An Empirical Analysis Identifying the Importance of the Product Characteristics for Need for Touch and Psychological Ownership

Sprache/Language: Deutsch/ English

Products differ in their haptic character. While some products are rather functional and of low haptic importance, others need more intense inspection by touch (high haptic importance). Consumers use these haptic information in order to evaluate a product. Similar to products, consumers differ in their need for touch (NFT) which means some people focus more on the haptic input during the purchase decision process than others. This paper analyzes how the product characteristic influences psychological ownership as well as economic factors like purchase intension and product liking. Moreover, it identifies differences between high and low NFT consumers concerning these analyses.

Introductory Literature:


