Evaluating Online Support for Mobile Phone Selection: Using Properties and Performance Criteria to Reduce Information Overload

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Low Risk Notification Statement

This project has been evaluated by peer view and judged to be low risk. Consequently, it has not been reviewed by one of the University's Human Ethics Committees. The author of this research is responsible for the ethical conduct of this research.

If you have any concerns about the conduct of this research that you wish to raise with someone other hat the researcher(s), please contact Professor Sylvia Rumball, Assistant to the Vice-Chancellor (Ethics & Equity), telephone 06 350 5249, e-mail humananethics@massey.ac.nz.

Abstract

The mobile phone has been regarded as one of the most significant inventions in the field of communications and information technology over the past decade. Due to the rapid growth of mobile phone subscribers, hundreds of phone models have been introduced. Therefore, customers may find it difficult to select the most appropriate mobile phone because of information overload. The aim of this study is to investigate web support for customers who are selecting a mobile phone. Firstly, all the models of mobile phones in the New Zealand market were identified by visiting shops and local websites. Secondly, a list of all the features of these mobile phones was collated from local shops, websites and magazines. This list was categorised into mobile phone properties and performance criteria. An experiment then compared three different selection support methods: A (mobile phone catalogue), B (mobile phone property selection) and C (mobile phone property and performance criteria selection). The results of the experiment revealed that selection support methods B and C had higher overall satisfaction ratings than selection support method A; both methods B and C had similar satisfaction ratings. The results also suggested that males and females select their mobile phones differently, though there was no gender preference in selection support methods.

Keywords: Mobile phone, information overload, mobile phone properties, mobile phone performance criteria, mobile phone selection process satisfaction

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