A Bibliometric Analysis concerning Need for Touch (Frauke Kühn)

Sprache/Language: Deutsch/Englisch

In 2003 Peck and Childers identified that consumers differ in their need to experience products haptically. Therefore, they established the need for touch (NFT) scale in order to identify consumers’ preference to touch products during a decision making process. Previous consumer behavior research already show that especially high NFT consumers are more confident in their product judgement after touching them (Peck and Childers), evaluate the quality of a product better (Grohmann, Spangenberg and Sprott, 2007) and are even willing to pay more for a product (Kühn, Lichters, Krey, 2020).

To conclude, so far need for touch literature is published in high marketing journals like *Journal of Consumer Research, Journal of Marketing* and *Journal of Retailing*. In order to structure and present previous literature that already used the NFT scale of Peck and Childers, this master thesis is a bibliometric analysis. For the analysis, the student uses the R package ‘bibliometrix’ in order to structure his/her literature. Further, the biblioshiny app is used in order to present the results.

**Quellen/Introductory Literature:**

