

Department of Information Systems,
Business Statistics and Operations Management
School of Business and Management
The Hong Kong University of Science and Technology

Seminar Announcement

*Spur Consumer Interest via Seductive Product Presentations :
An Investigation of Online Product Interactivity Design*

by

*Dr Zhenhui (Jack) Jiang
Department of Information Systems
National University of Singapore*

Date: 22 September 2008 (Monday)

Time: 11:00 – 12:30 pm

Venue: Room 4379, ISOM Conference Room (L17/18)

~~~~~ All interested are welcome ~~~~~

## **Abstract**

Internet-based interactive multimedia technologies enable online firms to employ a variety of ways to present and advertise their products, such as videos and virtual product experience (VPE). The product interactivity afforded by the web interface is a key design characteristic that distinguishes among these different media. This study reports two studies that investigate several issues related to the design of product interactivity. The first study compares three different presentation formats: video presentation and two VPE presentations (i.e., triggered interaction and full interaction). Triggered interaction prompts users' interaction at particular points, whereas full interaction involves user interaction step by step throughout the process. Our findings reveal that both VPE formats lead to more positive attitudes towards product presentations than the video format, though triggered interaction is the most effective in arousing consumers' interest in further exploring products' features. The second study builds upon the first and focuses on specific VPE design factors. In particular, it investigates control autonomy (autonomous vs. non-autonomous) in addition to activation mode (triggered interaction vs. full interaction) and hypothesizes a fit between activation mode and control autonomy. The results support the hypotheses in that autonomous control performs better than non-autonomous style when the full interaction is adopted, and performs poorer when the triggered interaction is employed.

## **Biography**

Zhenhui (Jack) Jiang is an assistant professor in the Department of Information Systems at the National University of Singapore. He holds a Ph.D. in Management Information Systems from the University of British Columbia. His research interests include the design and evaluation of human-computer interfaces, virtual reality, interactive multimedia, electronic commerce, and intelligent agents. His papers have appeared in MIS Quarterly, Information Systems Research, Journal of Management Information Systems, and Communications of ACM.