

Influence of haptic feedback on the perception of product placement in a Virtual Reality simulation

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Abstract

Product or brand placement is popular marketing communication practice, providing marketers with opportunities to counter clutter, advertising avoidance by consumers, and the fragmentation of audiences. Virtual reality (VR) simulations provide new environment for creative placement of products and brands, which can be experienced by consumers with senses of sight, hearing and recently- touch. This paper presents the results of experimental study that aimed to investigate the relationships between the presence of haptic feedback in VR simulation and consumers' evaluations of brand placed in simulation, simulation, and fit between simulation and brand placement. The results indicate that the presence of haptic feedback does not impact noticeability of brand placement, but affects evaluation of simulation's attractiveness. The evaluation of brand and brand- simulation fit depended on the presence of haptic feedback only in the case of male participants.

Keywords: *product placement ; haptic feedback ; Virtual Reality*

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