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Influence of Haptic Evaluation on Purchase Decision of Millennials

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ABSTRACT

India is an evolving and adapting market to the concept of Online Shopping and E-Commerce. Even though the majority of online consumers who are frequent in their purchases fall under the category of millennials, a very large population of India still has not opened up to the concept of shopping virtually. The biggest deterrent being the inability to touch and feel the products in out bare hand. This proves to be quite a weakness and even presents an opportunity for service providers to overcome this barrier and tap the full potential, specifically in the Indian context. The continued widespread splurge of non-conventional retailing which include Television and Internet as channels of shopping has prodded the need to assess the significance of touch in a purchase decision. Desires and assessments of such items are prone to be relied upon by the consumers upon their earlier experiences and/or encounters. The research was aimed at finding out as to how consumers assess haptic items in a predefined purchase environment and how it influences the cognitive and emotional reactions crosswise over haptic items. Likewise to figure out if the knowledge of the consumer about haptic items influence the connections between buy environment and purchaser reactions.

Access this Article Online	
http://heb-nic.in/cass-studies	Quick Response Code:
Received on 25/03/2019 Accepted on 11/04/2019@HEB	

INTRODUCTION

The continued widespread splurge of non-conventional retailing which include Television and Internet as channels of shopping has prodded the need to assess the significance of touch in a purchase decision. Desires and assessments of such items are prone to be relied upon by the consumers upon their earlier experiences and/or encounters.

Web may influence the way customers search for data and their consequent choice making. It can be contended that the nature and utilization of the sense of touch and feel can influence these parts of internet shopping conduct. Furthermore, concentrating on touch may prompt certain bits of knowledge with respect to brand judgments and decision inclination, data pursuit, characteristic significance and additionally the appreciation and securing of cherished belonging. Case in point, people's trust in item judgments may be influenced by whether they can touch an item amid assessment. Disposition toward an item might likewise vary relying upon whether a customer has the chance to touch an item and experience pleasurable tangible input (e.g., rub a soft leather coat) before buy.

How utilization situations structure and empower the procurement and usage of haptic data, or deny it, might thus prompt the differential use of accessible haptic traits. A few purchasers are prone to wind up baffled by their failure to gain this data, making them renounce certain non-touch shopping situations (e.g., web shopping). Accordingly, assessing the differential roles of haptic data among customers can add to a better understanding of consumer behaviour over a wide scope of areas.

REVIEW OF LITERATURE

Factors of the 'Product'

Things shift in the extent to which they have exceptional material properties. The haptic structure is particularly skilled at encoding the object's material properties that contrast with surface, hardness, temperature, and weight data. Case in point, buyers may review a sweater's surface by touching the fabric to center its sensitivity or squash a fruit to assess relentlessness (availability). Besides, buyers may test a wireless in the grip to assess its weight. Different faculties might likewise be used to focus this information (e.g., apparently viewing steam rising from hot milk), hematic system is more profitable at reviewing these four characteristics of an article, which they term "material properties." Item arrangements in which the actual physical attributes of surface, hardness, degree of hotness or coolness, and weight data move in a demonstrative way are more slanted to invigorate touch.

Material Properties: Instrumental and Autotelic

A further capability can be done concerning the sort of hematic information gathered from the items. Information that is instrumental in nature is more characteristic for the thing and more specific to the target facilitated evaluation of an item's planned execution or its purchasing. These highlighted traits are associated very vaguely to the material satisfaction with respect to the item than to its built up component's properties. On the other hand, autotelic sorts of information are related to the material

exposure about the item in case. Right when touch is distracted for reasons unknown, we figure that it may be harder to compensate for this material fulfilment in autotelic data than for instrumental information.

Singular Purchaser Elements

In spite of the fact that this statement may not be valid for all customers, it might be valid for a few customers. Notwithstanding specific item origins of remarkable quality for haptic data, we keep up that the notability of haptic properties is liable to rely on upon the individual. In the study of consumer behaviour, proof has been found for individual contrasts regarding inclination for tactile data (for an examination of visual versus verbal data transforming. Furthermore, for particular people, haptic information is striking, and these tactile based adjusted people are more inclined to use this data for a thing evaluation.

