

“Technology Enhanced Preference Modalities”.

This research examines how multi-touch devices relative to non-touch devices affect consumers' perception of a shopping task and the product features they choose in response. Based on a series of studies in both field and lab settings across various product domains (automobiles, spa packages, custom-made bikes), we find that multi-touch devices cause substantially more pleasurable configuration experiences. Based on prior work on the informational value of affective states (feelings-as-information theory), we propose and show that these more pleasurable configuration experiences promote a greater choice share of hedonic relative to utilitarian features, ultimately causing more higher-priced product configurations. These effects are substantially stronger for interfaces that involve a greater range of gestures and are consistent for product categories where haptic cues are non-diagnostic. These findings are robust even after controlling for consumer's general need for touch. The current findings have important implications for the study of human-computer interaction in marketing and the role of technology devices as a malleable factor to express (and influence) consumer preferences.