

De-Biasing Contactless Shopping

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Themes

**PRIVACY &
PERSONALIZATION**

SUSTAINABILITY

**SOCIAL
COMMERCE**

**CONTEXT
OF THEME**

**BEHAVIORAL
BIASES**

**DIRECTION OF
FUTURE RESEARCH**

Order of Discussion

Privacy & Personalization

“It’s hard to search for other things. I see items that are great for me, but it’s hard to find gifts.”

--- Gina

CONTEXT



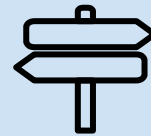
Privacy Concerns

- Information seeking
- Skepticism



Personalized Service

- Recommending products
- Increasing revenue



Tradeoff

- Less exploration

BIASES



Cognitive Dissonance

- Disclosing information
- Product recommendations
- Conflicting attitudes → ignoring



Privacy Fatigue

- Feeling of resignation
- Lack of control
- Give up finding a solution

FUTURE RESEARCH

Consumers are...

- Retreating from website/apps
- Developing negative impressions of brands

Companies should...

- Be slow, cautious to collect information
- Understand different perspectives to PII
- Enable exploration, the shopping treasure hunt

Sustainability

“Sustainability *sometimes* matters. But price, quality, and convenience *always* matter.”

--- Ray, HXL

CONTEXT



Mindful Shopping

- Prosocial companies
- Value-based purchase
- Responsible buying



Green Buying

- Intention-action gap

BIASES



Present Bias

- Abstract and uncertain future costs & benefits



Salience Bias

- Highlight price, brand, ratings
- Ignore sustainability

FUTURE RESEARCH

Consumers are...

- Unable to grasp abstract future consequences
- Unable to easily explore sustainable products
- Unable to get introduced to sustainable products

Companies should...

- Provide concrete, relatable information
 - direct comparison between products
- Increase consumers' exposure to sustainable products
 - product labeling
 - filter
 - sustainability-only sections

Social Commerce

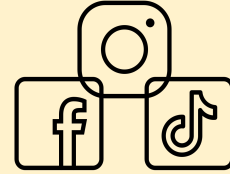
“I don’t partake because I don’t think [social commerce] is popular.”

--- JNY

CONTEXT



Social Networking



Instant Experiences



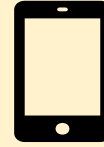
Privacy Concerns

BIASES



Status Quo Bias

- Resist innovative ideas and products



Social Influence

- Empirical expectations
- Normative expectations
- Reference network

FUTURE RESEARCH

Consumers are...

- Resisting to adopt the new shopping method of social commerce
- Constrained by their reference network

Companies should...

- Identify the gap of perceived use and actual use
 - Severity of the gap
 - Who holds the gap
- Norms messaging
 - Change empirical expectations

Overall, we can improve three themes with two action items:

Privacy & Personalization

- Meet customer at their privacy goals
- Provide personalization AND enable exploration

Sustainability

- Concrete, relatable information
- Optimized exposure

Social Commerce

- Update users' empirical expectations
- Engage their reference networks



Thank you!

Does anyone have any questions?

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