A person's distinction in touch includes a capacity segment, or a man's affectability to touch, and an inspiration or inclination part. In spite of the fact that the affectability to material boosts, or the capacity to feel, shifts among people, the difference is little (Spreen and Strauss 1991). Instead of any innate affectability of the hand or fingers, a more vital variable is by all accounts a man's inspiration or inclination to touch, termed the "need for touch," or NFT.

Case in point, all the more haptically situated shoppers, those who have a high urge to touch and feel consider components' traits and the perceived feedback early during the evaluation of a product and have more noteworthy endless openness to haptic data (Peck and Childers 2002). As a result of this endless openness and inclination for tactile data, tactically spurred purchasers are prone to be more disappointed when while shopping they don't have the chance to ex n perience personally the products. Interestingly, buyers who are less inspired to evaluate items via actual personal in-hand experience may in any case survey haptically situated qualities, however they do as such by outwardly analysing an item.

Situational Variables

Notwithstanding characteristics of the item and attributes of the individual that may influence the notability of components' traits of the circumstance might likewise build the remarkable quality of material properties. The circumstance may expand enthusiasm for distinctive parts of nature and consequently catch the customer's consideration. In certain retail situations, for example, shopping through the Internet, indexes, or TV slots, for example, the Home Shopping, a purchaser has a hindered chance to actually hold the item before purchasing. Moreover, store deterrents, for example, bundling or retail showcases, block or lessen purchasers' chance to experience an item through touch specifically. Conversely, tables showing items with haptically remarkable qualities are regularly set at the entrance of retail locations to welcome shoppers to lift them up and experience their material properties.

The Effect of Environmental Cues on Internal States

In non-store shopping settings, pictorial and verbal data assume essential parts in impacting customers' inside states. In the Stimulus-Organism-Response (S-O-R) standard, interior states allude to shoppers' full of feeling and cognitive states including disposition and mentality, apparent item quality, apparent danger, and store picture. Seen item quality, saw danger, and disposition toward an item are thought to be inside states in the current study.

Perceived Product Quality

Customer psychologists have examined the elements which impact customers' impression of item quality and normally partition item evaluative prompts into two classes: inherent and outward signals (Jacoby, Olson, & Haddock, 1971; Olson & Jacoby, 1972). Characteristic signs allude to the item's inborn attributes that can't be controlled without modifying the physical characteristics of the item itself, for example, outline or style, though outward prompts are characterized as non-physical item properties that can be changed without adjusting the useful way of the item, for example, value, brand name or store name (Eckman et al., 1990; Olson & Jacoby, 1971). Numerous investigations of impression of item quality have utilized a solitary thing scale (Valenzi& Andrews, 1971; White &Cundiff, 1973).

Perceived Risk

Seen danger is characterized as the nature and measure of instability or outcomes which purchasers experience with respect to the buy and utilization of an item (Cox, 1967). Cunningham (1967) distinguished six classifications of saw danger: Execution, monetary, open door/ time, security, social, and mental misfortune. Simpson and Lakner (1993) inspected saw chance in catalog clothing shopping and discovered four segments: social/mental danger (e.g., design imaginativeness and acknowledgement, and conformity to others), monetary danger (e.g., loss of cash from buy attire), execution hazard (e.g., misfortune connected with style and absence of sturdiness), and physical danger (e.g., substantial distress, appearance). Forsythe and Shi (2003) investigated four segments of saw hazard in Web shopping: money related, item execution, mental, and time/comfort misfortune hazard.

