

More, Less, or Optimum? Consumers' Evaluation and Response to Choice in Mobile Apps¹

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Abstract: While consumers prefer variety, too much variety may cause decision confusion. This 'paradox of choice' remains largely unexplored for the mobile-app market in India. To address this gap, this study investigates the effect of users' choice perception on their decision-making and behavioural outcomes. Primary data are collected on choice-perception, post-choice regret, post-choice satisfaction, decision confusion and decision avoidance for three app categories. 'Choice overload' is found to have a positive and significant effect on decision confusion, while 'choice deprivation' has a significant negative effect on post-choice satisfaction. In high-involving Women's Safety apps, however, some of the results are reversed.

Keywords: Paradox of Choice, Over-Choice Effect, Post-Choice Regret, Decision Confusion, Decision Avoidance

JEL Classification Number: M2, M3

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