

In-depth interview

Alena, 26

Hello Alena, thank you for doing this with me. The purpose of the interview today is to do an interview for the purpose of my diploma thesis research at the University of Economics in Prague. It is going to be concerning purchase decisions for high and low risk products, represented by the decision to go to the cinema and to buy a smartphone. And what is ill be asking you some questions and recording this for making a transcript. This means that by the end of this I will create a word-by-word transcript of what we're saying here and I delete the recording. I anonymize the transcript, your name will not be used. If you agree I will use your age and gender. Please tell me if this is okay with you.

Yes.

Cinema

Tell me about your relationship to going to the cinema.

To be honest I am not a big movie goer. I don't go to the cinema very often, maybe two to three times a year at most. I prefer being outside and being active over watching movies, I'm not really a big movie fan. Mostly I also decide if the movie is worth watching in a cinema and would be fine watching some movies at home. That would be for movies with an interesting audio-visual aspect. If I do go, I would usually go with friends. I also like the concept of blind cinema, where you never know in advance what movie you will see, that I like better than traditional cinemas.

I see. If you do end up going, what would the process look like then? Where would you start?

I would typically start with selecting a convenient cinema location and time that suits me, that is very important. Then I would look at which movies are on offer, looking at the cinema's website. To choose which movie to see I like checking rankings and reviews, such as on CSFD. If the reviews look good, I don't do more and go see the movie right away. If it is not really conclusive, I look at the trailer or read more reviews, or professional critics' opinions. But what is crucial in that selection is the genre of the movie. I would usually not go watch a movie in a genre that I really don't like.

What about recommendations from your friends?

Yes, those can be relevant, but it depends on the friend. If I know that they have similar preferences to me, then I will consider them reliable sources.

How would you find out about new movies being released?

Sometimes I would see poster outside or in the metro that would catch my attention. Or sometimes I would notice a post or an article about social media. I also really like several film festivals whose websites I sometimes check for information about new movies.

How long does it usually take you to make your decision?

About half an hour I think. I really enjoy the process of selecting a movie to watch, I like watching trailers. I also like that in the cinema, watching trailers and settling in before the movie starts.

What about after the movie, would you be likely to share your opinion with others?

Yes, I like to reflect on the movie and talk about it with others to share our opinions. I wouldn't really write a review or anything like that though. I don't really feel qualified to do that.

Are there any pain points in the process for you, anything that bothers you or could be done better?

When going with more people it is always difficult to agree on what to go see. So we always end up having to agree on a genre that is acceptable for everybody and go from there.

I am also bothered at festivals sometimes by how crowded they get. But that is just a part of that experience I guess.

Smartphone

What kind of a phone user are you? Emotional vs. functional?

I think it's very functional for me. On the other hand – maybe based on my family's value of education – since a phone costs a lot of money I sort of have emotional attachment to it in a way that I don't want to break it.

Is it a riskier decision to buy a new phone than to go to the cinema?

It costs more money so it's riskier. On the other hand, you can still give the phone back after 30 days.

What kind of phone user are you?

I'm a heavy user. I use it primarily for texting and calling. I also use a lot of voice messages. The smartphone helps me be more in touch with my friends (from abroad). I also use Instagram. I like that I can sort out my e-mails. I don't like e-mailing on the laptop.

What about the technological aspect of the phone?

I'm more excited about the functionality than the technical details. E.g. the improved Siri AI is exciting but not the coding behind it. Definitely more excited about it than the average user.

What is important for you when looking for a phone?

The hardware (battery and operating system) are very important. Also the memory I can put in the phone. The display size also. The brand is a very important criteria when selecting a phone – I have some brands I trust and others I'd never buy. Design is the last thing but I still consider it – especially if it is the only differentiating factor. Price also matters. I wouldn't buy the cheapest or a crazy expensive phone. The most important criteria is the functionality.

Is size important to you?

Yes, I want to be able to manage the phone with one hand. I also like to see nice pictures.

You're currently using an iPhone right? Did you pick it for yourself?

I got a budget and could pick within the budget. I did it quite recently. Before I had a Windows phone. I was very annoyed with my Windows phone which triggered me to buy a new phone. Next, I looked at phones within my budget and considered the functionalities. I was looking for the best quality for price. The short list consisted of an LG, iPhone and a Samsung. I decided for the iPhone because they are more reliable than Android. You have to invest a lot of money to get a good Android.

Did you also look at any other brands?

Yes. Also at Xiaomi. I looked through Alza and selected the appropriate filters that were important to me (price, size, camera, battery). Then I was already considering the design after making sure that all phones meet my functionality criteria. After narrowing the decision down to the final four phones, I consulted Milan on it and relied on his advice. He told me what he would select. I didn't consider any other sources afterwards.

Did you also consider reviews?

I did not look at them that much. Sometimes I just google them or go to amazon. I would rather look at professional reviews.

Did you buy it online?

Yes. It is the 6S and I knew several people who had it. Even though, I made the selection before physically seeing the phone.

Would you have gone to the store if you hadn't selected an iPhone which you saw other people using before?

No, I don't think so.

When you got it (post purchase stage) did you talk to others and explained how you liked your new phone?

After the Windows phone, the iPhone was a big change for me. I was really excited about it and also talked to others about it. I also started noticing more who has an iPhone because I wanted to get tips on how to use it.

Would you ever write a review for the phone? Maybe for a financial reward?

For a financial reward maybe, otherwise not.

How reliable did you find the information sources?

I didn't look at any of the producers' websites. Also, I didn't like to look at reviews. They weren't really relevant. I remember this one time when all these tesla reviews popped up even though no one could have actually bought a Tesla at that time. That was a fake review system. Professional reviews also weren't relevant for my decision making. Many of my phones were already using iPhones. That was the most reliable source of information for me. I rely on friends who are interested in tech and knowledgeable about what is behind. I don't find people in the stores to be very well informed. Therefore, I don't really rely on them when selecting a phone. I bought my phone online.

Any pain points in the process?

The process of selecting new tech...

There is a lot of technical aspects to consider. Sometimes it feels overwhelming to figure out what is actually relevant for you as a user. My colleagues from the IT department were really helpful in telling me which features are good and which are irrelevant for me. It would be great to be able to enter some kind of "user profile" based on which you could figure out which features are relevant for you. When filtering the metrics, it would be nice to be able to see the weight of the individual metrics based on the identified user profiles. "Are you a status person?" Yes? iPhone. No? Xiaomi.

How long did you spend on selecting the phone?

Three hours.

In-depth interview

Alex, 24

To give you a small introduction, I'm doing this for the purpose of my diploma thesis at VŠE, which is focused on low risk and high risk products and the differences between them, so I'll be recording this for transcript purposes only, if that's okay with you, so I'll record this, then I'll transcribe the whole thing into a full conversation, anonymized, where I'll use your age and gender if that's fine, and I change the name so it's completely anonymous and then I can delete this whole recording.

Yes, that's fine.

I want to discuss two parts, one of them is going to the cinema, which has two sub-parts, and the second part is going to be shopping for a smartphone. I want you to think about your most recent experience, if you can remember it clearly enough, or you said you're going to buy a new phone shortly, so then you can think of what you would do, same for the cinema.

Cinema

Part one is going to the cinema, and I want to focus on two different situations. A) where you just decide you want to go to the cinema just for leisure, or B) where you want to see a specific movie.

Let's start with the first one> First, tell me about your relationship to movies, do you go often?

Not really, I'm not a huge movie person, and the cinema is pretty much the only place I watch movies at, aside from when my friends make me watch a movie at home etc. For me it's more of a social thing than it is a "I'm going to watch a certain movie" thing. Sometimes I would go see a particular movie, but mainly one of my friends text me and go "We're going to see a movie, do you want to come?" and I would agree, I focus more on the social aspect, but not completely.

Would you sometimes download a movie instead of going to the cinema or are you just not a movie person?

It's very rare that I would watch a movie by myself. I would go to the cinema with my friends, or I would watch it at home with my friends.

So, you don't really have that dilemma whether to go see a movie at the cinema or at home.

I prefer to go to the cinema, because it's just a nicer experience. I watch movies more at the cinema than I do at home, but both situations are caused by my friends.

Would you differentiate whether it makes sense to go see a movie on the big screen or just download it? If there was a movie you wanted to see, would it be worth it the time and money to go to the cinema, or would you just download it?

I don't often think about the financial aspect, mainly because I don't go as often as for it to be a financial burden. If there was a movie I wanted to see, I would check if my friend wanted to see it and then I'd go. I wouldn't be the kind of person to say "Oh but we can just wait a couple months and watch it at home". I would prefer going to the cinema and it's not a big deal for me.

Can you estimate how often you go per year?

I would say on average every two months, somewhere around that amount, between 4 – 6 times.

Now to the journey itself, could you describe to me what the process looks like when you go to the cinema?

Like I said before, most of the time I don't really care about what movie we're watching. For example, last week I was talking to my friend and she said "Hey, we're going to the cinema tomorrow, do you want to come?" to which I agree to without knowing the movie we were going to watch. So, I went and met them at the cinema and they told me which movie we were watching. So, I didn't even go to a specific movie, usually my friends and I decide what movie we want to see beforehand. I am rarely the initiator, I'm not the one who says "Hey, this movie just came out, let's go watch it." Normally my friends just text me like "Hey, this movie just came out, let's go watch it." or "Hey, let's go to the cinema". So, it's initiated by my friends and I simply tag along.

Do you ever go to the cinema where you just decide on the spot?

Yeah, the one we watched last week, for example, we decided between two movies playing at a similar time. There was actually one person who very passionately wanted to see one movie and the other 5 people were kind of passive, they were down for watching either one, so we went with the passionate friend's suggestion.

Would you ever try to evaluate a movie before you actually saw it, try to figure out which movie you want to see?

There are certain movies I probably wouldn't want to see, based on their genre and such, I would probably avoid romantic movies, unless I was kind of forced into it. A lot of times I would watch trailers before I'd go, but I wouldn't make a decision about going per se, I would mostly just prepare myself for what I would see.

So, if somebody asked you to go, you would agree on a time and then disqualify things based on genres you don't like and then just go see it.

Yeah, and I'm not very picky.

Do you read reviews or anything like that before seeing the movie?

Not really, though I usually read them after to see what the general consensus is, cause whenever we walk out of the cinema we're always talking about what it was like and whether people liked it or not. For example, last week we watched *the greatest showman*, two people really liked it while the rest thought it was an okay movie but not worth watching a second time and we continued to discuss it for another 20 minutes or so. I would do that with other movies as well, but not before the movie itself.

Would you check out the score the movie had online (i.e. IMDB) before watching the movie?

Sometimes, but not always. I like to form my own opinion on things.

You said you talked about the movie after watching it, would you talk with others later?

I would if it came up in the conversation, but I would not initiate it, or, if someone told me later that they have seen the movie, I would ask them about it.

But you wouldn't share it on your own.

Yes, unless I really liked it or hated it. If I formed an extreme opinion on the movie, I would probably talk to my friends about it.

If you had a strong experience like this, would you share it anywhere else? Facebook, twitter or any other social media? Would you write a review or anything like that?

Probably not, I don't remember ever doing that. The most I would do is recommend it to my friends.

Do you care if you've heard about the movie before or not when your friends say "Let's go see this movie" or do you just go?

If people talk about the movie, be it my friends or the media, and say it is really good I would want to watch it, so I would talk to my friends if they wanted to watch it, and if I remembered hearing something about particular movie then I would want to see that one.

What do you think about any other sources of information you would look at? It looks like your process is very straightforward usually.

I watch a lot of talk shows, and a lot of times the celebrities promote their new movie, and I think I'm getting a lot of information about movies that are coming up from talk shows.

Do you consider them as reliable sources or do you have them more for the general awareness?

I don't watch these shows for the purpose of hearing about movies, but if they show a part of a movie that looks cool or if it is and actor/actress I really enjoy, I'll trust it will probably be a good one.

Is there anything that annoys you in this whole process?

I am normally quite passive in this process, I think it would annoy me if people really argued about what they're going to watch, but as passive as I am, I don't think I can get really annoyed by this process

What about when you want to see a specific movie?

With *Harry Potter*, I saw all the movies in the cinema, so I would always go to watch Harry Potter movies, also I really like ***** (12:25), so I would probably go to see any movie she's in, the same would go for *Kung Fu Panda*, I watched all three in the cinema and I think it's actually the only movie I've ever seen more than once in the cinema. So yeah, there's a few franchises that I always watch in the cinema, but again, I would not go alone. I would always find someone to go with me, even for these specific movies.