HYPOTHESIS DEVELOPMENT

In view of the S-O-R standard and the double coding hypothesis, we add to another model to inspect how verbal and pictorial data presentation impact shopper interior states and reactions in the connections of index and Web attire shopping. The general succession of impacts in the model of the study is that pictorial and verbal data (ecological signs) impact shoppers' apparent item quality and the risk perceived (customers' inward states). The double coding hypothesis clarifies the impacts of differing pictorial and verbal data organizes on buyers' inward states. Customers' individual qualities (i.e., NFT) moderate the connections between data presentations (pictorial and verbal data) and

buyers' inner states. At that point, buyers' inward states impact behavioural expectations (shopping results)

In non-store shopping settings, blends of pictorial and verbal data may have an effect on buyers' interior states absolutely or contrarily by means of symbolism (Peck & Childers, 2003a; 2003b). High symbolism data makes up for the absence of physical contact, substitutes for utilization encounters, pulls in non-store customers to investigate sites or indexes, and prompts ideal item assessments (MacInnis& Value, 1987; Mckinney, Yoon, &Zahedi, 2002). The compensatory impact of pictorial data and verbal data for haptic data has been talked about. Pictorial data may be more prone to make up for haptic data than verbal data. Peck and Childers (2003a) contemplated how pictorial and verbal data make up for the absence of haptic data. Peck and Childers found that pictorial and verbal data containing high haptic symbolism (e.g., cell phone weight and sweater delicate quality) had a tendency to decrease dissatisfaction connected with item assessments and decidedly affected view of item quality. Fiore and Yu (2001) found that symbolism duplicate (i.e., content) and fabric specimens absolutely impacted pre-purchase approach reactions and demeanour toward an item in a catalo attire shopping setting.

In view of this method of reasoning the accompanying hypothesis were created.

H_1= Visual and Verbal data connected with high haptic symbolism will have a more positive impression of product quality

H_2= Internet shopping (Visual and Verbal Cues have a more constructive outcome on consumer's perception of perceived quality and risks associated with no touch as compared to only Catalogue Shopping (Verbal Cues)

H_3= Need For Touch has a direct relationship on the verbal presentation and consumer behaviour about the perceived risks while shopping online.

H_4= Seen item quality will be absolutely connected with state of mind toward an item.

H_5= Seen danger will be contrary connected with state of mind toward an item.

H_6= Seen item quality will be absolutely connected with behavioural propositions.

H_7= Seen danger will be contrarily connected with behavioural propositions.

H_8= Disposition toward an item will emphatically impact behavioural propositions.

DEMOGRAPHICS

Data was collected from millennium generation of Delhi NCR region with the help of structured questionnaire through convenience sampling. data was collected from 186 respondents.

Table 1 Distribution on basis of Age and Gender

Age, Gender

		Frequency	Percent
Age	18 to 24	131	70.4
	25 to 34	55	29.6
	Total	186	100.0

Gender	Female	86	46.2
	Male	100	53.8
	Total	186	100.0

Table 2 Age V/s Gender Cross Tabulation

*Age * Gender Crosstabulation*

Count

		Gender		Total
		Female	Male	
Age	18 to 24	68	63	131
	25 to 34	18	37	55
Total		86	100	186

THE GAME OF BRANDS

The respondents were enquired about the brand of apparel that they like/ use/ follow the most in their lives and were asked to recollect as to what were the sources of information for that brand in context of latest collection, sales, discounts, etc.

(Table 3), it was observed that Social Media was the biggest source of information, followed by inputs from family and friends. The share was 19% and 18.2% respectively. Also, online advertisements (banners, pop ups, etc.) were the third highest with a share of 14.8%.

(Table 4), Researcher observed that the segmentation of respondents on basis of the two dimensions and it will help us to understand better as to what part of communication mix should be promoted on which platform.

