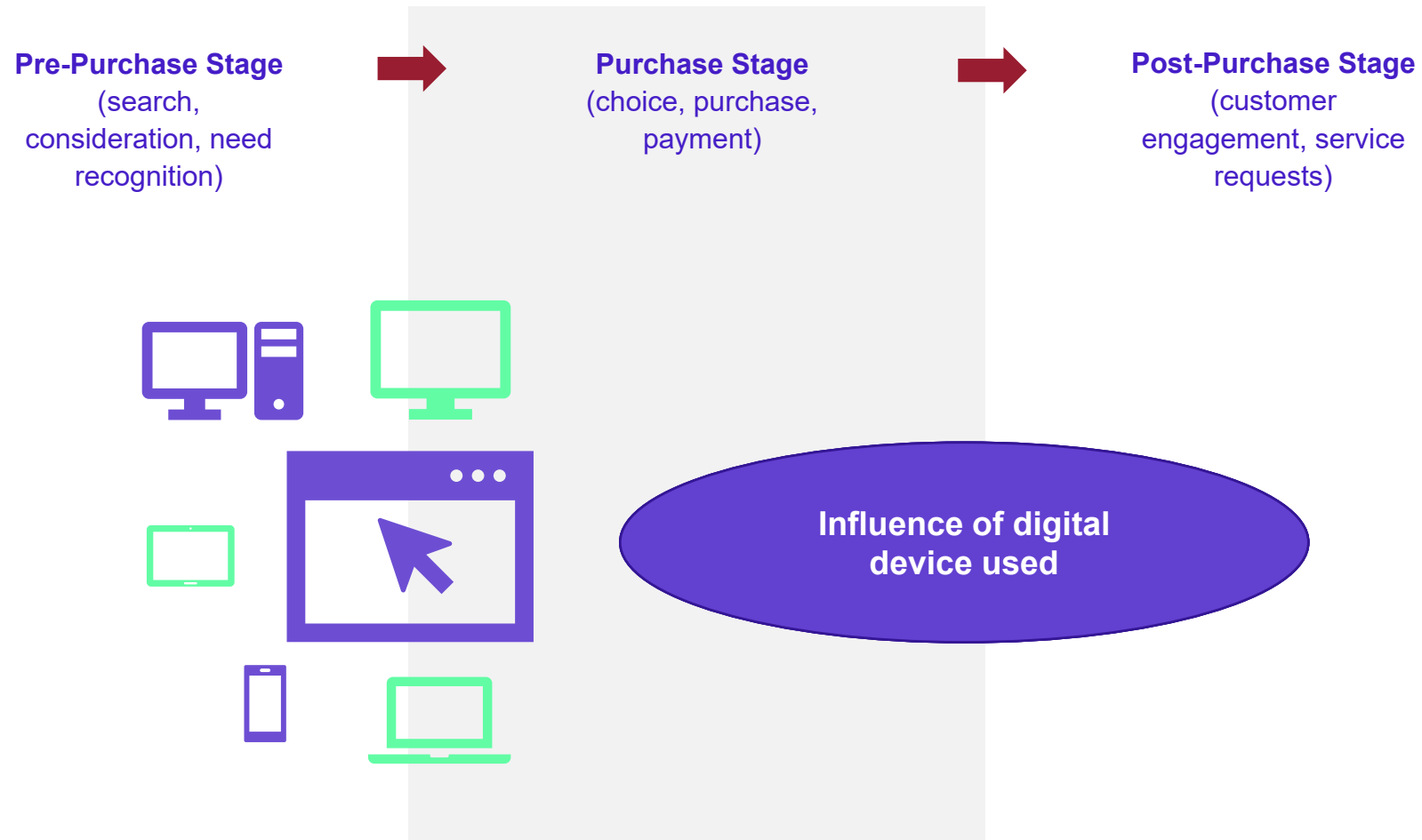
It is evidently the case that **customer behaviors likewise vary depending on the device employed.**



