

INTERACTIVITY AND PERSONALIZATION
IN PRODUCT PRESENTATION ON E-COMMERCE WEBSITES

Kimberlee Belcher

Dr. Shelly Rodgers, Thesis Supervisor

ABSTRACT

Growing interest in e-commerce necessitates research to determine how to effectively use this medium. Of the features on these websites, product presentation is an important form of advertising. This research focuses on 3-D product presentation online, and examines personalization as a variable that increases the level of interactivity. A between-subjects design is used to examine the effect of a personalized product presentation on user attitude toward the brand, attitude toward the website, and purchase intention. The results show that personalization may not have as significant an impact on attitudes and intentions as was predicted. These findings suggest further research in this area, using slightly altered methods, to further the knowledge of personalization and interactivity. Also, e-commerce websites using similar product presentations may re-evaluate investments as a result of the findings presented here.