Table 3 Brand Information Sources & Purchase Drivers

$Sources Of Information Frequencies

		Responses		Percent of Cases
		N	Percent	
Sources Of Information	TV Commercials	43	8.5%	23.1%
	Magazines	65	12.8%	34.9%
	Newspapers	39	7.7%	21.0%
	Sales promotion by the company (Kiosks, etc.)	59	11.7%	31.7%
	Social Media (like Facebook, Twitter, etc.)	96	19.0%	51.6%
	Online Advertisements (Banner Ads,etc.)	75	14.8%	40.3%
	E-mailers/ Newsletters/ Subscribed to the e-mailing list	35	6.9%	18.8%
	Friends/ Family	92	18.2%	49.5%
	Other (please specify)	2	0.4%	1.1%
Total		506	100.0%	272.0%
Reasons For Buying a Brand[a]	Advertisements/ Campaigns	23	3.3%	12.4%
	Brand Ambassador	9	1.3%	4.8%
	Brand Image	73	10.5%	39.2%
	Design	127	18.2%	68.3%
	Fabric Material	106	15.2%	57.0%
	Quality	149	21.3%	80.1%
	Price	92	13.2%	49.5%
	Promotional Offers/ Discounts	41	5.9%	22.0%
	Regular User	45	6.4%	24.2%
	Status Symbol	32	4.6%	17.2%
	Other (please specify)	1	0.1%	0.5%
Total		698	100.0%	375.3%

a. Dichotomy group tabulated at value 1.

Table 4 Brand Information Sources & Purchase Drivers

Sources of information	Reasons For Buying a Brand[a]											Total
	Advertisements/ Campaigns	Brand Ambassador	Brand Image	Design	Fabric Material	Quality	Price	Promotional Offers/ Discounts	Regular User	Status Symbol	Other	
TV Commercials	11	4	15	32	23	37	23	13	8	1	1	43
Magazines	6	7	28	48	42	54	32	7	16	13	0	65
Newspapers	4	3	23	22	27	32	19	10	11	6	0	39
Sales promotion by the company	12	5	29	45	50	54	40	29	13	10	1	59
Social Media	14	9	38	71	70	87	56	33	33	14	0	96
Online Advertisements	12	5	34	60	51	68	45	31	25	13	0	75
E-mailers/ Newsletters / Subscribed to the e-mailing list	5	2	17	24	22	34	17	9	13	11	0	35
Friends/ Family	10	4	42	62	63	79	54	28	25	19	0	92
Other	1	0	2	1	2	2	1	1	1	0	0	2
Total	23	9	73	127	106	149	92	41	45	32	1	186

PREFERRED LOCATION FOR BUYING APPARELS

The respondents were then given the option of a Company Owned Store, a Factory Outlet, Multi Brand Outlet and Online Shopping. Then they were then required to list down the choices in order as their preference is context of shopping of the clothing brand with 1 being the highest preference and 4 being the lowest preference.

Table 5 Preferred Location for Purchasing a Clothing Brand

Report

	Company Owned Stores	Factory Outlet	Multi Brand Retail Outlet	Online Shopping
Mean	2.1667	3.0430	1.9839	2.8065
N	186	186	186	186
Std. Deviation	1.04967	.99636	1.04222	1.03723

(Table 5), showed that from the mean of the responses collected that Multi- Brand Retail Outlets have the highest preference with the mean of 1.98. Followed by Company Owned Stores and Online Shopping Portals with a mean of 2.16 and 2.8 respectively. Least preference is given to Factory Outlets (3.04%) which might be a possibility due to low density network across the regions.

NEED FOR TOUCH

Depending upon the theoretical framework (Peck J. and Childers T, 2003), the NFT Scale descriptor is ranged from -3 (Strongly Disagree) to +3 (Strongly Agree).

94 respondents showed attributes of Low NFT which implies their need to touch and feel the product while shopping is low as compared to the other set of 92 people who have a high NFT. High NFT implies that they have a high relative need of touching and feeling the product before they buy the same.

It can be seen from the perspective of Age and Gender distribution, it is observed that in the age group of 18 to 24, 71 people experience High NFT as compared to 60 having Low NFT. In contrast, in the age group of 25 to 34, 21 people experience High NFT as compared to 34 with Low NFT.

Case in point of gender distribution, 46 of Females and Males experience High NFT while only 40 and 54, respectively experienced Low Need For Touch.