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Research project #1

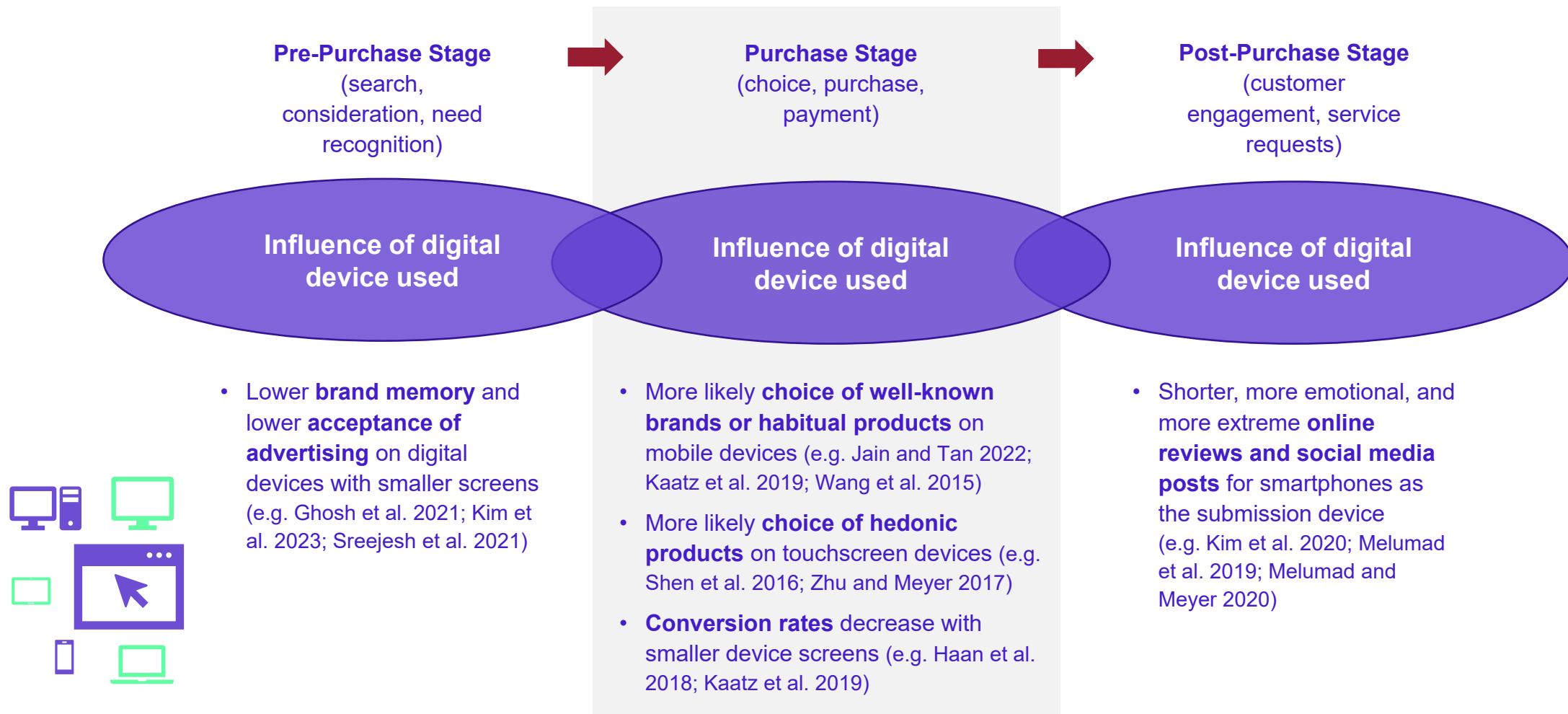
The digital device used influences customer behaviors throughout the customer journey



Source: Wolf (2023);

Systematic literature review and qualitative thematic analysis of 59 articles on device-mediated customer behavior