How do you find out about them, the ones that you really want to see? The talk shows?

Some people share some stuff on Facebook, if my friend shares a trailer for a certain movie and I see that it looks cool, maybe I would go watch it, also posters around the public transport and in the city, if they are striking enough then I might look the movie up. Mostly it's the recommendations from friends

But when there is a new *Harry Potter* movie coming out, how do you find out about it? Could you point to a couple sources?

I usually sort of just know, it's probably from people talking about it and the general awareness. Sometimes I would look it up, f.e. I'm a big Kung Fu Panda fan, so I actually looked up when the third one is coming out. I didn't mark it in the calendar, but I sort of knew.

If there is a movie like that, do you just go see it? Or do you read the reviews and ask people for their opinions?

With movies I know I want to watch, it's not necessary to look it up.

So, it's not a risk and you go and see it for yourself.

Yeah, I'd just call my friends like "Hey, there's a new *Harry Potter* movie, let's go watch it". With movies that are that well known, or well known to me, I don't need to do any research beforehand.

Smartphone

Alright. For the second part I want to do the same thing again, talk about what your phone means to you and about your relationship to technology and the decision journey, important aspects and information sources again.

I spend a lot of time on my phone, I like to travel and take pictures while doing so, and I don't have a camera, so my phone is also my camera. That is one of the most important aspects to me. I work with it a lot of the time, dealing with emails and the basic things for work.

So as for what your phone for, you're quite a heavy user?

Yeah, too heavy.

How much do you care about the technical part of it, are you a heavy user and a techy or just a heavy user?

I'm not that much of a techy, it's just specific things. I would want the camera to be good enough for what I want it to be, but in terms of speed and RAM and whatever, I don't look at these things. Normally, when I would buy a phone, I would actually ask someone who knows more about technology than I do.

So, there's a couple of things that matter to you.

There's a couple of features that I want, like the camera, but not technical specifications.

What other factors are important? For the functionality we know that some key things are important, like a good camera or a nice screen, but not the RAM and other stuff.

Also, the looks, they play an important role as well, as does the size. I don't like phones that are too big or too small. There's a certain size that I want, I want it to fit in my pocket and feels big enough but not uncomfortable.

What about the brand? How important is that for you?

It didn't use to be, I'm not an iPhone user, I've never had an iPhone and I don't see myself having one, I don't mind android, and I also used to have windows phone when I was younger (and stupider). I got my first smartphone when I was about 17, and the first ones I had were all of different brands (HTC, Samsung etc.), and my most recent phone is a OnePlus phone. It started as a small Chinese company, and I just like their whole marketing and other stuff.

Their main thing is that they're affordable but you get the same you would get from the "overpriced" phones, but if you looked at the specifications, it would be as good or almost as good as an iPhone or a Samsung, but for a much more affordable price. And, honestly, they're located about an hour away from my home in China and I feel like a connection. The last one I bought from them and I want to buy the next one from them as well.

That's good to know. As for the price, is it that you care more about the price itself or the message behind it? It feels like you really like the idea of not having to pay for an overpriced phone.

Yeah, it's also about affordability, but it feels more about the idea of being overpriced. I wouldn't buy an iPhone because I think they are overpriced, you aren't getting anything that much better, other than the fact that it's an iPhone.

So, for the decision factors, we talked about brand, we talked about the design, size, functionality, how important is the budget? Would you set yourself a budget to abide by?

I would have, previously, the next one I'm going to buy, I'm still going with this brand, as it is quite cheap. It still is important, but not as much as before.

Do you remember how much the phone was? If it's not a sensitive topic. Of course.

This version, I bought the cheapest phone they had, about 3 years ago, and it is the Chinese version, so it's cheaper than the European version, and I paid about 7000 Crowns.

Are you happy with it?

Yeah, I'm really happy with the phone, the only thing with this one is because it's a Chinese version, there are some restrictions on what I can have there, I can't have any apps supported by Google, because Google is ***** (23:40) in China, so even if I'm here, apps that rely on Google Play Store can't be downloaded, or if they can be downloaded, they can't be used, so like Gmail and Google Calendar and stuff. So, this one is actually okay, it works, but I'm getting a new one from the company because I cannot work with it much, or as conveniently as I would with other phones.

I think I have a good idea what kind of a phone user you are. Let's talk about the decision journey. Can you remember how you chose this one?

Very easily. My friend Scott, he actually found out about this brand, it's very exclusive. He was a big fan of the technical aspects of the company and the exclusivity thing they had going on, so he entered all these contests for the invites, and after about a year, he got an invite to buy a phone and then he bought it, and I saw how good it was and how happy he was with it. I think it was during the first year that they had the invite system, and after that it became publicly available, and at the time my phone happened to brick, the one I had before which was an HTC, so I bought one.

Were you considering any other options or did you just go with this one straight away.

No, not really. I knew the price this phone was, and I had already previously decided that once my phone stopped working, I would buy this one, so I've been decided before having to make the decision.

Was it that you were so excited that it was enough for you, that you had the chance to have his one?

Yeah, I mean, it wasn't just the excitement, I also saw the phone, I saw the quality of the photos he was taking and he told me enough about it to convince me. I also looked at their website and I found out it was about an hour from where I lived.

So, did you only look at the website or did you look at other sources of information?

I only looked at the website for this one, as they had 3 models and I had to choose one of them, so I just looked to see which one I wanted, but it was only based on their website.

So, you didn't read any reviews or anything?

Not with this one, for the new one I'm going to buy in two weeks, I know I want to buy the same brand and it was out of curiosity that I was looking up reviews a comparison with other phones, to basically validate my decision, not to make it.

What if the consensus was that it sucked, would that made you consider changing your decision?

Probably, but I kind of knew that it was good, and the reviews happened to be good as well, so...

If there was an obvious consensus that it wasn't good for different reasons, then I would probably change my mind, depending on what it was. If the review said that the camera was really good, but it might not have enough space or whatever, I would still consider buying it.

So, for this new one, you already looked at reviews.

Yeah, I looked at reviews to kind of validate my decision.

But they have several models, right?

I think they actually have only two models currently, but I didn't even look at the other one, I knew I wanted to buy this new one. Also, the friend who had the previous one had recently bought the new one and he said he really liked it.

So, we're clear about your criteria and how you get your decisions, what about after you bought it, the first one, did you show it to other people and talk about it? I understand you were happy with it.

Yeah, I was very happy with it, aside from the Chinese limitations, but I knew it wasn't the phone, so it wasn't the manufacturers problem, I just bought the wrong version of it. I was happy with it and they have this bamboo case and all these other natural cases, made from sandstone, different kinds of wood, all-natural stuff, and that seems to attract conversation. A lot of times people would see the case of the phone, which looks very unusual, then people would ask about it and I would quite passionately talk about the phone and what I think about the brand, and that if they're looking for a new phone they should buy it. It seems to spread a lot just by fans.

Do you know anyone who actually bought it based on your recommendation?

My whole family. I was the first one, and within the year they all bought this brand as well. Aside from my sister.

Would you ever write a review? Because you seem pretty passionate about your phone.

I actually would, if it happened to pop up, like a message "Hey, leave a review please", then I would, it simply never happened. But I would be happy to write one if it was brought to me, but I would not do it on my own incentive. Not for most things, but I really like this brand.

Did you see the new one you are going to buy?

No, I haven't seen it in person, actually.

Does that bother you?

Slightly, because I know it's a little bigger and I don't go for bigger phones, but they didn't happen to have one of my size anymore and I really like this brand, so I'm slightly concerned, I don't know how big it feels or how heavy it is. Normally I would want to see it, but it's still small and a bit exclusive and it's hard to find here, so if I knew where to find it, I would try it out first.

What are the chances you'd actually change your mind? If you saw it and it was a bit too big.

I don't think so, because the main selling point is that the camera is really good, it's a dual camera model, with 16 and 20 MPx, which is really good. I really like taking pictures, but I would never buy a big camera because it's too inconvenient and expensive, so I use the phone for that, it's one of the main things that I do with it.

So, if I'm understanding correctly, you started with kind of knowing what you want base on some basic criteria, the brand that you like and the camera mostly, and everything else in the process was more to confirm the choice, and they really don't have that much power to change it anyway.

No, not with this one, not since I found out about this one. Before, it was a much harder decision, because I didn't really have a brand I preferred, so I would look at everything and I would ask people I trust who know technical stuff, but now I'm really loyal to that brand, so if they only had one model, I would buy that one, assuming it wasn't terrible.

But the consensus would have to be that it sucks.

Yeah

How reliable do you consider the sources that you're consulting? I assume that you trusted you friends' advice a lot.

Yes, he was being very tech savvy, or specifically phone savvy, so I trusted his recommendation about how technologically sound this phone is, because it's not something I would be able to evaluate, as I really just don't understand, and I consulted him when choosing the specific model.

What about the reviews, did you look at professional ones or user ones?

Professional ones, like Tech Radar and other tech websites. I looked at them for the last phone when I was validating my decision.

And how trustworthy did you find them? How reliable?

I mean, they're more reliable than any other source I'd say.

Even compare to user reviews?

In terms of the technical aspects, the specifications and whatnot, I guess they know more, but I also look at the comment section at the end of the article, and I would scroll through those briefly, to see what users say about it.

Would you or did you consult more of these editorial reviews or did you just look at one and were good to go?

I think I looked at about two, but not more than that. I just had a few minutes to read it.

Can you estimate how long the decision took you?

Once I realized I needed a new phone, then I knew I want to buy the same brand, and they only have two models right now, so I just went for the one my friend has, so it was very quick, maybe like an hour.

One last question about this, the editorial reviews, they often compare it with other phones.

This one was compared to the new iPhone, the iPhone X, the camera was compared to it, the resolution, the size, the weight. I think it would make more sense to compare it to a Samsung or something, as they both use the same system, but they picked the iPhone.

What about the pain points, you mentioned the store, that you'd like to see it, anything else, either the first time or the next time?

The main thing would be the physical store where I could get my hands on it and try it out, this is the first blind purchase of something technological, it's kind of new to me, and then in a way it would be nice if it were more popular, because it would have more reviews and information gathering would be easier.

What about the Chinese thing, about the apps? How come you didn't know it? That has to have been a pain point.

Yeah, it was an immediate disappointment, because once I realized that I couldn't download most of the apps I used, that was a real surprise.

Where would you have wanted to find it out?

I guess it would have been nice if someone told me, but as I wasn't working at the time, it didn't bother me all that much. I probably could have returned it, but I wasn't all that bothered by it back then.

How do you feel about returning the phone, is it a big deal? Or does it not bother you?

It would be frustrating, but I have never returned the phone so I don't know what the process is like, I don't know if it is possible after you unbox it. It wouldn't really bother me other than the fact that I wouldn't have my phone for the amount of time it would take.

In hindsight I probably should have returned it, I'm sure it would have been possible, especially so as they are a smaller brand and are very responsive to its fanbase. I never tried that personally though.

In-depth interview

Diana, 22

Hello Diana, thank you for doing this with me. The purpose of the interview today is to do an interview for the purpose of my diploma thesis research at the University of Economics in Prague. It is going to be concerning purchase decisions for high and low risk products, represented by the decision to go to the cinema and to buy a smartphone. And what is ill be asking you some questions and recording this for making a transcript. This means that by the end of this I will create a word-by-word transcript of what we're saying here and I delete the recording. I anonymize the transcript, your name will not be used. If you agree I will use your age and gender. Please tell me if this is okay with you.

Yes that's okay.

So I want to talk about two things today. There are these two products that I mentioned, I want to discuss how you make your decision when you go to the cinema and when you buy a smartphone. Lets start with the cinema.

Cinema

First I want to understand what kind of a viewer you are. What is your relationship towards movies?

I actually don't watch movies that often because I don't have the time for it. And also I rarely watch something just because I know about the movie, because someone has to recommend it to me.

How often would you say you go to the cinema then?

Like 3 times a year maybe. Really not too often.

So you're neither interested in movies very much nor in going to the cinema.

Yeah, or I am interested in watching movies but also I am lazy looking for one.

Would you say then that you might want to watch a movie then but would rather do it at home than going to the cinema?

Yeah. When I'm deciding to go to the cinema, when it is a whole new movie, when I watch a trailer and it seems interesting, first I look for some recommendations and when people tell me that its better to watch it at home, that it is not worth it going to the cinema for it, I would rather download it. If it seems worth it watching it in the cinema, if they say its good, then I would go. But for me going to the cinema is more about having fun with my friends and family than about the actual movie. It's more about the occasion. There are a few movies that you know are going to be released and you are waiting for them, but that really does not happen too often.

