

# Influence of haptic feedback on the perception of product placement in a Virtual Reality simulation

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Cite as:

Awdziej Marcin, Grudzewski Filip, Tkaczyk Jolanta (2021), Influence of haptic feedback on the perception of product placement in a Virtual Reality simulation. *Proceedings of the European Marketing Academy*, 50th, (104586)

Paper from the EMAC Regional 2021 Conference, Warsaw, September 22-24, 2021



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## **Abstract**

Virtual reality (VR) simulations provide new environment for creative placement of products and brands, which can be experienced by consumers with senses of sight, hearing and recently- touch. This paper presents the results of experimental study that aimed to investigate the relationships between the presence of haptic feedback in VR simulation and consumers' evaluations of brand placed in simulation, simulation, and fit between simulation and brand placement. The results indicate that the presence of haptic feedback does not impact noticeability of brand placement, but affects evaluation of simulation's attractiveness. The evaluation of brand and brand- simulation fit depended on the presence of haptic feedback only in the case of male participants.

**Keywords:** *product and brand placement; haptic feedback; Virtual Reality*