

Digital sensory marketing: A meta-analysis of holistic consumer e-retail experience

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Abstract

Rapid technological development attributed shopping to digital environment. In computer mediated environment; sensory experience is limited and optimized product experience is a challenge for e-retailers. Evidence in the past studies exhibit that, the influence of sensory stimuli varies in their magnitude and significance on behavioural intentions. In this study, a meta-analysis was conducted to aggregate empirical findings using S-O-R framework in e-retailing. The study provides a quantitative summary of the bivariate outcomes related with the sensory stimuli and its consequences on consumer's behavior intentions. We tested 103 effect sizes for 15 sensory stimuli on behavior intention in e-retailing. The hepatic cues have the strongest influence on behavioral intentions as compared to the other sensory stimuli. The evidence suggests that there is a significant effect of three mediating factors. Moreover, the authors also examined the methodological influence of moderators. The finding of the study facilitate in developing a research agenda and helps in providing clear strategic guidance to leverage sensory cues effects.

Keywords: *e-Retailing; Sensory marketing; Behavioral intentions*

Track: Retailing & Omni-Channel Management