

Expectations vs Reality: Sensory incongruence' impact on emotions & shopping behaviours in the online shopping context.

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Abstract

This research sought to develop and validate a conceptual model of how visual-haptic incongruity influences consumer behaviour and determine if there are situations where incongruity may be preferred using an expectation model of visual-haptic congruence in an online retailing context. Prior incongruity research had not considered the role of valence; however, expectation (dis)confirmations can either be positive or negative. The results of an experiment support a conceptual framework whereby positive & negative visual-haptic experiences result in different emotions & purchase behaviours. It shows that while congruity is usually preferred, there are instances where incongruity can result in more favourable outcomes than congruity. This research makes important contributions to literature by considering the role of valence and personality traits and secondly, by offering a new conceptualisation for visual-haptic congruence. Implications for theory and practice are discussed.

Subject Areas: *Consumer Behaviour, Information Processing, Retailing*

Track: Retailing & Omni-Channel Management