Okay, in that case I'd like to separate the two and talk about the social occasion. So you want to spend some time with your family or friends, that kind of a thing. I have an idea

of what kind of a movie goer you are. Lets now talk about the journey you take. Imagine you or your friends or family have the idea to go watch a movie. What would the process look like?

I think this happens sometimes when we go with the family. First of all we search for a common time, that is the most important factor. The second one is finding a cinema that is the closest or the most comfortable for us – it is easy to get there by car, we have a good experience with it, they play the movie with English subtitles...these are the most important criteria. And for example price is not important at all.

Okay. Is it because you don't go that often or because it is always the same everywhere?

Both. It is not that expensive and you don't go that often, and sometimes there are some discounts for students etc. but the difference is not that big so I don't mind. It's more the convenience of getting there.

So you're saying you start by setting some basic criteria like the location, the time, the language.

Yes. And also you're looking for a genre. My brother works in a cinema so he usually knows what movies are on offer so the decision for the movie is usually not that hard.

So you start by setting these criteria. What happens next?

I guess then we have to agree on which movie to see. Once we decide for the cinemas available based on the criteria I told you about, we actually just look at the program of these cinemas at the given time and we see what is on there, and try to fit it to our schedule.

Lets look deeper into this. Lets say that you have figured out a cinema, you figure about the time you want to go and now we are looking at the movies available there. What happens next?

Either there are movies at that time we can go to, and then we decide what we like more, based on the trailer or the critics' opinions, but I don't care about that much to be honest. The people who tend to write these comments are a specific type of people and my opinions usually do not resonate too much with them. So I would rather look at the trailer and maybe some comments, but I mostly care about the feeling I get from the trailer. Because for instance CSFD, there are comments of people who do not take it from an artistic point of view, and those I find valuable. But comments like "the performance of this actor was a lot worse than in that movie..", I don't care about those. Because honestly I care about the feel, it's more about this emotion. I don't care about the technical stuff too much.

So you care more about reviews of people who share the same approach as you, these casual or occasional viewers who want to relax.

Yes, I care about the opinion of people who go there for the same purpose as I do. Because sometimes, I for example really like comedies, and they don't have good ratings in general. The critics have many things they can find there or dislike, but those are the things that normal people like me like, because you can relax.

So you mention CSFD. What about the percentage rating there, do you look at it?

Yes, but it depends on the genre. I do look at it and I used to consider it very important. But now as long as it gets over 70% I consider it good. The people who do these rating are professionals, at least that is my perception, that only a small percentage of these people are the general public. But it depends on the movie. If it is like a documentary or something serious, I find the rating important. But if it is something lighter, like a comedy, I don't care too much. If it is under 50% I get a bit suspicious. But not until that point. For a lighter movie I expect the rating to be lower even if it is a movie I would like. If a comedy has over 75% it must be genius, but generally they don't get over that.

So you look at the reviews a bit, the trailer, the percentage. Is that enough for you to make the decision?

Usually yes. Sometimes I have a recommendation from my friends and family and then I use it. But not too often, we usually talk about other topics. Unless it is a very hyped movie. But then such recommendation would be important to me, because with my friends we usually share the things we like, not always, but you also know what they like and what you like. So if the person has the same preferences as you, I am going to pay more attention to it. If they have very different opinions, I will either consider it unimportant, or if it is a certain kind of movie, then maybe I will actually go check it out to see why there are the different opinions. But that would only apply to deeper, serious movies.

What about social media? Do your friends share trailers, comment on movies etc.?

They don't really share trailers. Sometimes they have comments, but usually for big things like Star Wars or Game of Thrones. But those things I am usually not a big fan of so what people write on social media does not really interest me. I find that people who want to discuss stuff on social media do not have the opportunity to discuss it anywhere else so I don't pay too much attention to it.

Oh and before I told you how we look at the time and the options. Sometimes it may happen we don't choose anything at all.

Okay. When you are looking at the movies, is it actually more likely that you would go see something that you have heard about before?

Yeah, definitely. Because you can somehow relate to it, while the others are just titles. I guess when I've heard about it, it would be the first I look at. I would look at all of them usually but if I've heard a lot about the movie I might not even look at the others. I would definitely first look up the trailer of the one I have heard about. Because you are somehow pre-decided but you want to make the decision for yourself and not just follow somebody else's opinion.

Right. Lets say you haven't heard about any of the titles then. If you look at the first one or two and already like something, will you also look up the others?

If I haven't heard of any of them, I would watch all of them. If the first one is good, that does not mean the second one will not be better. If I have already decided to go there and spend the time there, watching a few more trailers will not kill me.

How much time do you think you would spend on making this decision?

Not too much. Depends on how many trailers I watch, but no more than 15 minutes.

If you went with a group of friends and they already have an idea of what they wanted to see, would you just go along?

It would depend on the type of the movie. For a comedy I would not mind. I would not go to a horror for instance. It depends on the genre. If not too much can go wrong I would not mind but otherwise I would look at it. Of course it's going with friends but you still spend time on it so I would not want to waste the time. But I don't usually go to the cinema with my friends too often. Rather with my family or my boyfriend.

Overall, would you say that this decision of selecting where to go and what to see is an enjoyable process for you?

It's neither enjoyable or unenjoyable I think. It's just a part of that, not like I would enjoy it but the overall experience is an enjoyable one. Sometimes it can be nice to browse trailers though.

Would it ever happen that you just walk in the cinema and decide on the spot? Or do you always already knowing?

I always go already knowing what to see. It could be a quick decision but we would still figure it out in advance, even if it is a short time.

How risky do you consider this decision? Are you worried that maybe you will not make a good choice about spending the time and money on it?

I might be worried if I am the one making the decision and we will waste money and time. But you don't worry too much because it's not that much time and you want to spend it somehow anyways. And usually it is not too bad anyways. Once I do my research I am usually quite happy with the outcome.

I see. What happens when you watch a movie and are just out of the cinema?

I usually talk about it with the people I went with, but that is usually it. I might recommend it to others but it must be really good. I would usually not bring it up myself. I go there, enjoy the time there and go home and that's it. I don't write any reviews or give any ratings. Not even for those big, hyped movies. I don't have this tendency to tell the world my opinion, I only tell those close to me.

I would like to discuss the information sources some more. Can you think of anything else we have not discussed yet?

No, I don't think so. Going to the cinema is nothing you want to spend the whole afternoon deciding about. It is supposed to be a free time activity, so I don't want to think about it too much.

How reliable do you consider the sources then? We already talked about the reviews. What about the percentages?

I find CSFD quite reliable, but that is because everybody uses it. I would not look at other sites that I do not know. For my friends' recommendations that would depend on our match in

preferences. But in general I would find the recommendations from my friends and family more relevant than the reviews. Sometimes I also like others to make the decision for me to not have to worry about it.

What about any pain points in the process, anything that can be done better?

Maybe the system of ordering tickets online. If it is way too complicated, it really annoys me and I might just decide not to go. It is supposed to be a free time activity so the process needs to be very easy. If something does not work it might discourage me from going. I don't necessarily have to go if I don't think anything satisfying enough.

What about when you go see a specific movie, would anything be different?

Yes, I think I would be more flexible about the time. Usually you really really want to see that, so you are willing to go further or in a less convenient time. You are willing to have less conform for the possibility to see the movie with the people you want to go with, to share the enjoyment with.

How would you find out about such movie that you really want to see?

Sometimes there are big billboards, but that does not happen too often. Sometimes you have trailers playing on Youtube before the video. Or find out there will be next movies for the ones you like, then I would actively search for it to see when it comes out. I don't generally pay too much attention to it, but if there is something I really like, I will remember and look for it.

For such movies, would you just go see it, or would you still do the whole evaluation?

No, I want to have my own opinion. The difference is that in the other case, you are not sure if to go to the cinema and need to confirm it. But if the decision to go see the specific movie was there first, I just go. I look up the trailer because I am excited and can't wait to go there. But not the other sources.

Are you more likely to then talk about it after?

Yes, because it's something I have been waiting for and likely others have been too. So it is more likely to come up in conversations. And if it is really good then I am more likely to recommend it myself.

What if the movie wasn't as good as you expected?

Yeah, I would mention that as well. I would expect people to be as excited as me about the movie, so I might tell them. But I wouldn't like to tell them too much, I would not want them to expect the movie to not be good, and look for mistakes or things that are not great. So I would not push my opinion too far, unless it was really crappy, then I would tell people not to go at all.

Smartphone

Lets talk about the smartphone now. I want to follow the same structure and at first understand what you relationship to it is, look at the sources and the pain points. Could you describe to me what your phone means to you and how you use it?

I think I am more of a practical user. I don't need the most stylish phone, but I want it to work. I had a bad experience with a phone which was supposed to be very high-tech and advanced and it caused it not to work. I don't use it for very sophisticated stuff. Mostly I use it for messaging, social media. Recently I started using it for looking at documents also, for work and for schools. Battery life is also important to me. And it should also have a good camera. But the functionality is the most important to me. And it cannot be too big because then it is hard to control. But for instance the design is important to me, I want to have a nice phone since I am using it so often, but it is not the most important.

What about the brand?

To me it's not the primary choice. I think most brands are doing a good job and are not that different to me. When I choose the phone I am not the one deciding about these criteria. I look at the functions and whether it works well. But in terms of the technical stuff I am not the one deciding that for me. At first of course the phone is emotional for me because it is nice and new but ultimately the most important thing for me is the functionality. So now it is important to me that I know the brand because I had a bad experience in the past with an unknown brand, so I want it to be a solid brand that I know will be good quality, or I will search for opinions on it. It feels safer to go for a known brand because the phone will either be good, or if it is not you will get good service and they will help you, not to harm their brand name.

What about the budget?

Since I am not paying for the phone, it is not that important. I ask for it and do not tend to choose the most expensive phone, I don't like doing that, but it is not the primary thing. If I find a few phones that meet all my criteria and are similar, then I do decide on the basis of the price, but it is not in the top three. The phone I have now is about CZK 8,000.

Lets talk more about the process now. Imagine you are looking for a new phone.

This is the one thing about me as a user. I will not buy a new phone unless it is needed, I want to have it for as long as I can. When I need a new one I will ask either my father or my brother to look for some options for me. I give them my criteria but I don't understand the technical things. I could of course learn more about it but it is not pleasurable for me so I rather ask them. Then they recommend a couple phones and there I look at the criteria that matter to me, not the detailed technical description. I let someone else do this decision for me. And then I look at how big it is and what people say about it from the viewpoint of everyday use. But for instance professional reviews of people who test phones, I never look at.

Then you ask your brother and get a bunch of options. All those you then already consider good options because they were recommended for you? How do you decide among these?

The last time one of the options was a phone my friend had, and she told me about some things she disliked about it, and I read the same online, so it went out. I would look at the comments and the technical descriptions. But I think I would not look at the comments on the producer site. Usually we purchase the phone at Alza for instance, and I would rather look at the reviews there. The comments have both positive and negatives, people are telling you really practical things about what they like and dislike, and sometimes those are really useful and people confirm each other's opinion. And then I pay quite a lot of attention to that. Sometimes I would look at Alza and some other similar retailer, like Mall.cz for instance. The retailers but no other reviews on external sites.

How reliable do you find them?

In general quite reliable. But I always also look at the language and the style of the review and how I feel about the people who wrote the comment. I also try to look for patterns. If they are very random than I will look somewhere else because it is weird if everybody has different opinions.

What about professional reviews?

I would look at professional reviews only when I can't decide about a couple choices. But if I read two good ones I don't look for more. And if it is too complicated sometimes I don't even finish it. But I think they are more valuable to me than professional reviews for me, because they can provide me with good information I would otherwise not realize or understand myself.

Based on this, do you already make your decision?

I like to look it up at other places too, I like to look up short videos. But I really only get a new phone when I cannot use the old one so it is a quick decision. And I do not want to spend too much time on it. It will take a couple hours in total of course. If there is something new about the phone I would want to try it out, like the back button on my current LG phone. But if the phone is fairly standard I do not need to go see it in store.

Would seeing the phone in store be likely to change your opinion?

Yes. But I don't like the sales people in the store. I tend not to trust them, I study business and I know how they do it. Sometimes they might tell you valuable information in a language that you understand then I would trust them. But if you see they are just trying to push a phone on you then I distrust them and illogically, I also distrust the phone.

