"Good Vibrations: Consumer Responses to Technology-Mediated Haptic Feedback"

By

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Abstract

Individuals often experience device-delivered haptic feedback (e.g., vibrational alerts accompanying messages on mobile phones and wearables), yet almost no research has examined the psychological and behavioral implications of this technology-mediated touch on users. Drawing from theories in social psychology, computer science, and communications, we begin to address this gap by exploring how device-delivered haptic feedback can influence consumer responses. Across three studies, we find that haptic alerts accompanying messages can improve consumer performance on related tasks, and demonstrate that this effect is driven by an increased sense of “social presence” in what can otherwise feel like a distant technological exchange. These findings have applied value for mobile marketers and gadget designers, and have important implications for consumer compliance in health and fitness domains.

Prof. Ana Valenzuela is Professor of Marketing at Baruch College, City University of New York and holds a part-time appointment with ESADE Business School, Barcelona. She has also served as a faculty member at the Haas School of Business (UCBerkeley), INSEAD, Santa Clara University, China-Europe International Business School, Hong Kong Science and Technology University, Singapore Institute of Management, San Francisco State University, Universitat Pompeu Fabra, and Instituto de Empresa. She began her professional career with AC Nielsen, serving as a marketing consultant for multi-country projects dealing with consumer goods markets. In addition, she worked in marketing research for PubliEspana (TV5), The Advisory Board Company, Hello America and the International Monetary Fund (IMF). She has published widely, her articles on behavioral decision-making and cross-cultural consumer behavior appearing in numerous leading journals, including the Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Marketing Research, Organizational Behavior and Human Decision Processes and International Marketing Review.

Her research has been featured in mainstream publications such as the NY Times, the Sunday Times or the Star Tribune between others. Ana is a frequent keynote speaker on topics related with consumer psychology and in-store strategies and was recognized by the Marketing Science Institute as a must-read author in her field. She is a member of several academic associations as well as marketing institutions/think tanks such as the Advertising Research Foundation, AMA Brand Summit and Digital Dumbo. She holds a PhD from University of Madrid, Autonoma and an MBA from Georgetown University. She was a Research Fellow at the Haas School of Business, UC Berkeley for three years.

All interested are welcome.