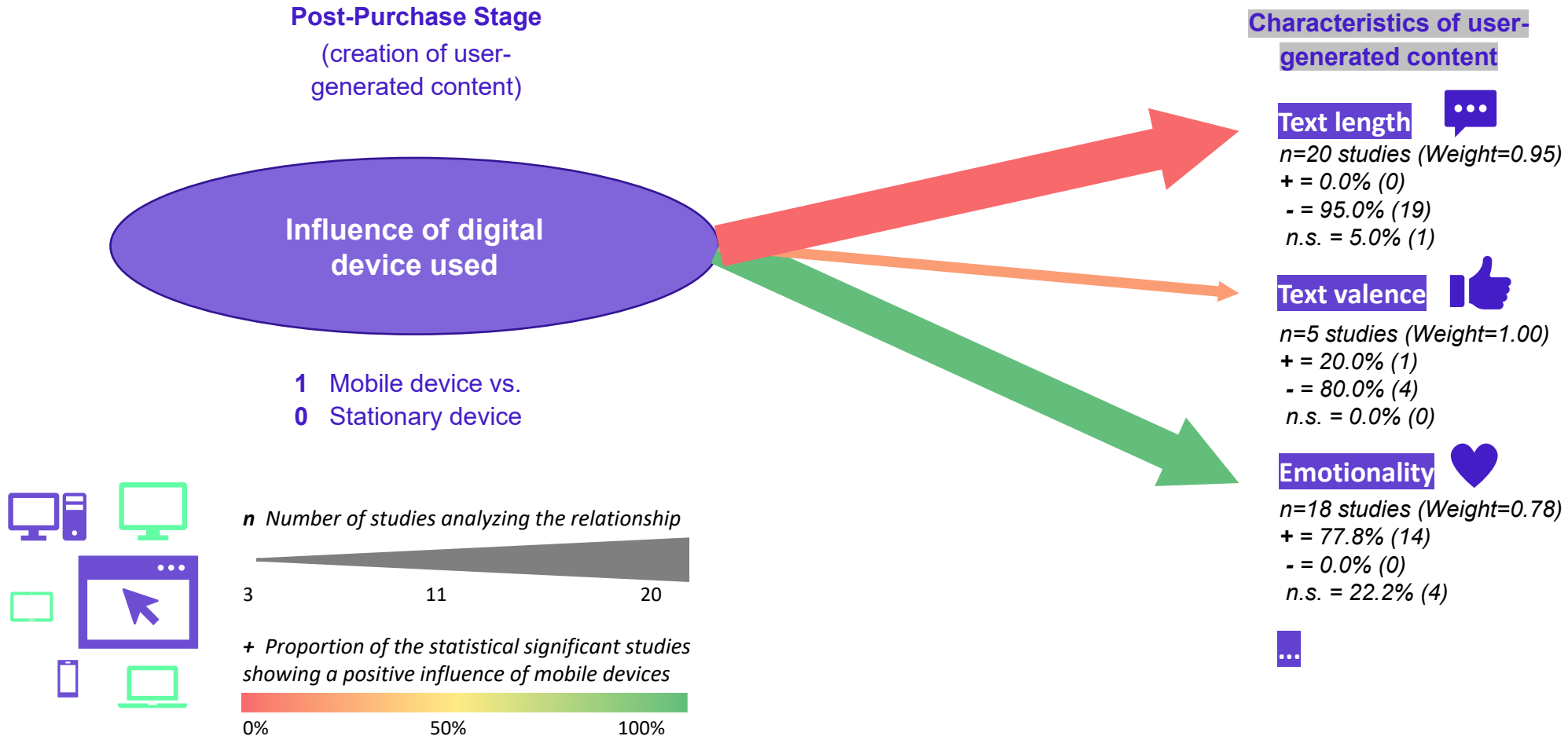
The digital device used influences customer behaviors throughout the customer journey



Source: Wolf (2023);