In general I do like it when somebody helps me make the choice as I am not an expert in this and I find it stressful, I am afraid of not making the right choice.

I see. Would you prefer to buy the phone online or in a physical store?

Online. I might go to the store to try the phone but I still like to order online, because in the store it still feels a bit too pushy. I like to take my time. And it is convenient because you get it

delivered to your home and can still return in. which I would normally not do unless the phone has a big drawback, or looks very different from what I saw on the internet. So this is not the most important part of the decision for me. But I like having the assurance in my mind that if anything is wrong with the phone, I have the option to return it.

Once you've got the phone, how likely are you to talk about it to others?

Actually I am a lot less likely to talk about it than the cinema. It is just a phone. If I really like it, great, but I keep that to myself. Sometimes people ask if they see it or have it in their hand. But even if I really like it, I will only talk about it if people ask for recommendations. The only case I would bring it up myself is if I was really dissatisfied. Because such a thing complicates your life a lot so I would complain about it a lot. But not necessarily about what kind of a phone I have, more just about the situation.

I am definitely not a person to write a comment about the phone, no matter if my experience is good or bad.

My last question is then about any pain points, anything that could be done better or differently?

I guess the information is not really hard to find. But at the retailer's site, where I usually shop, there is very little information that is useful for me. So I would like it if the retailer site had links for external reviews straight away. And if it led to relevant, objective reviews, I would like it a lot more and I would trust the retailer a lot more – because they are willing to provide an impartial review to me. I would not want them to provide the review themselves. But for instance linking to a Technet [Czech electronics review site] review would be great and make e.g. Alza more trustworthy. The process is difficult for me so I would appreciate the retailer making it as easy for me, it would increase the store's reliability to me. I would feel like they care about whether I am satisfied instead of just pushing it on me.

I would also like to see a video at the retailer site, because photos are not enough. This they could even do themselves, and then maybe I would not have to go to the store if they showed a short video of how to manipulate with the phone. And since it is not about giving an opinion on the phone I would be fine with Alza or the manufacturer doing this. Now I feel like I need to visit so many sites and it is annoying.

So if you say you like the retailer to care about you, would you be more likely to give the phone a review if the retailer asked you for it, e.g. in an email?

I am not sure. I would not want to just spend time on it for their benefit. But if there was something to motivate me, maybe a small discount for the next purchase, that would increase the chance.

In-depth interview

John, 26

To give you a small introduction, I'm doing this for the purpose of my diploma thesis at VŠE, which is focused on low risk and high risk products and the differences between them, so I'll be recording this for transcript purposes only, if that's okay with you, so I'll record this, then I'll transcribe the whole thing into a full conversation, anonymized, where I'll use your age and gender if that's fine, and I change the name so it's completely anonymous and then I can delete this whole recording.

Yes, that's fine.

Cinema

What is your relationship to movies?

My relationship of going to the movies has changed over the last years/decades. In high-school, going to the movies was cheap and fun and I went every second week (costs 5€). We often went with friends. It was a leisure activity. We'd go after school during the day.

Over the years, I have had less and less time and the prices went up to about 15€. So, it's not that convenient to go every second week anymore.

Also, my viewing behavior has changed. I switched to watching TV shows instead of movies. I only go watch a movie in the cinema if I think it is really worth seeing in the cinema. I would e.g. never watch a comedy on the big screen where it is just about the dialogues. If I watch it on the big screen it has to have a lot of action and great animations. E.g. in the Star Wars movies. Otherwise, I'd prefer to watch it at home.

I'd estimate that now I go 2-7 times per year.

What would be the occasion for you to go to the movies?

If I hear about movies which sound really interesting to me, e.g. the Star Wars movies, these would be occasions to go to the cinema. Other times, friends ask me to go watch a movie. But I'm only willing to spend the money if I think the movie is worth it. The cost is a big consideration.

Let's look at the purchase journey. Would you just go to the movies as a leisure activity?

Most recently I watched the Star Wars movie with my brother. I booked two tickets online and went with him. Several friends always watch these movies right away and tell me whether the movie was great or not. This definitely influences my decision. Also, I watch trailers. I don't actively look for new movies, e.g. on the cinema website. I rather receive the information passively through e.g. a YouTube or facebook advertisement.

When going to see a specific movie, how do you find out about it (e.g. Star Wars)?

Probably from social media (e.g. Star Wars banner ad or trailer) and social interactions with friends who are better informed than me are the main sources. It's mostly about private chats and whatsapp groups. Also, IMDB is a solid source for me which I consult occasionally. There

I sometimes watch trailers of new movies but often times forget about them afterwards and don't actually go see the movie.

Let's say you know that a certain movie is out and you want to watch it, how do you proceed?

I usually pick a location and a time. It always depends on the occasion and how much in advance I plan to go. For me, this is always quite spontaneously – usually the same day.

What happens after you watched the movie? Do you talk about it with people?

Yes, I talk about it afterwards. I share my impressions with the people I went with. Depending on the movie and situation, I'd also talk about it later. If I really liked it e.g. with the Star Wars movie. I wouldn't actively initiate the conversation though.

Would the process be different if you just went to the cinema as a leisure activity?

The buying process wouldn't be different. I wouldn't go to the cinema without checking online what's available. Then I'd have a look which cinema are in the area. Then looking at certain criteria e.g. language, then the date (usually same day), then I would look at the selection of movies. I'd maybe look at the IMDB score and the trailer and if it fits I'd look at the screening times and finally I would again book the tickets online because I don't want to stand in line.

What about the IMDB ratings?

I wouldn't watch anything below a 7 or 7.5 maybe to be honest. Some of the action movies that generally have a lower score because they have a weak plot. There I might back up my decision by a second source, e.g. moviepilot. With action movies, I might also watch one with a 5 but not in the movies.

With regard to the number of references, I think you need at least a couple hundred to make it reliable. I wouldn't spend too much time reading the written reviews.

Overall, I would spend about 10-15 minutes on the choice. Maximum 20 minutes checking different movies, cinemas, times and watching 3-5 trailers. If I don't find anything, I would abort the whole mission.

Do you look at all of the movies offered?

Based on my preferences, I'd look at genres I like. I'd only focus on the movies that look appealing at first sight.

What happens after you watched the movie in the leisure situation?

If I had high expectations about the movie, I'd either feel really happy or disappointed because my level of involvement was higher. If I just watch a random movie that I only found out recently, I wouldn't think/talk about it that much.

Would you be more likely to share a negative or positive emotion?

As I'm a naturally critical person, I'm more likely to talk about negative emotions.

Would you also share your opinion on social media?

No, I've never done that. I also wouldn't write a review or anything. I don't have the involvement or the time. I'm happy that others do it and I find it useful, but I don't want to spend time on it. I would only do it for a considerably high reward.

What about any pain points?

Only in the situation when there is no specific movie that I want to watch. The main issue is finding a movie. After 15-20 minutes I can get really annoyed by it and feel like I'm wasting time. Second, I'm also annoyed of the 30 minutes of advertisements before the movie. Third, the higher prices are also annoying me and influence my decision. I understand that they raise the prices due to piracy and higher production costs, but the reference point of 5€ from my youth makes paying 15€ per ticket quite painful.

Coming back to the searching process, some websites try to bundle the whole movie offer of whole cities. The customer friendliness and ease-of-use is not very high. I'd like to have some filters, similar to amazon, where you could choose e.g. the city, time and genre and then get an overview of all the movies that are available. The abundance of offers makes it sometimes difficult to decide on a specific movie.

Smartphone

What's your relationship to your phone (emotional, important)?

Between the age of 20 to 24 I always had the latest flagship phones. After using the flagship phones for some years, I was really happy with them but felt like I don't really need such expensive phones because I'm not such a heavy user. I don't play games or anything, for me the phone is a tool. I use the calendar, take pictures, have some apps, messages, connect to people etc. So, I decided to buy a cheaper phone with a slower processor etc. I was happy with it overall except that the battery was too small. Now I'm in my third stage. I know that I'm going to get a company phone soon anyways, so I decided to buy a budget phone. My main criteria were the battery life and the design.

How active are you on social media?

I check Facebook every day but not every five minutes either. Maybe a few times every day. Occasionally, I check 9gag and watch YouTube videos. I don't have any other social media accounts that I use much.

The phone to me is the gadget that I use most frequently on a day-to-day basis. I think my relationship can be classified as rather functional. If I lost it, it would of course be annoying. But I would simply buy a new one for 100€. The main things I use it for at the moment is listening to podcasts and music, text with friends, social media and calling/other apps (productivity, brain training).

Which other factors are important to you?

First, I thought about what I would be using the phone for. Then I looked up the different specs and tried to match them with the functionality I need.

After identifying that I don't need a 700€ phone, I decided to buy a budget phone. I originally thought about a price range of 200 to 300€. I ended up buying a phone for 100€ which I'm really happy with.

My main criteria was the design. I found some phones which were cheap and had all the features but looked like shitty plastic bricks. As I use it every day, I wanted it to be nice. Rather for myself than showing off in front of other people. Second, I considered the battery life. That was the one thing that was annoying me the most with my old phone. I was travelling a lot and had to charge the phone twice a week. This one lasts about 1.5 days so that's great. The other criteria were just minor. The camera was okay, the screen resolution was sufficient, it has enough storage and I can put in another SD card or second sim card.

The whole process was a bit back-and-forth of doing my own research and talking to my friends about the findings. In my own research, I included review and smartphone comparison sites. Also, YouTube videos. With regard to my friends, I focused on those who know the market well and are tech-savvy. That's the process I used to narrow down the selection. When I had narrowed it down enough I simply made a decision and bought the phone.

The friend feedback loop lasted about 3-5 days.

The last "push" was probably a 15-minute YouTube video about the three phone I was thinking about buying. The guy seemed independent and knowledgeable and the video had good ratings. I wasn't a 100% set yet but then saw a really great offer online. So, I just bought it. The low price of 100€ played a big role. I thought that if I don't like it, I can simply buy another one.

What about the brand?

So, my friends had some influence on my decision. Some of my friends just wanted me to buy an iPhone. Robert told me about his Xiaomi phone and I could use it. I ended up buying a Xiaomi phone. This was a big decision criterion.

The brand mattered in so far that Robert had the Xiaomi phone and he was convinced of the brand. Had it been a different brand, I think it wouldn't have mattered to me. I don't have the same phone that he had, but I trusted that the phones of the brand would be of similar quality.

Are you happy with the phone?

Yes, I'm really happy with it. There are a few minor flaws but I feel like I received a great value for my money.

After the purchase, would you talk about it with your friends?

Yes, I talked about it to the Apple fans. They sometimes ask me what kind of phone I'm using because they think it looks like an iPhone.

Would you talk about it with anyone else? E.g. on social media?

No.

Which sources are most relevant for your decision?

For me a key criterion was how the phone looked. The phone was only available on the Chinese market, so I couldn't get my hands on it easily. Therefore, the YouTube videos were quite relevant. There you could see a guy using the phone. All these specs (processor, camera, etc.)

are rather minor things for me. In general, if the phones are expensive and both are available in stores, I would definitely go to the store and try them out for a couple minutes each. I wouldn't do it for a cheap phone though.

Net time to make the decision?

The time period was three weeks. Active net time probably more than 10 hours. I think it was worth it. I learned a lot about myself and my phone usage. Alternatively, I would have bought the latest Samsung which might have been a little bit better.

I derive a lot of happiness out of knowing that I got a great phone for only 100€. Spending 8 more hours to save 600€ is worth it in my opinion.

What about professional reviews on these tech sites? Do you find them reliable and trustworthy?

I was really concerned about these points with the YouTube videos. Often times these influencers get presents from the companies to make the phones look good. So, there is the chance that they are biased.

I think these review sites are not very transparent. One indicator of the review's credibility is the length and form (e.g. no spelling mistakes). You could also look how popular the site is among users.

I like Techinsider because they have good and professional reviews. They also do unboxings etc. I find these professional sites quite reliable. People there have been doing these reviews for years.

Also, they sometimes have to give the phones back after some time.

Compared to most my friends, I find these professional review sites more reliable, because they are objective and more tech savvy. My friends are often quite biased by the phones they are using. I think most my friends wouldn't put that much effort into the decision.

What about writing a review?

For 50€ I would do it. I wouldn't enjoy it. If I do something for a stranger, I would want something in return.

What would your decision journey look like?

