The Predictive Power of Engagement in Mobile Consumption

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One of the main segments of mobile commerce is the mobile application market, where consumers download applications from an app store. Notably, prior work shows that user behavior in mobile settings is substantially different than user behavior in PC settings, and therefore needs to be better understood. In this research, we study for the first time the predictive power of consumer engagement in such mobile settings. We perform both in-sample assessment and predictive capacity evaluation of prediction models of app store conversion based on engagement information. Our findings show that in mobile settings, engagement-based models are highly informative in predicting conversion, and are consistent across different prediction methods. We also estimate the correlation of video and video viewing with installation probability. Contrary to popular belief, results indicate that video is not necessarily an engagement-enhancing feature.

Engagement analytics may enhance our understanding of the app conversion process and provide accurate purchase decision prediction.

How Anticipation of Online Shaming Influences Donation Giving

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With the rise of the social network arena in the digital world and the growing number of online donation raising campaigns, we investigate how fear of being shamed influences online donation giving. This research is novel in considering the strength of ties in the social context, distinguishing between weak and strong ties. In two studies, we show that strong ties have a stronger impact on donation giving than weak ties. Nonetheless, weak ties influence donation giving, through the fear of online shaming. In Study 1, we found that fear of online shaming predicted willingness to donate when the call for a donation was received from a weak social tie on Facebook, but not when it was received from a strong social tie on Facebook or while browsing the internet (control). In Study 2, we replicated these findings using a different social network platform (WhatsApp). The findings of Study 2 also show that this effect occurs irrespective of the campaign importance or the social norms expected to support it. We conclude that, while strong social network ties influence donations in general, weak ties activate different motivations to donate, namely fear of being shamed by others.