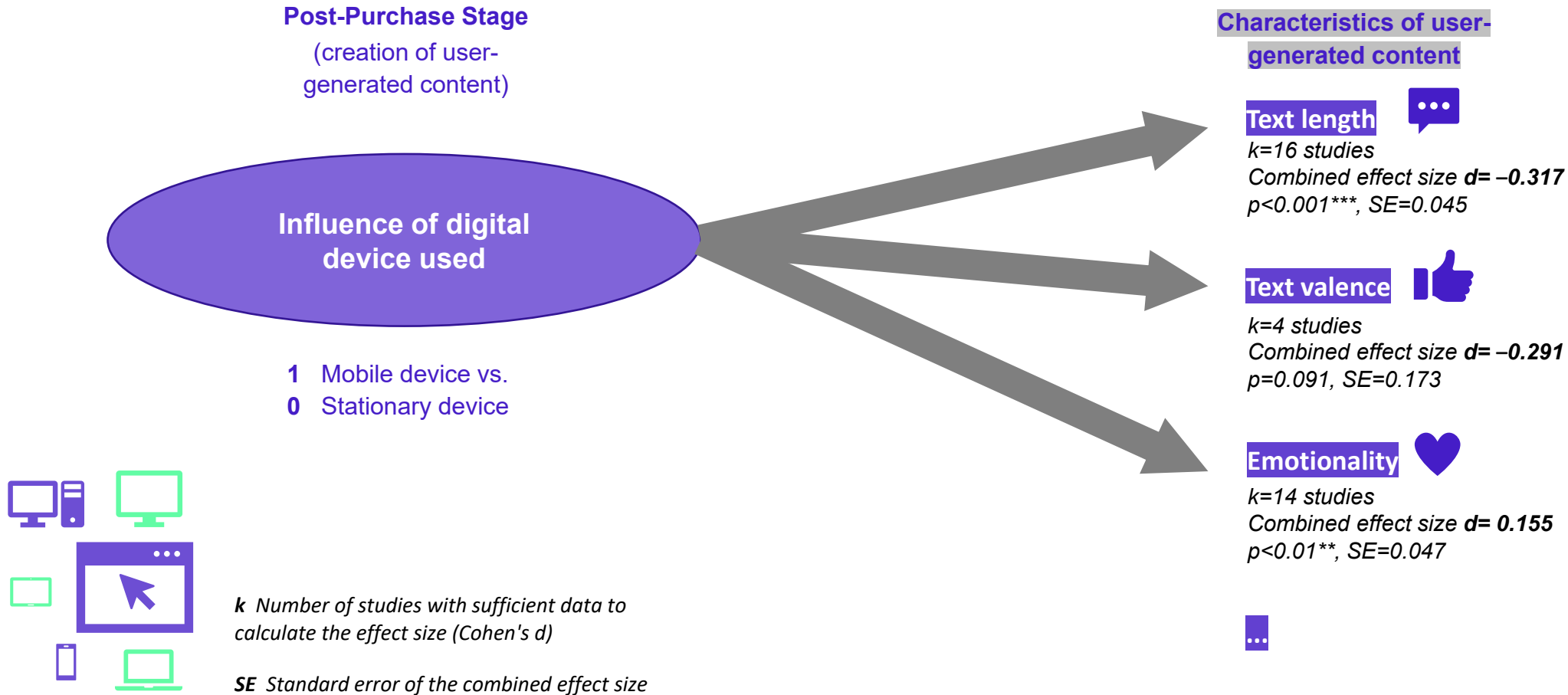
Systematic literature review and qualitative thematic analysis of 59 articles on device-mediated customer behavior

The digital device used influences customer behaviors throughout the customer journey



Source: Wolf & Madlberger (2024a);
Systematic literature review and meta-analysis of 25 articles (38 empirical studies) on device-mediated creation of user-generated content

The digital device used influences customer behaviors throughout the customer journey



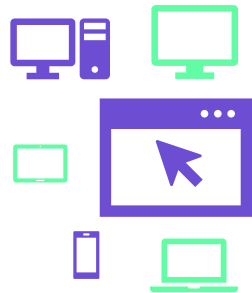
Source: Wolf & Madlberger (2024b);
Systematic literature review and meta-analysis of 25 articles (38 empirical studies) on device-mediated creation of user-generated content

The digital device used influences customer behaviors throughout the customer journey

Post-Purchase Stage
(creation of customer referrals)