Table 6: NFT Scale on basis of Age and Gender

*Age * NFTScale, Gender * NFT ScaleCrosstabulation*
Count

		NFTScale		Total
		Low NFT	High NFT	
Age	18 to 24	60	71	131
	25 to 34	34	21	55
Total		94	92	186
Gender	Female	40	46	86
	Male	54	46	100
Total		94	92	186

Table 7:Independent T-Test for NFT v/s Gender

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
NFTScale	Equal variances assumed	.019	.891	1.016	184	.311	.07488	.07372	-.07056	.22033
	Equal variances not assumed			1.016	179.771	.311	.07488	.07373	-.07060	.22037

Since the sig. (2-tailed) value is more than 0.05, researcher can conclude that there is no statistically significant difference between the mean of NFT Scale (i.e., Low and High NFT) between females and males.

ATTITUDE WHILE SHOPPING FOR APPARELS

The coefficient of reliability (or consistency) for the statements is .778

These statements were analysed for variance by taking following as the factor: Age, High/ Low Need For Touch Scale

Table8 ANOVA Output- Consumer Attitude While Shopping (Age)

ANOVA (Age)

		Sum of Squares	df	Mean Square	F	Sig.
I pay much attention to details.	Between Groups	4.750	1	4.750	3.567	.061
	Within Groups	245.040	184	1.332		
	Total	249.790	185			
I make my purchase decision based on the overall design of the product.	Between Groups	2.988	1	2.988	3.231	.074
	Within Groups	170.157	184	.925		
	Total	173.145	185			
I carefully consider all the available alternatives.	Between Groups	4.345	1	4.345	4.228	.041
	Within Groups	189.101	184	1.028		
	Total	193.446	185			
I make my mind to purchase (or not to purchase) the product fairly quickly.	Between Groups	.960	1	.960	.448	.504
	Within Groups	393.944	184	2.141		
	Total	394.903	185			
I spend time to examine each aspect of the product one at a time.	Between Groups	1.048	1	1.048	.621	.432
	Within Groups	310.613	184	1.688		
	Total	311.661	185			
I like to have specific information about the product.	Between Groups	.754	1	.754	.540	.463
	Within Groups	256.650	184	1.395		
	Total	257.403	185			
I am the type of person who generally pays detailed attention to each product feature.	Between Groups	.199	1	.199	.109	.742
	Within Groups	338.085	184	1.837		
	Total	338.285	185			
When walking through stores, I can't help touching all kinds of products.	Between Groups	10.471	1	10.471	4.539	.034
	Within Groups	424.475	184	2.307		
	Total	434.946	185			
Touching products can be fun.	Between Groups	2.410	1	2.410	.951	.331
	Within Groups	466.155	184	2.533		
	Total	468.565	185			
I place more trust in products that can be touched before purchase.	Between Groups	2.290	1	2.290	1.300	.256
	Within Groups	324.226	184	1.762		
	Total	326.516	185			
I feel more comfortable purchasing a product after physically examining it.	Between Groups	2.896	1	2.896	2.818	.095
	Within Groups	189.083	184	1.028		
	Total	191.978	185			

A one-way analysis of variance was conducted to evaluate the null hypothesis that there is no significant difference between attitudes while shopping on the basis of different age groups. The analysis was not significant except for two cases, where it was observed that alternative seeking of a product and the need to touch the product was significantly different among the two age groups in focus.

It was felt that there was a need of seeking alternatives to the products more in case of respondents falling under category of “25 to 34 years”. Similarly, there was a need of higher tendency to touch the products while exploring a store in the category of respondents under “18 to 25 years”.

