

# **INTERNET USERS' DECISION MAKING: THE EFFECT OF INFORMATION PRESENTATION ORDER AND RESPONSE MODE**

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## **ABSTRACT**

It is possible that a series of information would not present in the same order to different decision makers. Accordingly, this study aims to examine the influence of information presentation order on the respondents' decision making (an order effect). Further, some of the decision makers form their decisions immediately after they find any pieces of information (a Step-by-Step procedure), while for some decision makers the judgment was made once all the information has been collected (an End-of-Sequence procedure). It is expected that the decision makers' response mode would moderate the order effect and thus was also examined in current study. The result from a laboratory experiment suggested a significant order effect. In addition, participants who were asked to follow a Step-by-Step procedure revealed recency effect while End-of-Sequence procedure produced no order effect.

Keywords: Internet, order effect, laboratory experiment

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