

# Haptic sensations of product containers as moderators of the effect of risk on confidence and purchase intention

**Marine Kergoat**

Université Jean Monnet - Laboratoire COACTIS

**Charlotte Lecuyer**

Clermont-Ferrand University

**Thierry Meyer**

Université Paris Nanterre - LAPPS

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# **Haptic sensations of product containers as moderators of the effect of risk on confidence and purchase intention**

## **Abstract:**

The present study tests and confirms the moderating role of haptic sensations when touching a product's container on the impact of risk on purchase confidence and subsequent purchase intention. The container material (plastic or glass), which differs in terms of the haptic properties of hardness and heaviness, and the levels of risk (low or high), physical (study 1) and social (study 2), were manipulated. Findings show that the negative impact of risk on purchase confidence is no longer observed at moderate or high levels of perceived hardness or heaviness, and this influence goes beyond people's beliefs about materials (i.e., the superior quality of glass versus plastic). The present study makes a new contribution to the influence of haptic container properties in purchasing contexts. Given that many purchase decisions generate a perception of risk, these findings offer new insights in the ongoing development of packaging innovations.

*Keywords : container haptic sensations, perceived risk, purchase confidence*

*Track: Consumer behavior*