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To cite this version:

HAL Id: halshs-01218118
https://halshs.archives-ouvertes.fr/halshs-01218118
Submitted on 20 Oct 2015

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THE INFLUENCE OF TACTILE STIMULATION IN ONLINE PRODUCT EVALUATION

Danilo DANTAS
Marketing department
HEC Montréal
danilo.dantas@hec.ca

Sonia CAPELLI
EA3713 MAGELLAN RESEARCH CENTER
IAE - Jean Moulin Lyon 3 University
sonia.capelli@univ-lyon3.fr

Margot RACAT
EA3713 MAGELLAN RESEARCH CENTER
IAE - Jean Moulin Lyon 3 University
margot.racct@univ-lyon3.fr

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

Main Results

A reverse effect of texturing the product and screen is observed. H1 & H3 are confirmed.

H1: Product texturing moderates the relationship between the tactile stimulation and the attitude toward the product.

H2: Consumers with high (vs. low) Instrumental NFT will have a more (vs. less) positive attitude toward the rough (vs. smooth) product. Rejected

H3: The more realistic the product manipulation is perceived, the more consumer’s attitude toward the product will increase. Validated

H4: The more navigation is easy through the interface, the more consumer’s attitude toward the product will increase. Rejected

Our results confirm past literature concerning the effect of touching a smooth interface when online shopping: in this case, consumers prefer products with tactile cues. However, the results are not consistent across the type of tactile stimulation produced by the touch-based device. Results emphasize that tactile stimulation is not considered by the online consumer as a piece of information concerning the rough product presented on the screen.

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)