I used YouTube videos as a relevant source. These top 10 lists of phones for e.g. less than 300€. Based on that I created a long list of phones which could be interesting to me. E.g. always the top 3 of these kinds of lists. Then I would do more research on it and check the criteria. But I don't think that I cared about the brand too much.

Any pain points?

In the beginning I felt overwhelmed because of the sheer abundance of different phones and specs etc. I learned that I have to set some mental filters.

Even if there are smartphone comparison sites, there are so many of them. Likewise, you also have to consider so many different things. I e.g. bought my phone from China and had to find the one specific version that allows me to use LTE in Germany as well.

So, my major pain point was the complexity of the decision.

Would you appreciate filters on the retailer site?

I don't think these kinds of filters (e.g. heavy user) are very useful because the users won't be honest. People in general are bad to talk about themselves in these dimensions. I would be willing to do a 10-minute questionnaire instead where they ask me specific questions how I would use my phone. This would result in better results.

In-depth interview

Lisa, 25

To give you a small introduction, I'm doing the for the purpose of my diploma thesis at VŠE, which is focused on low risk and high risk products and the differences between them, so I'll be recording this for transcript purposes only, if that's okay with you, so ill record this, then ill transcribe the whole thing into a full conversation, anonymized, where I'll use your age and gender if that's fine, and I change the name so it's completely anonymous and then I can delete this whole recording.

Yes, please go ahead.

Cinema

What is your relationship to movies?

I don't visit the cinema frequently. I go there occasionally (once every 2 to 3 months). I usually go to movies that are somewhat "hyped" with a lot of buzz around them or if they are about something that is of particular interest for me. Or in Prague I like to go for blind movie screenings which is when you don't know which movie they are going to play. So, my relation to the movies is occasional, relaxation kind of style. I prefer the convenience of watching a movie at home. I see the cinema as a socializing occasion/evening out kind of alternative.

How do you decide to either watch a movie in the cinema or at home?

I usually look for reviews online. When it's a blockbuster or just fun to watch with great visuals/sounds I will go to the cinema. I would never watch Avatar at home. Based on the reviews I'd assume that the experience would be better if I watch it in the cinema. But if it is a regular movie and the storyline is somewhat more important than the effects, I'd watch it at home.

Let's look at the purchase journey. Would you just go to the movies as a leisure activity? E.g. with your boyfriend?

It happened a few times when I was living abroad and when my regular schedule wasn't that fixed. Particularly in Canada where the city I was living in wasn't that great in terms of cultural activities. The cinema was a good place to spend time. But as a date night, I prefer outdoor to indoor. I see the alternative as an alternative when the weather is bad or when I'm tired and just want to relax. But to be honest, it's more common that I go to the cinema to watch a specific movie not merely as a leisure activity.

When going to see a specific movie, how do you find out about it?

I would say social media. Either friends sharing or commenting on movies. Or some of the celebrities who I follow on Instagram share a trailer of a movie which they participated in. That happened quite often with Emma Watson for example. I would not have heard about two of her movies if she hadn't shared them on Instagram.

Second, friends and reviews. Or, if it is general fuzz. A huge thing like Star Wars and Fifty shades of grey. If you see the posters in the metro for example. These subconscious points of contact like posters that works for me. If the poster is pretty – either digital or offline – I'd go check it out.

What about Youtube trailers?

Not really. I'm using Youtube for the audio purposes not too much for videos. But once I notice a trailer, I'd probably press play.

If it was an ad before a video, would you watch it?

Only if it catches my attention in the first 3-5 seconds. Otherwise I'd skip it.

What happens after you discovered a movie that you're interested in?

I do my research. I search for reviews of people who have already seen the movie. It's in my free time and money so I don't want to waste it on a low-quality movie. If it is a movie with a particular actor I like, e.g. Emma Watson, Tom Hardy or Blake Lively, then I would go for a movie even though the review says it's relatively poor. Usually, I also use user reviews, professional rankings.

When I scroll through the comments I also check on the interesting stuff. Because I like knowing little hints around the movie. If I find that interesting even though the overall rating might be poor, I go for it. I also like to go for movies that are based on a true story. Because then when I see it, either in the movies or at home, I like to research more into the topic.

With regard to movie reviews, the more reviews a movie has the more authentic the rating is of course. I also look at the percentage ranking. I do not distinguish that much in terms of "the movie has to have more that 85% otherwise I won't watch it".

I go for more color coding. With new movies it's difficult to get an average opinion that would be valuable. So, I go more for something like 75% above. Below that (in the blue section) I usually wouldn't go. Then I'd really have to like the actor or find the topic interesting.

Below 50% I'd never consider it. One example is Fifty shades of grey which I wanted to see in the movies last year even though I knew the ratings were bad. I wanted to see it for the fuzz. In this case, if it is something I personally desire or whatever reason (educational, social, fun or whatever) I don't rely on reviews that much. I find the ratings in general quite trustworthy.

How much time do you spend when deciding to watch a specific movie?

Let's say 15 minutes of research.

What about trailers, do you watch them?

Yes, I love them. I always check the first trailer. If that catches my attention, I watch the second and third one. And then I go to the reviews. I'd e.g. only go on Youtube to watch a specific trailer. Not like as a leisure activity.

Will the trailer in itself ever be enough?

Yes, it happened last week when I watched a movie at home. I googled top movies 2017. What we talked about before, e.g. through celebrities on Instagram, is more passive. Compared to this more active approach of googling movies – also sorted by e.g. genre.

What about your friends' opinions and recommendations? Does that influence your decision?

Not really no. My friends and I can have the same opinions about many things. But with movies I think it can be like music. I generally don't rely on their opinions too much. I generally do my own research based on which I decide whether I go watch the movie or not.

What happens after you watched the movie? Do you talk about it with people?

Yes. I like movies that leave you thinking. If it is a good movie, I recommend it to people. If it is a bad movie, I'd share my opinion as well.

There are so many movies coming out which makes it difficult to navigate yourself through what is good and what is bad so I really appreciate if someone tells me about a movie. Then I do the research and then I decide for myself. I appreciate the information and their opinion.

Would you also share your opinion on social media?

I would probably "give a like" but I wouldn't actively comment or share anything. I'm not very active on social media in terms of posting stuff proactively. Maybe only if it was completely mind-blowing.

Would you ever write a review for a movie?

Yes, I would. I haven't so far, but I would. I wouldn't have a problem doing it because there are so many movies out there with so many different opinions about them. Every movie includes some emotions, thinking and I base my opinion on those reviews which is why I wouldn't have a problem with writing my own review to pass on my opinion.

What would be your motivation to do it then?

I don't know. It would have to be a movie that triggers emotions (either good, bad or controversial). I once watched a horror movie which was supposed to be one of the best movies of 2017. It turned out to be one of the worst movies I ever watched. But it left me thinking which was great.

What about the information sources. You said you rely on it quite a bit. Do you find it trustworthy?

Yes, I do. Because the user base is very big. It's ongoing for many years, well-known and thousands of reviews and rankings. I find it trust worthy because so many people are participating.

With regard to your friends, you said some of them don't share your opinion, so you don't use them to form a decision. Does that not bother you with the user reviews?

I see a difference there because usually when you're talking to friends you have maybe 1 or 2 who saw the movie and they give you an opinion. But when you're online, you can read 15-20 reviews of different people. So, the higher quantity makes the opinions to be less likely to be biased.

But again, the key decision criterion is the trailer. I can make my decision to watch a movie solely based on the trailer. Usually I find the trailer to be representative enough to base my decision on it. Of course, the trailers are usually designed to make you become attracted to the

movies and also include some cliff hangers. So they only include the sexiest moments into the 2 minute trailer. But if it is put in there in such a way that I like it, it's good enough for me to watch the movie.

Do you find the social-media influence reliable?

Yes, I find the celebrities reliable. Not sure if it is too relevant though. I only have a few role models that I like as actors in many past movies. Then I trust them that when they shoot a movie it will be good.

What about any pain points of the process?

As I said, sometimes it's difficult to find a movie because of the sheer amount of them coming out. Proactively looking for movies based on your preferences is the best approach I found.

Going to the movies as a leisure activity doesn't happen very often in your case?

Not very often, no. Usually I'm targeting a specific movie. It only happens when I'm with friends (e.g. an afternoon out, passing by a cinema, watching a poster, I can see myself doing it. Or as a date night. But then I prefer these blind date cinemas. Then you'd just go there for the purpose of going because you are pretty sure it's going to be a movie that you're never ever find on your own. Usually small-scale, weird production that won't be too main stream and would never make it to the big screen. But the people who select these movies to be played are usually experts so I kind of trust their opinion on choosing a movie worth seeing.

If I were to just go to see a random movie, the starting point would be the time and location convenience. If I was in the center and saw a cinema, had time, the weather would be bad or I just felt like watching a movie or sitting down for two hours, then I would consider it. Then I would probably not look into the reviews. I'd just look at the posters. I can imagine myself going to the cashier and asking for recommendation. I would enjoy the spontaneity of it. I wouldn't care about the actual movie too much because I would just go there to chill. Similar to the restaurant. Sometimes, when there are too many things on the menu, I'd just ask the waiter for recommendations.

I can imagine that it would be a really big pain if I got recommended a movie that turned out to be really bad. The lack of information can also be a pain point.

One more point to add. I prefer smaller theatres. The big ones always feel overcrowded. As I don't go to the cinemas too often, I want the atmosphere to be nice. And I prefer smaller venues. The selection then of course is smaller but I'm not that much into the 3D and visual effect stuff anyways.

Smartphone

What's your relationship to your phone (emotional, important)?

My phone means a lot to me. I use it all day, every day. I have thousands of photos, quite a few apps. Because I chill a lot, it's a way of keeping in touch with all the people I like. It contains internet which is a source of information for everything for me. Last summer I drowned my

phone and went 10 days without it. It was very eye-opening in some ways. For my daily life, it's a must. It's an emotional thing for me. An LG ad campaign tested how emotional people get about their phones. They put a vending machine on the street and asked you to put their phone there. Then it would drop into the machine and there would be a window and a robot would smash their phone. The whole purpose was to shoot reactions of people how emotional they get when someone destroys their phone. It got really intense. It wasn't about the monetary value but about e.g. the pictures and other emotional factors.

I'm very dependent on my phone because of my life style as an international student. I'm moving all the time so I need a map, I need internet, navigation, get information, keep in touch with people. So I need it.

What kind of a user are you (technology side, usage, ...)

I guess I would be a heavy user.

How do you use the phone (social media heavy, mostly texts, scarce usage...)?

Social media and e-mail. I prefer to message and don't call that much. I have an iPhone and many of my friends use iPhones as well. Many of my friends have muted their messengers and whatsapp because it pops up too often and you cannot mute an SMS coming to your phone. So, I use it in a certain way to contact people. Also, my parents don't have Facebook.

Are you interested in the technological aspect?

I'm naturally a geek. I usually ask for opinions from friends who I know are skilled about it. My boyfriend is interested in these things too. I care about it but not too interested. When selecting a phone I definitely do my research about it.

If I was to choose a new phone for myself, I would choose the work phone I currently have just with bigger storage. This is one of the factors I care about the most. Because I take a lot of pictures.

Which other factors than storage are important to you?

Design. I like minimalistic phones in light colors more than dark colors. The size is also important. It needs to fit in my hand. Some of the newest models are just too big. Others are too small. The display has to be reasonably big to see things on the phone properly.

Then I would look at the camera quality. Then I would check the battery life. That would be it.

What about the brand?

For now, I would only consider apple products. The first iPhone I had was a surprise gift, so I didn't choose it. But I found it very easy to navigate. I also like how when you're switching from one point to another, the system runs very smooth.

I'm currently owning my third phone and what I appreciate is how easy it was every time to switch. This would be the pain point. Switching from IOS to Android. I don't want that.

Would price be a consideration for you?

Yes. I will not spend the money on the newest iPhone because it's too expensive and not worth the benefits. I always buy the older model.

I usually buy new phones. The only time I bought a second-hand phone was when I drowned my old one and needed a quick fix. I would have trust issues with second hand phones. It could be stolen from China or manipulated. Deleting the old data is also always a big concern.

What would your decision journey look like?

Assuming that I need a new phone, I would do my research. I wouldn't consider other brands than Apple products. I would look at price comparisons. The key decision driver would be the storage.

I would of course also consult my friends how satisfied they are with their models. Unlike with the movies, I would take their opinion to be very representative because they use their phones in a similar way. I would probably also go into a store and ask the expert in the store – even after having made my decision there. I would then make the purchase in the store to receive the phone right away.

