

# De-Biasing Contactless Shopping

Team *Happy Contactless*  
Noah Beam, Bingling Wang



# 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



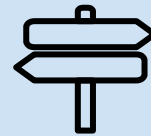
### Privacy Concerns

- 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

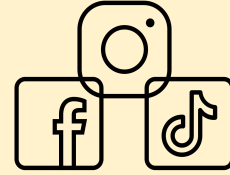
“I don’t partake because I don’t think [social commerce] is popular.”

--- JNY

## CONTEXT



**Social Networking**



**Instant Experiences**



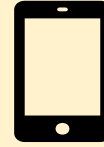
**Privacy Concerns**

# 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?

Team *Happy Contactless*  
Noah Beam, Bingling Wang