

Effects of Interactive Product Presentations on Consumer Responses in e-Commerce: A Meta-Analysis

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Abstract

Online retailers are increasingly using interactive product presentations (IPPs) such as 360-degree rotations, Augmented Reality (AR), and Virtual Reality (VR) to enrich consumers' online shopping experience. However, existing research shows mixed findings on IPPs' impact on consumer responses. To address these mixed findings, we conduct a meta-analysis, examining 241 effect sizes from 87 experimental studies. Overall, IPPs have a significant, medium positive effect ($d = .446$) on consumer responses. Meta-regressions show that IPPs are especially beneficial for hedonic products, goods (vs. services), unfamiliar brands, products with higher financial risk, and when targeting younger consumers and browser (vs. searcher). Further, meta-SEMs reveal that mental simulation and information assessment fully explain the effect of IPPs on consumer responses, with mental simulation having a stronger influence. We offer theoretical and practical implications, and outline future research avenues.

Subject Areas: *Attitude, Consumer Behaviour, Electronic Commerce and Internet Marketing, Retailing*

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