

# How to Simplify Consumers' Product Choice: An Exploration of Different Information Sources at the Point of Sale: An Abstract



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**Abstract** Before purchasing new products, customers often have the desire to access or consult a variety of information sources (e.g., product tests, online reviews, salespersons advice) to make better purchase decisions (Broilo et al. 2016). However, the process of information search has changed tremendously over the past decades due to digitalization and an increasing number of online content (Jerath et al. 2014).

The purpose of this research is to examine how mobile information search—in contrast to a frontline employee interaction and no external source of information—affects consumers' choice effort in a physical store. Therefore, a two-factor between-subjects field experiment with more than 500 participants was conducted. A qualitative data analysis of 350 text units from open-ended questions revealed several drivers for product evaluation costs at the point of sale that differ between used information sources. In addition, a quantitative exploration demonstrates that mobile internet search as well as customer service can be helpful for customers in case of simplifying a decision for a low-price product. Nevertheless, to simplify a purchase decision for a high-price product, salespersons advice might be the only simplifying source of information at the point of sale.

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