

Understanding and steering online consumer behaviour



Why relevant?

Consumers' perceived risk when considering buying online may be larger than when considering buying offline (Van den Poel & Leunis, 1999). Digital nudges can be an effective means to influence the choice behavior of online users in a food-related decision scenario (Jesse et al 2021).

Novel techniques can assist in product perception, especially for product assessment in an online environment.

Applying novel techniques

The current research investigated:

- Central location test in evoked context with physical product (CLT-EC)
- Virtual reality glasses (VR)
- 360 degree videos (IHUT-360)
- 2D product images (IHUT-2D)

Use of novel techniques

- VR glasses are difficult to use and therefore do not assist in the product assessment.
- 360 degree videos increases product liking, freshness and buying intention.

Online vs offline setting

- Liking and purchase intention were highest for physical product in offline setting compared to online methods using 2D images and 360 videos.
- Liking and purchase intention of a physical product is similar in an at home setting compared to central location test.

Steering consumer behavior using social nudges

- Positive nudges increases purchase intention in a IHUT test, however no significant effect.
- Social nudges have no effect on purchase intention and liking in CLT test.
- 56% of consumers are aware of social nudges.

