Communication about Planned Obsolescence as an Atypical Two-sided Message

Frank Goethals
Information Systems, IESEG School Of Management, Lille, France., f.goethals@ieseg.fr

Shamel Addas
Information Systems, IESEG School of Management, Lille, France., s.addas@ieseg.fr

Isabelle Fagnot
Information Systems, IESEG School of Management, Lille, France., ifagnot@audencia.com

Follow this and additional works at: http://aisel.aisnet.org/amcis2012

Recommended Citation
Goethals, Frank; Addas, Shamel; and Fagnot, Isabelle, "Communication about Planned Obsolescence as an Atypical Two-sided Message" (2012). AMCIS 2012 Proceedings. 50.
http://aisel.aisnet.org/amcis2012/proceedings/Posters/50

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2012 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.
Communication about Planned Obsolescence as an Atypical Two-sided Message

Frank G. Goethals
IESEG School of Management (LEM-CNRS), France
f.goethals@ieseg.fr

Shamel Addas
IESEG School of Management (LEM-CNRS), France
Desautels Faculty of Management, McGill University
s.addas@ieseg.fr

Isabelle Fagnon
IESEG School of Management (LEM-CNRS), France
i.fagnon@ieseg.fr

ABSTRACT
While many information technology vendors deliberately cut their products' lifecycles to elicit repeat purchases, consumers are often unaware of such planned obsolescence. This paper investigates the effects of atypical two-sided communication about planned obsolescence on consumers' beliefs and buying intentions. Drawing upon insights from inoculation theory, we hypothesize that trust and intent to buy initially decrease after individuals are exposed to communication about planned obsolescence, but that they partly bounce back after some time during which the inoculated individuals get a chance to discuss and practice counter-arguing the two-sided message. Through a repeated measures survey design, we confirm the study’s main hypotheses. We also show that the drop in intent to buy depends on gender, the importance given to friendship, and the weighted average decrease in friends’ intent to buy.

Keywords
Planned obsolescence; intent to buy; trust; two-sided messages; inoculation theory.