Table 9 ANOVA Output- Consumer Attitude While Shopping (NFT Scale)

ANOVA (NFT Scale)

		Sum of Squares	df	Mean Square	F	Sig.
I pay much attention to details.	Between Groups	1.584	1	1.584	1.174	.280
	Within Groups	248.207	184	1.349		
	Total	249.790	185			
I make my purchase decision based on the overall design of the product.	Between Groups	.010	1	.010	.010	.919
	Within Groups	173.135	184	.941		
	Total	173.145	185			
I carefully consider all the available alternatives.	Between Groups	.629	1	.629	.600	.439
	Within Groups	192.817	184	1.048		
	Total	193.446	185			
I make my mind to purchase (or not to purchase) the product fairly quickly.	Between Groups	.016	1	.016	.008	.931
	Within Groups	394.887	184	2.146		
	Total	394.903	185			
I spend time to examine each aspect of the product one at a time.	Between Groups	2.221	1	2.221	1.320	.252
	Within Groups	309.441	184	1.682		
	Total	311.661	185			
I like to have specific information about the product.	Between Groups	3.031	1	3.031	2.192	.140
	Within Groups	254.372	184	1.382		
	Total	257.403	185			
I am the type of person who generally pays detailed attention to each product feature.	Between Groups	1.429	1	1.429	.780	.378
	Within Groups	336.856	184	1.831		
	Total	338.285	185			
When walking through stores, I can't help touching all kinds of products.	Between Groups	166.842	1	166.842	114.504	.000
	Within Groups	268.104	184	1.457		
	Total	434.946	185			
Touching products can be fun.	Between Groups	176.343	1	176.343	111.036	.000
	Within Groups	292.221	184	1.588		
	Total	468.565	185			
I place more trust in products that can be touched before purchase.	Between Groups	53.285	1	53.285	35.883	.000
	Within Groups	273.231	184	1.485		
	Total	326.516	185			
I feel more comfortable purchasing a product after physically examining it.	Between Groups	20.683	1	20.683	22.217	.000
	Within Groups	171.295	184	.931		
	Total	191.978	185			

A one-way analysis of variance was conducted to evaluate the null hypothesis that there is no significant difference between attitudes while shopping on the basis of different age groups. The analysis was not significant except for the following cases:

- A symbolic dissimilarity between the levels of attention to detail of products given by the respondents who have a Low NFT as compared to the respondents with a High NFT.
- A symbolic dissimilarity between the considerations given to all the alternatives for an available product by the respondents who have a Low NFT as compared to the respondents with a High NFT. It was higher in the case of the latter.
- A symbolic dissimilarity between the need to examine a product by the respondents who have a Low NFT as compared to the respondents with a High NFT.
- A symbolic dissimilarity between the information seeking characteristics of the respondents who have a Low NFT as compared to the respondents with a High NFT.
- A symbolic dissimilarity between the attention giving abilities to the details of a product among the respondents who have a Low NFT as compared to the respondents with a High NFT.

- A symbolic dissimilarity between the requirement to touch and feel the products among the respondents who have a Low NFT as compared to the respondents with a High NFT. It was higher in the case of latter.

The respondents with a Low NFT did not show any tendency towards attributes that adhered to touch and feel of a product.

IMPORTANCE OF TOUCH AND FITTING

The respondents were asked to give their responses about their opinion about the importance of touch and fitting of three categories of apparels that were chosen as a result of the most bought apparels on the internet.

The summary output obtained are as follows:

Table 10 Descriptive Stats for Touch and Fit

Descriptive Statistics

	Mean	Std. Deviation
Tops & Tees/Jeans-Touch	4.0484	1.02552
Dresses/Shirts- Touch	4.2849	.82494
Shorts & Skirts/Coats-Touch	4.1344	.85626
Tops & Tees / Jeans-Fitting	4.7312	.57214
Dresses/Shirts- Fitting	4.8011	.58651
Shorts & Skirts/Coats-Fitting	4.6989	.64573
Valid N (listwise) - 186		

As the descriptor scale signified that 5 meant 'Very Important' and 1 being 'Unimportant'. As observed, the requirement for touch and importance of fitting is important for the consumers.

VISUAL CUES AND ITS SIGNIFICANCE

To understand the importance of visual cues and its impact on the behaviour of the consumer, high definition imagery was presented and thus it was then evaluated.

