

Feeling through Imagery- Impact of multimodal cues of haptic sensations on consumer attitudes

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Abstract

Online retail's growth makes it challenging to convey haptic product characteristics. While some advertisements emphasize tangible attributes, such as the “firmness” of pillows, promoting products where the experiential outcome matters more than physical features remains underexplored. Touch, as the only non-ambient human sense, enables uniquely visible sensations, yet online advertisements rarely leverage “haptic sensations” to engage consumers. This paper demonstrates the role of multimodal haptic sensation cues in shaping consumer attitudes. Across four studies, we show that haptic sensation cues influence consumer responses through mental imagery. Specifically, haptic cues evoke mental imagery of the product experience, which enhances attitudes toward the product. This research highlights the mediating role of imagery, contributing to sensory marketing theory and offering practical guidance for leveraging haptic cues in advertising to enhance consumer attitudes in digital retail.

Keywords: *Imagery mediation, Haptic Sensations, Consumer Attitudes*

Track: *Advertising & Marketing Communications*