

Abstract

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Individual differences in user responses to malfunctions with technology are of primary interest, as this influences how a product can be improved and has not been examined extensively. Previously, individual differences in responses to technology failures have been examined in self-reported studies, but not in an experimental design. The current study expanded the findings from previous research with a mixed factorial design. Seventy-two (N = 72) undergraduate students were recruited to participate in this online study. They were asked to complete a shopping task and complete a survey about their experience. To examine individual differences in responses to technology failures,

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several repeated measures ANOVAs, multiple regressions, and hierarchical regressions were conducted to assess the effects of expectation and malfunction on frustration and performance. Results revealed individuals with a greater tendency to be neurotic or extraverted also tended to be more frustrated by a technology malfunction. Additionally, openness was the strongest predictor of less frustration with technology failures, while extraversion was the strongest predictor of more frustration with technology failures.

Q Keywords: Malfunction frustration performance personality online shopping

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Disclosure statement

No potential conflict of interest was reported by the authors.

Additional information

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