Table 12: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attractiveness	Between Groups	.223	1	.223	.967	.327
	Within Groups	42.461	184	.231		
	Total	42.684	185			
Fashionable	Between Groups	.010	1	.010	.057	.812
	Within Groups	33.137	184	.180		
	Total	33.147	185			
Likeability	Between Groups	.685	1	.685	2.954	.087
	Within Groups	42.653	184	.232		
	Total	43.337	185			
Likelihood To Purchase	Between Groups	.172	1	.172	.494	.483
	Within Groups	63.992	184	.348		
	Total	64.164	185			

A one-way analysis of variance (ANOVA) was calculated to evaluate the null hypothesis that there is no significant difference of the impact of visual images on the basis of gender distribution. It was observed that the analysis had no significant difference as both the genders were impacted the visual imagery in a same essence.

Table 13 ANOVA Output for Evaluation of Visual Cues (Gender)

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attractiveness	Between Groups	.105	1	.105	.453	.502
	Within Groups	42.579	184	.231		
	Total	42.684	185			
Fashionable	Between Groups	1.062	1	1.062	6.090	.015
	Within Groups	32.085	184	.174		
	Total	33.147	185			
Likeability	Between Groups	1.310	1	1.310	5.734	.018
	Within Groups	42.028	184	.228		
	Total	43.337	185			
Likelihood To Purchase	Between Groups	2.573	1	2.573	7.688	.006
	Within Groups	61.591	184	.335		
	Total	64.164	185			

A one-way analysis of variance (ANOVA) was calculated to evaluate the null hypothesis that there is no significant difference of the impact of visual images even when compared to the Need For Touch. It was observed that the analysis had symbolic dissimilarity as the respondents were impacted the visual imagery in a different essence as per the magnitude of their need for touch. In contrast, the attractiveness of the images had no significant difference to both the groups.

VERBAL CUES

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.903
Bartlett's Test of Sphericity	Approx. Chi-Square	2565.206
	df	120
	Sig.	.000

Rotated Component Matrix[a]

	Component	
	1	2
Smoothness	.094	.897
Silkiness	.208	.888
Texture	.324	.784
Limpness	.455	.724
Softness	.649	.575
Flimsiness	.604	.466
Compactness	.778	.285
Flexibleness	.843	.243
Lightness	.799	.218
Bulkness	.595	.364
Thinness	.779	.150
Drapability	.770	.116
Stretchiness	.698	.338
Coolness	.743	.306
The information about the dress is believable	.559	.507
The information about the dress is persuasive	.618	.462

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

According to the factor analysis of the dimension reduction, the rotated component matrix table is observed for the dimensions that are a result of the analytical tool.

Smoothness Silkiness Texture Limpness	Basic Product Qualities
Softness Flimsiness Compactness Flexibleness Lightness Bulkness Thinness Drapability Stretchiness Coolness The information about the dress is believable The information about the dress is persuasive	Augmented Product Qualities

CONCLUSIONS AND RECOMMENDATIONS

- Visual and Verbal data connected with high haptic symbolism will have a more positive impression of product quality
- Internet shopping (Visual and Verbal Cues have a more constructive outcome on consumer's perception of perceived quality and risks associated with no touch as compared to only Catalogue Shopping (Verbal Cues)
- Need For Touch has a direct relationship on the verbal presentation and consumer behaviour about the perceived risks while shopping online.
- Seen item quality will be absolutely connected with state of mind toward an item.
- Seen danger will be contrary connected with state of mind toward an item.
- Seen item quality will be absolutely connected with behavioural propositions.
- Seen danger will be contrarily connected with behavioural propositions.
- Disposition toward an item will emphatically impact behavioural propositions.

FUTURE RESEARCH

Remembering the gauge development of the Indian Web Shopping Industry, it would be adept to build the extent of the examination by considering the legislature strategies, the foundation, correlation of Indian Online Buyers, their behaviours with countries having a more prominent Online Shopping segments and being the primary mode of shopping and transacting.

Also, Indian Consumers have a tendency to satisfy their need for touch and feel. So technology as a tool can help overcome the gap between the virtual and the physical world of consumerism.

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