How does NFT influence consumer behavior? – A data analysis with SmartPLS

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Based on two given data sets a data analysis is performed with the statistical software SmartPLS. The data sets concern the importance of tactile input in online retailing of fruits. With SmartPLS cause-effects has to be identified between the consumers’ need to touch products and different aspects within consumer behavior like the quality expectation of the products, the willingness to pay for the products as well as their likeability. Moreover, for a detailed analysis it should be investigated how much both instrumental need for touch (NFT) and autotelic NFT affect consumer behavior.