After the purchase, would you talk about it with your friends?

Yes. Similar to the movies, there are so many choices to choose from which can be overwhelming. E.g. camera differences, storage and battery between Apple, Google and Samsung are very small. If people asked or wanted to know, I would talk about it. I wouldn't talk about it proactively – unlike with the movies. I would e.g. ask my girl friend if the phone fits in her hand.

Why is that?

Not because I felt like I'd be showing off. Buying a phone is a very rare purchase option. You don't do it that often and it requires a lot of involvement. With the movie, you can decide it more quickly and frequently and it is not a deal breaker. It doesn't cost that much money, it's not a thing for 2 or 5 years. It's just one afternoon. Also, movies run out faster. This might make me talk about it more proactively.

What about a review?

I would more likely to write a review if there was an issue. If I bought a phone which is okay based on reviews that said the phone would be okay, I wouldn't see the need to repeat that. It would have to be something extraordinary. E.g. a battery problem after a software update. I checked online for that specific issue and found people online with the same problem. So, I knew that I could contact Apple to solve it. I wouldn't go to the service directly without checking online first. With bigger purchases like this one, I see the relevance of reviews. With movies it's more about preferences and opinions, with phones it's more about sharing knowledge.

Would you be more likely to write a review for a reward? E.g. a discount for the next purchase?

Yes, I would. If it was a reach-out from the retailer, I would do the review. I wouldn't proactively go on some random retailer website and write a review. But I would do it for the retailer I bought the phone for (relationship building).

How much time would you spend on the purchase decision? Net time?

It could be spread over the course of 2 months (depending how urgent it would be). Net time maybe 10-15 hours.

Regarding the sources: Would you prefer a professional review?

Yes, I would find them more trustworthy. I think I'm a heavier user. I find it more relevant to have someone with a deeper industry knowledge to give me advise on the decision. A very good feature about the new models is that they are water proof. That eliminated a great pain point. Also the price difference is not that big.

What about user reviews?

I would probably read them. The user-friendliness part would be equally useful as the professional reviews. But the rest of it (the technical part) I'd probably read and find helpful but not weight as strongly.

What about Youtube Videos?

I might. I never did, but I might. I would also find them relevant and trust-worthy. Even more so because I could look at the feature testing part.

Is choosing a phone an enjoyable process for you?

Kind of, yes. Because it's a thing I'll use very often so I like to take the time to do the research with friends and online. It doesn't bother me.

Any pain points?

Maybe with regard to the professional reviews: There is a strong base of lovers and haters – especially for Apple products. I found it quite difficult because you either get the reviews that are extremely negative or positive.

There's a lot of information available and different places to buy it. It depends if it is a good thing but can definitely be too much and overwhelming. But overall, I find the process okay. Especially because you don't do that so often.

In-depth interview

Nina, 24

Hello Nina, thank you for doing this with me. The purpose of the interview today is to do an interview for the purpose of my diploma thesis research at the University of Economics in Prague. It is going to be concerning purchase decisions for high and low risk products, represented by the decision to go to the cinema and to buy a smartphone. And what is ill be asking you some questions and recording this for making a transcript. This means that by the end of this I will create a word-by-word transcript of what we're saying here and I delete the recording. I anonymize the transcript, your name will not be used. If you agree I will use your age and gender. Please tell me if this is okay with you.

Yes that's okay.

Cinema

What is your relationship to movies?

I love movies and I want to work in the film industry. I am a big fan.

What do you find particularly interesting about it? Types of movies?

I'm interested in Blockbuster movies and Superhero movies. I don't like the "artsy" types of films. I'm interested in film trends in the Hollywood sphere.

How do you consume movies?

I both download movies and watch them in the cinema. Ratio: 80% cinema, 20% downloads. I want to support the creators and support them legally. The 100 something crowns for the movie tickets won't kill my budget. Also, I think the film is made for the large screen, so the experience will be much better compared to my small laptop screen at home.

Is the price a consideration for you at all?

If it is a reasonable price (or even slightly expensive for Czech Republic) I'd go. However, if it would be about 500 crowns, I would not go because that would be ridiculous. If there is a movie I really want to see, I wouldn't care about the price.

Do you differentiate between different genres of movies which you'd rather like to see in the cinema compared to others which you'd be fine with watching at home?

That's a very valid point. It depends on the film itself. Movies that are filmed with I-Max cameras for example should be watched in an I-Max cinema. Movies often get adopted to smaller screens to improve the viewing quality of the screen. However, even if they don't get adapted, it distorts the quality. Each movie is made for a certain type of screening and it will then be adapted to the other types. For instance, you have a lot of Netflix movies which are made for the small screen and adapting them to the big screen is an issue. So I always try to find the right format for the movie – for many movies that's the cinema.

How often do you go roughly?

It depends on how many movies I'm interested in are displayed in a given time period. It could vary between once every couple months to several times a week. I would say I go at least once a month. I think about 20-30 times per year is realistic. I'm a heavy movie goer.

Let's talk about the decision journey. Imagine you go to the cinema with your friends without having a specific movie in mind yet. What would that look like? Specifically, how do you find out about the movies?

Firstly, I liked many trailer pages on my social media channels. As soon as the trailers come out, I'm usually made aware of in my news feed right away. Then I watch for when the movie is coming out in my country on the local channels. Usually, cinema websites. In Europe, movies come out a bit earlier compared to the US premiere date. So I watch out for that. So, in general, I'd say social media and the internet in general are my main sources of information. Social media is the best source in my opinion. I follow the big six production houses and media houses (e.g. the movie section of NYTimes) and also follow my favorite directors.

Now let's imagine that there is a specific movie that you want to see. How would the decision process look like?

I find out about it by seeing the trailer or even during the filming process – which I'm interested in. I also enjoy watching the "behind the scenes" content that shows how the movie is made.

Once I know a movie will come out I usually go to the cinema website to find out exactly at what date I can watch it. As soon as I know that they opened the ticket reservation process, I buy my ticket.

With a lot of movies, I like going on my own for the first time if it is something that I'm really interested in. E.g. with superhero movies, I have my comic book background and I don't want to sit through the movie having to explain everything to other people. If I'm really excited about a movie I tend to go multiple times.

So, you buy your ticket without finding out in advance whether the movie is any good?

Exactly. I only read the reviews afterwards because I want to form my own opinion first. I've seen my fair share of movies and have my own style and opinion without any external sources.

What happens next?

After getting a first impression of the movie, I try to find out everything I can about the movie. E.g., what kind of technology was used, which types of effects, whether there was CGI etc. Then I look at what the internet is saying about the movie – especially the major critics. The main sources are IMDB and RottenTomatoes. But I don't think it influences me much. I form my own opinion also including the film making perspective.

When you take some of your friends, how much do you talk about the movie? To what extent do you share your impressions with the world?

I share my opinion quite a lot even to an extent that I annoy my friends with it. But they know that I'm passionate about movies and even come to me asking question like "have you seen the latest ...". In general, they often ask for advice or about my opinion of the movie. They want to find out whether it's good. I sometimes struggle to answer because my opinion often varies

with that of the major critics. I always try to recommend movies to my friends which I think they would enjoy.

Would you share your opinion online as well (e.g. social media, newsfeeds)?

I don't write any formal reviews or anything. Sometimes I share my opinion online especially if the movie is underrated in my opinion. If there is a really good movie no one knows about I'd share it online. Same goes with the opposite side of the spectrum: When I'm really disappointed by a movie I like to filter my frustrations through social media.

Are you more likely to be positive or negative about a movie?

Usually, I'm more positive about a movie. I don't like to argue with people. When I don't like a movie and post it, people who comment are more likely to argue with me which I dislike. I like to have my own opinion and I don't feel like I have to justify it with anyone. So, I'm more likely to post positive reviews.

Why don't you write reviews or give scores online then?

Partly because I'm worried that it might be completely different to what the other experts think. I don't have an image in the film making world and I don't want people to think that I don't understand the movie. I also don't really have the time to write a proper, extensive review. I'm somewhat worried that I wouldn't do a great job, which is why I don't do it.

What about going to see any movie. Would that happen to you?

Yes. I like being in the cinema. That's my happy place.

How would the process look then?

First, I would look at the genre. I hate horror movies and don't enjoy watching them. After I found a genre that I like, I'd look at the director and if I know his/her work. It comes down to if something sounds interesting to me in terms of storyline, cast and crew members then I would go see that movie.

The average movie-goer process in the leisure case would be to first look up a cinema location and time frame and then look at what's offered in that time frame. Would that also work for you?

Yes. If I'm just going for leisure, it needs to be in my free time.

When you decided to watch a movie and dig into the movie offer a bit deeper, where do you go first?

I'd probably start with the cinema website and look at the plot summaries. I wouldn't look at anything else really (plot, genre and people involved).

You wouldn't watch a trailer?

(3 second thinking break) I might. But they are not really important to me. I don't think they represent the movie very well, unless you know the director really well. I don't want the movie to be ruined for me because of false expectations.

Are you usually happy with your decisions?

Yes. I'm at a point where I know the movie scene well enough to make that kind of decision. There are outliers of course (e.g. 10 Cloverfield Lane) where I misjudge movies.

Are there any pain points or things that annoy you?

Some cinemas here give their own ratings to movies. The people who give these ratings aren't educated enough to make valid statements. Some radio stations do the same. That really annoys me.

In general, as I enjoy the whole process of finding and watching movies, I don't really find it annoying. I think that's where I'm different to many other people, who only enjoy watching the movie but don't enjoy the selection process because they are not well-informed. I'm interested in the movie scene. I want to know what is out there and what is going on, even though I might not even be interested in watching a certain movie.

Last movie question. Since you are very independent during the movie selection process and don't rely on any external sources or validations, you are not concerned with how relevant those are?

Not really. I think that mapping what is going on in the movie industry, that's something I do on a more global scale. After I see a movie I try to find out where the rest of the world puts that movie in the bigger picture. I have to separate evaluation schemes: One is my own, based on my personal experiences. The other is what the movie industry thinks about the movie. These two schemes work together after I've seen the movie, not before.

Smartphone

What's your relationship to your phone (emotional, important)?

It is something that gives me the feeling of belonging and connectiveness. It's something that makes me feel safe. I know that I won't be bored or alone. In case of an emergency, I can contact other people. There is a lot of emotional value to it.

What kind of a user are you (technology side, usage, ...)

I'm somewhere in the middle. I like something that is easy to use but at the same time performs well. Ease of use is the primary concern for me. I like having my phone around and use it frequently so I don't want to be bothered with not being able to use it properly.

How do you use the phone (social media heavy, mostly texts, scarce usage...)?

The technological aspect isn't too important to me. I've been using an iPhone for about 9 years and I of course know the general technical specs. For me it's about consistency. I know the technological side of it and know the new models and trends. But I wouldn't know the programming behind it.

I'm not a heavy user. I use it mostly for communication (social media, whatsapp, messenger) and life style apps that help me with day-to-day things (reminders, alarm clock). I use my phone

for the most part of my day, but I feel like there are worse people. I use it a lot, but I don't post pictures every day for example. I use it more for messaging than sharing social media content.

How long have you had your current iPhone for?

I got this one for Christmas. Before that, I had one for 1.5 years maybe. I've gone through 5 models. The way using it isn't changing that much. The changes that I see are mostly for the better. Some people tend to think that not having an earphone jack or not having a home button is a bad thing. I get used to these changes quite quickly and see the advantage of them.

How important is the brand for you? When you go for a new phone, would you only consider an iPhone?

I don't think that I would only consider the brand but it would be the main criteria. Second, I would look at the technical parameters. It needs a "wow effect" for me and be a significant improvement in terms of design or functionality. Otherwise I won't buy a new phone.

Price is also an issue for me. Some of my old phones were second hand. But at the same time, I think it pays off to invest a little bit more and have something that I see as a quality product. I don't mind getting a second hand thing as long as I think it is a quality product. User experience is definitely more important than budget.

Let's talk about the journey. How would you approach the decision of buying a new phone?

There is always a big buzz around new iPhone releases. There is always a big tech event which highlights the new features. I would look at all the news on social media and other media outlets. Then I would look at the phone in a store to try out the new features (physically). Based on that, I'd decide whether I want the features. As I tend to get second hand phones, I'm usually lagging one generation behind.

How do you value other's opinions/be influenced by them (friends, media, reviews)?

Having an iPhone is always also an image question. That's one thing that would influence me. But other than that, if I feel like I really need a new iPhone, I don't think anyone could convince me of the opposite.