Influence of digital device used

- 1 Mobile device vs.
- 0 Stationary device



Characteristics of customer referrals

Text length



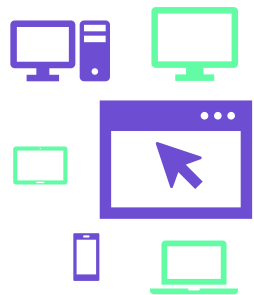
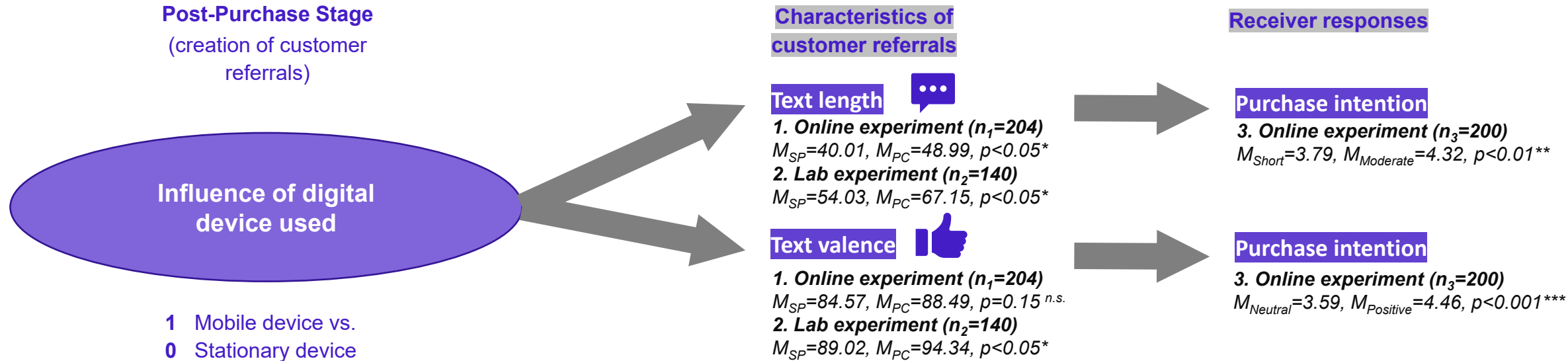
- 1. Online experiment ($n_1=204$)
 $M_{SP}=40.01$, $M_{PC}=48.99$, $p<0.05^*$
- 2. Lab experiment ($n_2=140$)
 $M_{SP}=54.03$, $M_{PC}=67.15$, $p<0.05^*$

Text valence



- 1. Online experiment ($n_1=204$)
 $M_{SP}=84.57$, $M_{PC}=88.49$, $p=0.15$ n.s.
- 2. Lab experiment ($n_2=140$)
 $M_{SP}=89.02$, $M_{PC}=94.34$, $p<0.05^*$

The digital device used influences customer behaviors throughout the customer journey



- Customer referrals written on smartphones are **shorter and less positive** than those written on laptops/PCs
- Shorter and more negative referrals lead to a **lower purchase intention** of the recipient

The digital device used influences customer behaviors throughout the customer journey

- The Internet has evolved from a computer-mediated (Yadav & Pavlou, 2014) into a **device-mediated environment**
- There is no such thing as 'the online consumer behavior'

There is no such thing as 'the online consumer behavior' – insights into the influence of digital devices on consumers

Delivering a superior customer experience and effective omnichannel management requires considering various digital devices

"consumer switching across channels and devices such as a desktop, laptop and mobile devices are all part of the shoppers' omni-channel experience and firms need to consider this to provide a seamless experience"

Source: Verhoef et al. (2015)

"just as online and offline channels have been differentiated, so the same should be done with digital devices"

Source: Rodríguez-Torrice et al. (2017)

"retailers should consider the relevant attributes and capabilities of [internet-enabled devices] to [...] enhance consumers' online shopping experiences"

Source: Wagner et al. (2020)



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However,

Both research and practice often persist with a traditional desktop-centric perspective and an undifferentiated view of 'the online channel'

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RESEARCH ARTICLE

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Optimal online channel configuration and lead time-sensitive demand

T. M. Rofin¹, Sreejith Alathur²

Family firms' characteristics and consumer behaviour: An enquiry into millennials' purchase intention in the online channel

