

Public Abstract

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Interactivity and Personalization in Product Presentation on E-Commerce Websites

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With the increasing popularity of online shopping and the growing number of companies who are finding it necessary to develop e-commerce websites, research on how to best develop these websites is vital to a brand's e-commerce success. One of the most important features of an e-commerce website is its product presentation, as it serves the dual purpose of displaying the product and enticing the user to make a purchase. This research focuses on 3-D product presentation online, and examines how personalization can be used as a tool to increase the interactivity level of these kinds of presentations. In this case, personalization is operationalized as the ability of the user to alter a 3-D model to display his/her physical characteristics. Specifically, this study uses an experiment to examine the effect of a user's personalization of a product presentation on that same user's attitude toward the brand, attitude toward the website, and purchase intention. The results of the experiment were surprising, showing that the personalization variable may not have as significant an impact on attitudes and purchase intention as was predicted. These findings suggest that further research be done in this area, using slightly altered methodologies, to further the knowledge of this interactivity variable and of the concept of interactivity in general. Additionally, e-commerce websites using similar 3-D technologies may re-evaluate their investment in certain areas of this technology as a result of the findings presented here.