

Using Gestural Interaction Technology to Improve the Consumer Experience: An Abstract



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Abstract Nowadays, creating a positive experience is a key source of competitive advantage (Lemon & Verhoef, 2016). A good experience makes a person five times more likely to recommend a company and more likely to purchase in the future (Yohn, 2019). Besides, gesture interaction technology appears as a promising way to provide individuals a global richer experience than with classical user interfaces (Daugherty et al., 2015). However, we currently ignore the concrete impact of this type of interaction on the consumer experience, whereas it is necessary for an efficient adoption of such interfaces. In this work, we try to get a better understanding of the role of the gestural interaction on the consumer experience, through qualitative and quantitative approaches.

In-depth interviews were conducted with consumers to collect data in natural settings (Miles & Huberman, 1994). In order to triangulate the methods, we combined these interviews with two observation phases. The first took place with the same interview participants once the interview was over. The second observation took place in another study carried out a posteriori with different participants. As part of the latter, we built an interface based on the IKEA website and functioning by interacting with mid-air hand gestures, via the LeapMotion controller. During this second session, the participants also answered a questionnaire, allowing us to carry out a first quantitative exploratory study.

In terms of main results, we were first able to observe a link between immersion and impulse buying, for example via a participant declaring to regularly scroll for hours to buy things that she does not need. We have also seen a connection between these purchases and the intuitive and natural aspect of gesture interaction. The latter can be explained through the presence (Ning et al., 2012; Vonkeman et al., 2017)

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which would be increased within the framework of this gestural interaction, but also via the perceived ownership, which increases the perceived valuation of an object by touching it virtually (Peck & Shu, 2009; Peck et al., 2013; Brasel & Gips, 2014).

From a theoretical point of view, this work highlights the importance of affective consumer responses in the understanding of the gestural interaction experience. We also shed light to specific dimensions such as the intuitiveness, perceived control and immersion, and we propose a model explaining their influences. From a practical point of view, we show the crucial role of gestural interaction experience in particular touchpoints of the customer journey and consequently on the consumer experience.

Keywords Gestural interaction · Consumer experience · Customer journey · Multidisciplinary · Affective responses · Immersion · Customer engagement

References Available Upon Request