The influence of tactile stimulation in online product evaluation
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THE INFLUENCE OF TACTILE STIMULATION IN ONLINE PRODUCT EVALUATION

Why do this research?

Internet and online consumption create new opportunities for customers to experience products through tactile devices (Brasel & Gips, 2014). Besides, consumers need to touch products before purchasing (Peck & Childers, 2003) and intangibility induces an immaterial barrier that makes consumers suffer from the absence of direct contact with the product (Spence & Gallace, 2011).

Main objective

The present research investigates tactile stimulation in online contexts. Our focus is to explore the influence of interface touch depending on the observed product tactile cues.

Contribution

We contribute to the literature in sensory marketing by empirically testing in an online environment, the effect of various tactile stimuli from the device and the product on attitude toward the product.

MATERIAL & STIMULI

- 2 screens textures: rough and smooth
- 2 products: rough and smooth
- 3D product visualization
- 87 participants
- 3 minutes for browsing one product
- Online questionnaire filled on a computer

REFERENCES


Ferreira B. (2014), l'influence de la texture d’un emballage: Une approche par des méthodes explicites et implicites, Thèse de doctorat en science de gestion, Université d’Auvergne. (in French)