How does the "need for a new phone" come up?

If I see new features/upgrades and realize that this would make my life easier, that feature itself is creating the need – not others telling me what I need.

If your phone broke down right now and you needed a new one. Would you also consider other options than an iPhone?

Based on the money I have, I would look at older iPhone models. But probably not other brands. I know that iPhones are overpriced. If my current model hadn't been a present, I would not have bought it myself. It's too expensive.

If you had to decide between one of the older iPhone models, would you look at reviews?

Yes, I think I would. Because then I'd already have a certain time frame that has passed and people can say in retrospect whether it was a good phone for them. Then you don't have to rely

on predictions but have hard data. So, buying the latest model would be more of an emotional choice and buying an older version would be more rational.

Do you share your experience of getting a new phone with others?

I don't think so, unless people ask me. I wouldn't talk about it proactively. I can't recall every doing it either. I don't understand technical subjects very well and I don't think my opinion would add much value. I'm not confident to share my opinion but I'm confident enough to make my decision independently.

Would you ever write a review on the retailer website?

I don't think I've ever done it. I would consider it but I'm not sure if I would actually do it.

If the retailer asked you e.g. via e-mail. Would you review it for them?

Probably not.

If there was a reward?

Probably yes. For a financial incentive I would do it.

How large would that incentive have to be?

200 CZK discount would be sufficient.

Any pain points in the process?

The marketing buzz of phones is distorting what you see (the type of information you get). Sometimes I feel like I'm falling for the marketing instead of really going for what I need. In general, with regard to the process, the biggest issue for me is that the newest iPhone is not available in the Czech Republic. I wouldn't travel to Germany to see it earlier. So, I can only test it after some time. I would never buy a phone without having the physical experience with it.

Do you think that the physical experience is related to the purchase price?

It's a bit of both. Every type of electronics is a bit of an investment. Even earphones which are 1000 CZK, I'd still want to try them out. If the opportunity is there, I'd always go for it.

How long does the whole decision process take for you?

Weeks. I can't say how many exactly. In the store when I have it on hand I'd estimate that I spend 15 minutes with the phone.

Any other pain points?

It would be a lot easier if there wasn't this whole stigma of having an iPhone or not. It would put less pressure on people to choose something. I mainly stick to iPhone because I am used to it, not because it's cool.

What is annoying me is that people assume that I'm snobbish because I have an iPhone. I don't like that my choice is reduced to the image/status symbol of it.

In-depth interview

Paul, 26

Hello Paul, thank you for doing this with me. The purpose of the interview today is to do an interview for the purpose of my diploma thesis research at the University of Economics in Prague. It is going to be concerning purchase decisions for high and low risk products, represented by the decision to go to the cinema and to buy a smartphone. And what is ill be asking you some questions and recording this for making a transcript. This means that by the end of this I will create a word-by-word transcript of what we're saying here and I delete the recording. I anonymize the transcript, your name will not be used. If you agree I will use your age and gender. Please tell me if this is okay with you.

Yes that's okay.

Cinema

What is your relationship to movies?

I don't really watch many movies. Usually only when my wife and I have time we check what is available on itunes and download it there. We only go to the cinema very occasionally. If I watch something, I usually watch action movies or phantasy movies (LOTR). If I go with my wife, we usually watch romantic comedies. On average, I maybe watch 1-2 movies per months and go to the cinema 4-5 times per year.

How do you decide to either watch a movie in the cinema or at home?

Downloading it on itunes is usually cheaper than buying to cinema tickets, especially when there is the rent option for the movie. It only costs about 5 dollars. At the cinema you pay 2-3x as much including popcorn. Price and comfort are the main decision criteria.

What about the type of the movie? Does that influence your decision to either watch it in the cinema or at home?

Yes. If there is some movie I'm really looking forward to see, I'll want to watch it in the cinema. In 3D for example with great sound. Preferably action movies.

Let's look at the purchase journey when you go to the movies as a leisure activity?

I'd check the website of a cinema that is close by to see what kinds of movies they play and at what times.

I have three acceptable location. Then I look at the times when the movies are playing because I only have limited time.

When deciding on a movie, there is some sort of unconscious familiarity with the titles. I watch videos on YouTube where are a lot of ads on movies that are coming to the cinema. So, I might have heard or seen the movie trailer. If it rings a bell and sounds good, I always check the trailer and also a Czech movie comparison website. I only look at the percentage though, not the review. The percentage tells me how acceptable the movie is for an average viewer. However, that also depends on the type of movie because e.g. these marvel movies always have high

scores because they attract a certain type of passionate viewers. It might also go the other way around that I discount some movies in my mind because I think they are overrated. But for me I don't really discount the movies too much because I also like the Marvel movies for example and if they get an 80% rating I'm sure I'm going to enjoy them as well.

I enjoy a specific type of action movies where there is little drama in there. What I like about Taken for example is that there is little drama in there. It looks pretty straight forward and we all know he's not going to die but I still like these kinds of movies.

I don't enjoy romantic movies much – no matter the rating.

If you have already heard about the movie, are you more likely to see it?

Yes, I'm more likely to check it out. I usually decide based on the trailer which is about 70% of the whole decision. 30% is the evaluation.

If you have the list of the options available, do you look at all of them or do you pick the first one that sounds promising?

I usually look at all possibilities within the time frame because there are usually not that many. Many 3 to 4.

How much time do you spend on the decision?

Half an hour maybe.

What happens after you watched the movie? Do you talk about it with people?

I immediately forget everything. I don't talk much with others about the movies. It would have to be something very specific that stood out. I'm not very likely to talk to my friends about it in general. If someone asks me about it and I still remember something, I'll talk about it. Or, if I really hated something, I will tell everybody that it is a terrible movie. Same goes if it really exceeded my expectations.

Would you ever write a review for a movie?

No. I also don't read them. Movies are very subjective topics and as I don't know the person writing the review, they are completely irrelevant for me. I would have to know the reviewer or find him trustworthy. If I had time, I would probably follow some reviewers and try to build up a relationship with them and then find them more trustworthy.

What about the information sources. How relevant/trustworthy do you find the percentage that you look at?

It depends on the movie. Some movies are not rated by the average movie consumer which I think I am and why the percentage usually is relevant for me. As we said with Marvel movies, I don't think the rating is very objective. Most fans create a lot of hype about the movie and rate it higher than the average person.

With regard to your friends?

I know my friends and which movies they like. Some friends who have similar tastes in movies join me to go to the movies. I'd take their opinion more trustworthy.

What about any pain points of the process?

Not really.

Let's talk about going to the cinema to see a specific movie. How does it look like?

When I see a trailer and at the end they say that the movie comes out in two weeks I often forget it by the time it is out. Sometimes I make a note that the movie is coming. I find it difficult to follow up on it because of the time delay. If I like something, I want to see it now, not in two weeks.

Let's imagine you want to go see Star Wars. How do you know that the movie is coming out?

I have no clue. Probably from YouTube ads. Also from other people who talk about movies. Regarding social media, I'm quite old school. I don't remember seeing any ads on facebook. Also my friends don't post anything on facebook about movies.

What about the decision-making journey. Would you still want to confirm that the movie is good by e.g. checking reviews or would you just go watch it?

Recently there was a situation when I heard about a movie which was supposedly really nice. The reviews about it were awful. Therefore, I didn't go. I try to confirm that a movie is good before I actually go.

Would you be more flexible in time and place for a specific movie that you want to see?

Yes, because I can plan it in advance.

Would you be more likely to discuss a specific movie that you wanted to see with your friends?

Yes, I think so. Depends on whether the people around me are that interested in the type of movie. If I go alone or with only one friend... Or my wife, I will be less likely to talk about it. Again, I'm most likely to talk about it when it was really great or terrible.

Any other pain points when watching the specific movie?

I don't think so.

When I spontaneously go to the cinema, it often happens when I'm out shopping in the big shopping centers. Then we decide that we could watch a movie. We would then simply look at the times and types of movies. We wouldn't ask the cashiers.

Smartphone

What's your relationship to your phone (emotional, important)?

Two main things. First, I like electronics. I don't mind spending more money on it. What I require is a smooth experience. I can't stand a phone that is lagging. So the technical and functional aspects is always the first priority.

Also, a phone is a status thing. I wouldn't like to show a super shitty phone in public. For me, a phone is very practical. I cannot live/work without it. It's not really emotional though, I simply need it. In general, I'm not really attached to things and also don't care too much about what people think about me. It's just that I know that people make judgements about impressions and I'm trying to be aware of that.

What kind of a user are you (technology side, usage, ...)

I'm definitely more of a techie than an average user but don't go in too much detail either. I'm just a very conscious/demanding user and I notice when things don't work properly.

How do you use the phone (social media heavy, mostly texts, scarce usage...)?

I would say that I'm a heavy user. I use it for calling, web browsing, news, learning, google maps, social media (linkedin and facebook – at least 1 hour on linkedin and 20 minutes on facebook). I don't take a lot of pictures.

I bought my phone quite recently out of a specific need. It's a dual sim phone. I was entering a Traineeship and received a company sim card. I don't like having to phones on me. The dual sim card was the main criteria.

Which other factors than the dual sim were important to you?

I don't care about the operating systems (android, ios,...). Apple was off the chart because they don't have dual sims. Design is definitely important – I like metal phones, not plastic. The size as well. This is 4.7 inches – I don't like to large phones that don't fit into my topic.

With regard to the brand, I hate Samsung but bought it anyways. The value for money was best from the 5-6 phones I chose from. Overall, the brand is not the deciding factor for me. However, I would be more skeptical to less known brands unless they have expertise in adjacent fields. Huawei for example was not making phones for a very long time but had great reputation in other electronics fields. I wouldn't consider OnePlus because it was a completely new brand. The price as a decision criteria depends on the situation I'm in and how much money I'm earning. When I make decent money, I don't care about the price too much. I set a budget for myself.

What would your decision journey look like?

First I go to the website (ALZA?) because they have everything and started checking dual sim phones and compared the variants (Huawei, Samsung, Nokia) and got the idea what the price range should be. Then I set myself a budget. I went to another shop to touch and feel the phone. I wouldn't buy it without holding it in my hand first. I don't remember why I decided for this one. The phones I looked at were all very similar. This one was a bit cheaper and it had a cleaner version of android.

Also, I checked GSMarena.com which is a comparison website. They have professional reviews, including video reviews. And I also looked at videos that compared certain phones. The review and physical store steps are interchangeable. I do both before buying the phones.

Would you get a phone without touching it first?

No. Maybe if it was Apple because you trust that brand. Maybe LG as well. But I wouldn't buy Samsung or Nokia without touching it first.

I ordered the phone online and picked it up.

The return option didn't play a big role.

Are you happy with your phone?

It's decent. It could be smoother. But I'm actually nicely surprised because before I had the premium model which was horrible. I like this mid-ranged model better.

After the purchase, would you talk about it with your friends?

No.

What about a review?

No. I would maybe do a video review. I wouldn't write one.

Would you be more likely to write a review for a reward? E.g. a discount for the next purchase?

No.

Did you check the manufacturer website?

No not for this one. I checked the Nokia website but mainly because I was interested about the phones they are releasing because they are coming back to the market.

Regarding the sources: How relevant and trust worthy are the individual ones. Let's start with Youtube Videos.

I don't think that I would buy a phone because a random guy tells me something about it. The decision is more unconscious. It is less obvious how they shape your opinion. The ones that I follow, I trust that they are independent and that they don't oversell the phone to share some revenues with the manufacturer. I was watching multiple reviews for similar brands and it seemed quite consistent. The review structure was quite consistent and there was nothing fishy about it.

What about professional reviews?

I consider GSMarena the most trustworthy source out there because they also do benchmarking and go into a lot of depth when reviewing the phone giving a lot of technical information. I check this site first and read the reviews there.

What about user reviews?

Not that much. I think some of them are fake. You can pay people to write/like things for you. I e.g. wouldn't write nice things about Samsung phones because I don't like the brand. Similarly, I think others might be biased as well. I don't trust that the information is objective.

What about your friends' recommendations?

I take specific friends seriously. Especially one friend who is a technology junky. Also, we are on the same page when it comes to this sort of things. But this is not the case for most other friends.

I would consider this situation to be similar with regard to the YouTube videos. There are also different levels of relevance. I would consider the professional ones as more relevant. I don't take these fan videos that seriously.

Any pain points?