Augusto Bargoni^{a,*}, Tomas Klietnik^b, Fauzia Jabeen^c, Gabriele Santoro^d

^a Department of Management, University of Turin, Turin, Italy
^b Faculty of Operation and Economics of Transport and Communications, University of Zilina, Zilina, Slovak Republic
^c College of Business, Abu Dhabi University, Abu Dhabi, United Arab Emirates

ARTICLE INFO

ABSTRACT

Keywords: Consumer behavior, Millennials, Familiness, Online channel, Digital

This paper aims to investigate the effect of family firms' characteristics on millennials' purchase intention in the online channel. The study uses linear regressions. This study identifies the moderating role that digital savviness has been collected through an online survey of millennials' purchase intention and demonstrates the extant literature on family business and characteristics on this specific generational cohort after the boomers.

1. Introduction

The need for family firms to signal their family nature has become an increasing imperative driven by the need to bring forward distinctive characteristics from competitors (Alonso Dos Santos, Llanos Contreras, Calabuig Moreno, & Augusto Felicio, 2020; Craig, Dibrell, & Davis, 2008). For example, SC Johnson heralds "a family company at work for a better future" to signal the familiness of the firm and Ford states how the company is "a family company, one that spans the globe and has shared ideals" to give specific cues on the role of the family and the ideals to which it adheres. In fact, a number of family firms around the globe leverage specific cues that have the objective to form in consumers' minds positive if-then linkages with the objective of stimulating consumer engagement or boosting the interactions between them and the consumers (Alonso Dos Santos et al., 2020; Beck, Prüggl, & Walter, 2020).

While extant literature in the domain of family firms and consumer behaviour has shown that effectively communicating family firms' identity helps capitalise on the family ties by improving the firm-consumer relationship (Chaudhary, Dhir, Ferraris, & Bertoldi, 2021), little research has to date focused on the consumption behaviour of different generational cohorts. While baby boomers are declining as the dominant cohort, Millennials and Gen Z are expected to be the dominant cohorts by 2030. Millennials' purchase intention and demonstrated the extant literature on family business and characteristics on this specific generational cohort after the boomers.

Journal of Revenue and Pricing Management (2024) 23:121–
<https://doi.org/10.1057/s41272-023-00440-y>

RESEARCH ARTICLE

Optimal online channel configuration and lead time-sensitive demand

T. M. Rofin¹, Sreejith Alathur²

The current issue and full text archive of this journal is available on Emerald Insight at: <https://www.emerald.com/insight/0265-1335.htm>

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The role of online channel in influencing perceived firm size and brand authenticity in international marketing

Felix Septianto
The University of Queensland, Saint Lucia, Australia
Arnold Japutra
The University of Western Australia, Perth, Australia and Universitas Indonesia, Depok, Indonesia
Pragea Putra
The University of Auckland, Auckland, New Zealand, and Tyson Ang
Keller Williams Realty Inc., Austin, Texas, USA

Abstract

Purpose – This research and purchase likelihood is mediator in this regard. Design/methodology/approach – The findings in the US and India. The findings than those that utilize by stores). When consumers which in turn increases the level of skepticism. Originality/value – The online and 40 before purchase. This study and consumer relationship (Chaudhary, Dhir, Ferraris, & Bertoldi, 2021), little research has to date focused on the consumption behaviour of different generational cohorts. While baby boomers are declining as the dominant cohort, Millennials and Gen Z are expected to be the dominant cohorts by 2030. Millennials' purchase intention and demonstrated the extant literature on family business and characteristics on this specific generational cohort after the boomers.

