

Is Fast Feminine?: The Effect of Speed of Observed Hand-Motor Actions on Consumer Judgment and Behaviors

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Abstract

Prior literature has extensively studied the influence of self-experienced and vividly simulated hand-motor actions. However, there is limited evidence on how observed hand-motor actions may influence consumer judgment – especially when the movement is varied on speed. Our research shows that whereas observing slow hand-motor actions evince a stereotypical feminine schema (i.e., gentle, nurturing, and caring), fast hand-motor actions evince a stereotypical masculine schema (i.e., risk-taking, aggressive, and dominant). In an applied context, these schematic associations can perceptually transfer to an advertised product. Specifically, female (vs. male) consumers may evoke higher evaluations (i.e., haptic perception of texture and purchase intention) upon observing a slow (vs. fast) hand-motor action with a product (e.g., fabric). Our findings provide novel evidence on the effect of dynamic-observed experiences and have direct implications for advertising.

Keywords: *Observed Hand-Motor Actions; Schematic Associations; Consumer Judgments*

Track: Consumer Behaviour