

Mental Imagery and Privacy-related Issues in the Context of Vivid Product Presentations

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Abstract

Since it is not possible to physically evaluate products online, the manner a product is presented is even more crucial for customers' shopping experience and decision-making. Accordingly, various approaches such as virtual reality are already being used for online product presentation. However, product images remain the simplest option for retailers. Despite the increasing relevance of data-disclosure and collection, customers' reaction with respect to the vividness of a product presentation as well as mental imagery in an online retail context is widely unknown. Hereby, our research refers to information processing paradigm as well as the mental imagery research stream. By conducting an online survey (N=127), we identified that vivid product presentations reduce customers' privacy concerns, however, regarding customers' intention to provide personal information as well as to purchase results show positive effects. In this course, customers' mental imagery functions as a mediator.

Keywords: *Online Product Presentation; Mental Imagery; Privacy Concerns*

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