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Full length article

Do offline and online go hand in hand? Cross-channel and synergy effects of direct mailing and display advertising

Lisan Lesscher^a, Lara Lobschat^{b,*}, Peter C. Verhoef^a

^a University of Groningen, Faculty of Economics and Business, Department of Marketing, Nettelbosje 2, 9747 AE Groningen, the Netherlands
^b Maastricht University, School of Business and Economics, Department of Marketing & Supply Chain Management, Tongerstraat 53, 6211 LM Maastricht, the Netherlands

ARTICLE INFO

ABSTRACT

Keywords: Direct mailing, Display advertising, Cross-channel synergy, Purchase funnel, Financial services

Electronic Commerce Research and Applications

Optimal online channel structure for multinational streaming shopping

Tao Zhang, Zhongjun Tang^a, Zhongyua Han

Research Base of Beijing Modern Manufacturing Development, School of Economics and Management,

1. Introduction

The rise of digital media and the concomitant communications and consumer behavior. Yet direct (2017) and is widely applied in practice, such that

With the rapid development of e-commerce, consumers prefer to buy goods on e-commerce platforms. The total global e-commerce sales reached 1.77 trillion USD in 2022.

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The omnichannel continuum: Integrating online and offline channels along the customer journey

Scott A. Neslin¹

Tuck School of Business, 100 Tuck Hall, Dartmouth College, Hanover, NH 03755, USA
Available online 17 February 2022

Abstract

This paper provides a framework for conceptualizing omnichannel integration as a continuum, identifies phenomena that determine how firms should position along that continuum, and summarizes empirical research regarding these phenomena. The framework combines the customer journey (search to purchase to after-sales) and channel choice (online vs. offline). This generates a range of omnichannel strategies, anchored by "Unconnected" on one extreme and "Complete" on the other. In between, "Vertical" strategies integrate channels over the customer journey, while "Horizontal" strategies integrate across channels at a given stage in the customer journey. We draw on more than 200 articles to identify 10 consumer and marketing phenomena ("Determinants") that influence where a firm should position along the continuum. This however raises challenges. For example, empirical research surprisingly finds many customers belong to an offline-focused segment. This suggests a Vertical strategy linking offline channels. However, today's turbulent retail environment questions whether the offline-focused segment will endure. Should the retailer cater to offline-focused customers or facilitate their progression to "multichannelism"? Another finding is that consumers strongly prefer consistency across channels. This suggests a Horizontal strategy. However, consistency might create channel cannibalization. How can the retailer avoid this? We discuss these and several other findings regarding the impact of the 10 determinants on omnichannel continuum strategy. We identify issues researchers need to research and managers need to consider when developing omnichannel continuum strategy.

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Keywords: Multichannel, Omnichannel, Channel integration, Customer journey, Online and offline channels.

Introduction

Omnichannel marketing is *de rigueur* today, as retailers strive to provide consumers a "seamless" multichannel experience (Verboef, Kannan, and Inman 2015). Channel proliferation coupled with customers' access to these channels suggests retailers should integrate them. Smart Insights (2018) reports that 74% of managers believe omnichannel is important.

The current issue and full text archive of this journal is available on Emerald Insight at: <https://www.emerald.com/insight/0368-492X.htm>

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1740

Online channel mode selection in a platform supply chain in the presence of consumer returns

Bing Yang
School of Economics and Trade, Anhui Finance and Trade Vocational College, Hefei, China

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The customer experience as well as economic returns suffer, when 'the online channel' is naively treated undifferentiated

- **Website Design:** Designing websites primarily for desktop users without optimizing for other devices
 *large images, complex navigation, difficult checkout processes and features that don't work well on smaller screens; neglecting mobile-friendly options like in-app messaging or SMS support*
- **Marketing Campaigns:** Running the same campaign across all devices without tailoring the message or format to suit the unique characteristics and consumer behaviors
 *ignoring differences in product preferences and price sensitivity across devices*
- **Analytics and Insights:** Analyzing user data from 'the online consumer' without differentiating the unique consumer behaviors associated with each device
 *skewed understanding of consumer behavior (e.g., wrong KPIs and undifferentiated outcome variables)*
- **Device Choice:** Providing a one-size-fits-all approach that doesn't account for different user preferences or the specific capabilities of various devices
 *failing to exploit differences in consumer behavior across devices by influencing the choice of digital devices*

The customer experience as well as economic returns suffer,
when 'the online channel' is naively treated undifferentiated



A superior omnichannel strategy goes beyond
one-size-fits-all channel management and the
traditional and still predominant consideration
of only one online channel

Thank you for your attention!

Let's connect and explore
new opportunities together!



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