The main pain point is always financing electronics because it's always expensive. I like Apple from the user-friendliness perspective. But at the same time it's so overpriced that I'm not willing to pay the money.

Would you be interested in a filtering program on the big selection sites to get a pre-selection?

No that wouldn't be interesting for me. I'm not an expert in technology but based on the key parts, e.g. the processor, camera, memory I can understand what it can do. For me the filters wouldn't change anything. I'm sophisticated enough in my decision-making process.

Would you appreciate reviews from the ALZA website?

I think they might already be doing that. Posting links to independent reviews. That would be more trust-worthy in my opinion. Also as it is a Czech website and they link them to international sources, I don't think they would write the reviews themselves.

Is choosing a phone an enjoyable process for you?

As the decision is important and you spend a lot of money on it, I don't enjoy the process. Because you spend so much money on it. It's such a waste of time.

How much time would you spend on the purchase decision? Net time?

At least 16-24 hours net over a time horizon of 3 weeks.

In-depth interview

Peter, 20

Hello Peter, thank you for doing this with me. The purpose of the interview today is to do an interview for the purpose of my diploma thesis research at the University of Economics in Prague. It is going to be concerning purchase decisions for high and low risk products, represented by the decision to go to the cinema and to buy a smartphone. And what is ill be asking you some questions and recording this for making a transcript. This means that by the end of this I will create a word-by-word transcript of what we're saying here and I delete the recording. I anonymize the transcript, your name will not be used. If you agree I will use your age and gender. Please tell me if this is okay with you.

Yes, I agree.

Cinema

What is your relationship to movies?

I'm a movie enthusiast. I love going to the cinema to watch movies. My preferred genres are somewhat wide (action, phantasie, comedy, not romance)

How do you decide to either watch a movie in the cinema or at home?

It depends on the type of movie. I like to watch movies at home and at the cinema. Movies with great visual effects are better for the big screen (cinema) so I watch them there once or twice. When I can watch it at home, I try to notice the things I did not notice in the cinema. So I like to do both.

Types of movies you would not watch in the cinema?

I wouldn't watch movies where the visuals are not important/great in the cinema. Then there is not much added value to watching it in the cinema aside from the time.

How often do you go to the cinema?

On average, once per month.

Let's look at the purchase journey. Would you just go to the movies as a leisure activity?

Maybe once per year (less than 10%). It would go something like: "Hey guys, I would like to see you. We could do that while watching a movie." Me and my friends have busy schedules and don't meet very often. So, we would have to align our schedules in advance. It's much more likely that I go to the cinema to watch a specific movie. Some of my colleagues who also work at the cinema sometimes do that. They were e.g. shopping and then randomly decide to watch a movie. One of the more difficult parts of the job as a cashier is that we have to be able to describe current/future movies to the customers. So, we are somewhat obliged to know the movies.

How many customers actually ask for recommendations?

About 30 to 40 percent. But only 10 to 15 percent ask about the movie. If there is e.g. a family going to the cinema and they have to decide between a couple movies and ask me which one I would recommend, I'm actually not allowed to do that or tell them. So, we can only give them an objective view on the movie, e.g. how many people watch it or how the IMDB ratings are. The ones who ask me for help, if I were to categorize them by age, the ones that are least able to decide quickly which movie to watch, are usually couples or groups of friends in the age of 40 to 55. Usually a group of female friends on a monthly trip. Students and older people make the decision more easily. Even if they don't know which movie to watch they ask me about movies they find interesting based on their name or which genre they prefer. So with old people it's actually quite fast.

When going to see a specific movie, how do you find out about it? How do you know there is a movie that you want to see?

I work in the cinema, so I know which movies are and will be screened. I usually know the program in advance. I can also look up the lists of movies to be aired on the cinema website. That's my biggest source.

Would there be situations that you find out about the movie earlier than on the cinema website?

Sometimes yes. Although it's not very common. If I like a director and he is going to produce a new movie, I sometimes see it in advance e.g. in a YouTube video. One example would be "How to train a dragon". I watched quite a view videos about the first and second one. In one of the videos about the second one there was an interview with the directors mentioning the third movie which was supposed to be last year but was postponed twice. YouTube is probably my biggest source with regard to watching movie-related content.

What happens after you discovered a movie that you're interested in?

If I already know that there is a movie coming out, the first thing is watching the trailer. Based on that I decide whether I'm interested in the movie. Usually I'm able to decide based on the trailer alone. Sometimes there is a trailer I'm not convinced about (some interesting parts, some shady/risky parts) which I'm not too sure about. Next, I usually look at the synopsis (basic description of the movie). I also look up the director and the cast. Sometimes if I know about the director I can look up different movies he already made. Even if I don't know the director, I can still have a look at the movies he produced and see if there were any other movies I liked. To summarize, prior to the movie release if I'm not convinced of the trailer, I'll do some further research.

Next, if I wasn't yet convinced, I could wait for the critics (preliminary reviews). I'd most likely also wait for the regular reviews from the audience after the movie has been released. I wouldn't spend money on a movie if I'm not convinced that it's good.

If I'm convinced, I'll try to get one of my friends to go with me. It feels odd to me to go on my own to the cinema. I'm comfortable going to the cinema alone. But it bothers me if other people see me going on my own.

How important are location and time for you?

The time is more important than the location. In Prague, most cinemas are reachable by public transportation. It shouldn't be too far away though.

What about when the movie is over?

The first thing I do is look up on the internet if the movie has any after-credit scenes.

Do you talk about it with people?

Most of the times yes. What we liked/disliked etc. Also, with my friends who didn't go to the cinema with me. Mostly with my friends who have similar interests. If I was very enthusiastic about the movie, I would actively start a conversation with my friends. If I "just" liked it, I would probably wait for the movie to come up in a conversation but not actively share it.

Would you also share your opinion on social media?

I probably wouldn't share it on Facebook. Unless I was very enthusiastic about it. I might join in some conversations about it but wouldn't proactively start it. What I might do is go to some smaller forums where I am a member of and share it there. The people there have usually similar interests and it might actually be a nice discussion. There I might even start a discussion.

Would you ever write a review for a movie?

I would again have to be quite enthusiastic about the movie or see it as quite different. If the movie is actually different (different feel) I'd go online and write a review about it. I did it for a movie on IMDB. But only if the movie really stands out.

Let's talk more about the information sources – both in terms of relevance and reliability. Starting with trailers.

Trailers are definitely relevant because they are released by the corresponding company. For me they are one of the most important sources. But even if I like the trailer a lot, I usually wait for the critic reviews. Maybe 50% of the decision is based on the trailer and 25-40% is based on the reviews. Usually the trailer is also reliable, and you can make a good estimate at least on the visuals. Of course, the producers try to showcase the movie and show the best parts in the trailer.

What about critics and audience reviews?

Excluding the case of seeing the premier of a movie, I'd say audience reviews account for 60% and critics reviews 40%. With the premier case, I try to find good critics from different sources as I can't rely on the audience. I find the audience reviews more trust worthy but only if I read more of those. Most of them contain less information because the audience does not get money to write reviews.

You also mentioned YouTube. E.g. influencers. Are these interesting?

Yes, it's important but I'm always afraid that they will reveal any spoilers. With regard to trailers, I sometimes only watch the first trailer. The following trailers often reveal too much about the plot. Then I feel I can't enjoy the movie as much anymore.

What about your friends' recommendations?

Depending on the friend. The more we overlap in interest, the more relevant their opinion to me.

What about social media?

I follow some movie accounts. If I really want to see a movie e.g. like Star Wars I'm more afraid of spoilers. So, I stay clear of social media.

What about rankings on movie websites?

No, I don't rely on them. Every time when a big franchise is about to run their movies, the movie is always high up in the ranking. The percentages are not very reliable to me. I'd rather read the reviews.

What about any pain points of the process?

The only thing would be to decide which movie to watch. Which I can usually resolve by watching both of them. Maybe queues in the movie. I try to avoid it by buying tickets online.

How much time do you spend on deciding whether you want to watch a movie?

If it's a new movie I'd put more research into it compared to e.g. a sequel. A rough estimate for a new movie would be 15-30 minutes of research. If it's a proven concept, it's less than 10 minutes.

Smartphone

What's your relationship to your phone (emotional, important)?

A best friend/secretary/assistant in my pocket which makes my life a lot easier. I can keep notes there, I have a lot of books there, music (70-80 GB), I can stay in touch with friends without actually meeting them.

Is it an emotional product for you?

It can be. When it works properly, it makes me happy and gets me excited. It's like a new toy to play with.

What kind of a user are you (technology side, usage, ...)

I'm very interested in technology. Like a geek.

Which factors are important to you?

This is difficult to answer because usually I have about two or three categories of phones (small, intermediate and large (e.g. Phablet)). All of them are android-based. I don't like Apple. At any time for each category I have my personal favorite.

Choosing the phone wouldn't be that hard. Although I would put my research into it.

What about the brand, budget etc?

I would base the decision on the budget. I have a certain amount of money available and want to get the most out of it. This would be my starting point. Then, as I know a lot about the scene,

I would further base the decision on the brand. E.g. Samsung, Xiaomi, Sony. Third, I would look at the screen size. It has to fit in my hand. Fourth, it has to have a headphone jack, that's a must. Those would be the most important criteria.

What about the design?

That's less important to me than functionality. I of course want to have a phone that I like. But a phone that looks nice but doesn't do what I need it to do, doesn't do it for me. I'd choose the ugly one that does everything I want it to do.

Which phone were you using before your LG phone?

I was switching between Samsung Galaxy S2 and HTC Evo 3D. They are both very similar (screen size, camera).

What would your decision journey look like?

I would base the decision on the current phone which I'm used to. I would want the new phone to have similar features. The screen size should be at least the same. The ergonomics would be very important.

I would look up two kinds of reviews: The normal user reviews and from a firm called ifixit. They make reviews of phones based on their reliability and durability. The phone I have now, most parts could be exchanged by the user. I would prefer a phone that can be repaired by the user if the warranty runs out. I'm quite techy and would enjoy repairing the phone myself. If there are more websites that tackle different aspects, I'd also look at them.

How much time would you spend on the purchase decision? Net time?

Way more than the movies. Between 12 and 36 hours.

Where do you look up the user reviews?

Usually at a dedicated website. Usually ones that are more techie forums. To sum up, I look at both general reviews and also ones that are more specific and interest me such as durability.

Then?

I read up reviews and commentaries on specific type of forums. These would be audio forums because I want a phone that can handle very high qualities of music. I'm not too interested in the camera as most people, audio quality is more important to me.

After reading the reviews I'd pick 1-2 preferred candidates and try to get my hands on them to get a personal experience.

I would also look at some videos of people handling the phone but definitely also handle it myself. That is very important to me.

Then I would buy it online and pick it up myself. I don't trust the carriers much. Also, it's important to me that I can return it after 14 days if I change my mind. The option makes me feel more secure about the purchase. Even though it doesn't happen very often that I return it.

Is the process enjoyable for you?

Yes, very. It's a hobby.

After the purchase, would you talk about it with your friends?

I do that quite often. I try it out for a few days. Then I write a review. Usually on the manufacturer site or the e-shop or a forum. Would be just a short review or commentary. I wouldn't need an external incentive for it.

I would also share my experience with my friends. I would of course check if they were interested in listening. That's exactly why I share my opinion online. So that those people who are interested in it, can read it.

Regarding the sources: how trustworthy do you find professional and user review?

I have a few sites that I trust completely. Because they have a long history. Most of them also have a YouTube channel and you can get an impression of the people there. They gain my trust over time.

I take user reviews into account, but they are not that relevant to me. I use them to weed out the weak ones that have obvious flaws.

What about Youtube Videos?

Same case as professional reviews but only with 3 to 4 specific channels that I find trustworthy.

What about recommendations from friends?

I have to believe that they know what they are talking about. I prefer to make my own opinion. Except for e.g. my dad or two friends who are also very tech-savvy.

What about sales people in the store?

I don't really trust them. When I go to see it physically, I just want to confirm the choice I already made. Sometimes I ask them if they have experience of people using them. They know e.g. how many people come back to return a certain type of phone.

Would you look at any other types of source?

What is still remotely relevant would be news channels with a tech focus. E.g. if there was a big tech convention where big companies showcase their new products. But they are not that relevant.

Any pain points?

As I enjoy the process a lot, it's difficult to answer. Only maybe if the phone I want to try is not available. It would make me more likely to pay a small fee to extend the return period. But I wouldn't neglect my favorite one. It would be an obstacle, but I would still get it.