Examining the influence of product contagion on product liking (Kati Barth)

Sprache/Language: Deutsch/ English

Consumers use haptic information in order to evaluate a product. Nevertheless, consumers differ in their need for touch (NFT) so that some people focus more on haptic input for a product decisions compared to others. Contamination of products, for example when others have already touched/used the product, is likely to have different and more pronounced effects for consumers with a high NFT.

Aim of this thesis is to help conducting an experiment and comparing contagion effects for high and low NFT. As such, a very good command in spoken German is needed.

Introductory Literature:

