Nondiagnostic Haptic Cues Have Effect on Taste Evaluation: The Moderating Role of Visual Cue

Ya Hui Hsu (Ming Chuan University, Taiwan)
Wenchang Fang (National Taipei University, Taiwan)
Hsiao Chi Hou (National Taipei University, Taiwan)

Prior research has found that touch input has an influence on customer’s attitude and behavior, but most research in this area focused on diagnostic input. The main purpose of this research is to investigate the effects of nondiagnostic haptic cues on customer’s judgments, which are quality evaluation, purchase intention, and, brand attitude, and examine if autotelic need for touch and visual cue moderate between nondiagnostic haptic cues and customer’s judgments. The concept is that the perceptual transfer of haptic cues from product container to evaluation of the product itself. In addition, the research also examined the moderating role of visual cue which is different packaging language (Japanese vs. Chinese). Two studies were conducted. Results from 75 and 153 participants, and are generated by ANOVA method. The experimental findings suggest that haptic cue and visual cue has effect on quality evaluation, brand attitude, and purchase intention. In addition, visual cue and autotelic need for touch moderate the relationship between haptic cues and quality evaluation and brand attitude.

The research has some implications for product and packaging designer, not only material attributes but the presentation of vision.

Keywords: Touch, Visual Cue, Autotelic NFT, Brand Attitude, Purchase Intention, Quality Evaluation.