The Impact of Haptic Input when Shopping Online

Language/Sprache: English/German

Consumers differ in their need for haptic input during the shopping process. Peck and Childers (2003) define this need for touch (NFT) as 'the preference for extraction and utilization of information obtained through the haptic system'. Thus, NFT drives consumers’ confidence about a purchase decision (Nuszbaum, Voss, Klauer, & Betsch, 2010), affect their product evaluation as well as their willingness to pay (Grohmann, Spangenberg, & Sprott, 2007).

Additionally, researchers identified the importance of touch interface for consumers shopping online (Brasel & Gips, 2015). This master thesis combines the two research fields and identifies experimentally the importance of touch devices for consumers high in NFT.

References


