

Using gestural interaction technologies to provide a richer and more immersive consumer experience: triangulation of self-reported scales and electroencephalographic data

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Abstract

In the battle to provide the best consumer experience, immersive technologies appear as powerful tools. Among these technologies, gestural interaction makes it possible to interact naturally with an interface without using a mouse or any other device. However, the effect of this technology on the consumer experience has been studied very little to date, while it is essential in order to use such interfaces appropriately in the context of e-commerce. In this study, we compare at the experiential level gestural interaction to classical user interfaces, using self-reported questionnaires and electroencephalographic data. It emerges that using gestural interaction provides a more playful, immersive and stimulating consumer experience. In return for these experiential gains, it is particularly important to consider the loss of perceived control for consumers. These results converge between self-reported subjective data and objective data measured from the brain activity of the participants.

Subject Areas: *Electronic Commerce and Internet Marketing, Information Systems*

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