

The Role of Telepresence in Exploratory Consumer Behavior

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- **Issue relevance**
- **Concept definition**
- **Telepresence and Intrinsic motivation**
- **Consequences for telepresence**
- **Discussion**

- **Importance of understanding telepresence**
 - theoretically
 - practically
- **Lack of results on telepresence effects**
 - When does telepresence have a positive impact (in a marketing point of view) ?

UCL 2. Concept definition

- **Telepresence**
- **Intrinsic Motivation**

Telepresence

“The perceptual illusion of non-mediation”

(Lombard and Ditton, 1997)

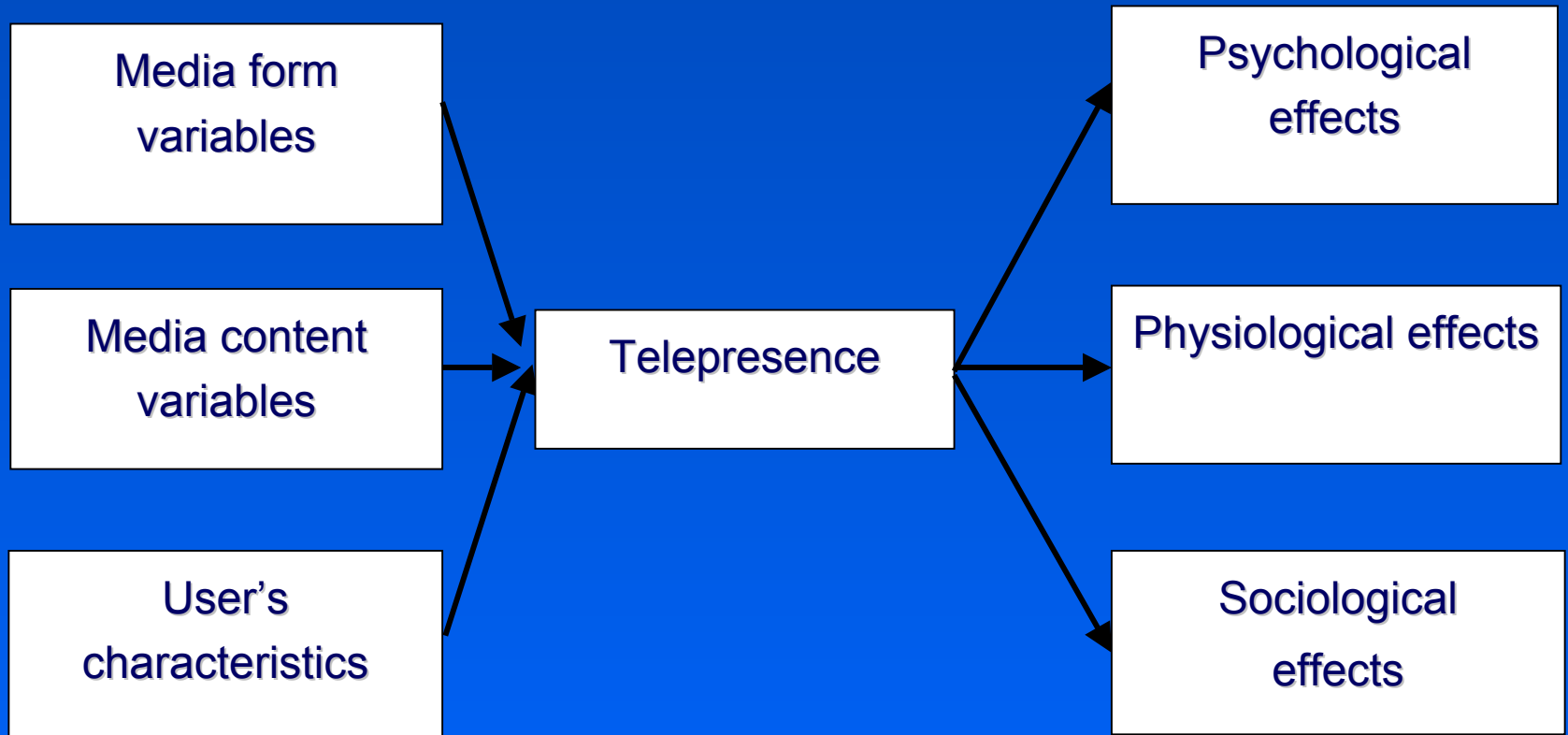
- ➔ **Physical telepresence** (sense of being “there”)
- ➔ **Social telepresence** (sense of interacting with “others” - avatars or agents)

Telepresence

- **involvement / engagement**
- **spatial presence / physical space**
- **judgement realness / naturalness**

2. Concept definition (cont'd)

Telepresence



Intrinsic motivation

“Intrinsically motivated activities are ones for which there is no apparent reward except the activities itself. People seem to engage in the activities for their own sake and not because they lead to an extrinsic reward. The activities are ends in themselves rather than means to an end” (Deci, 1975, p. 23)

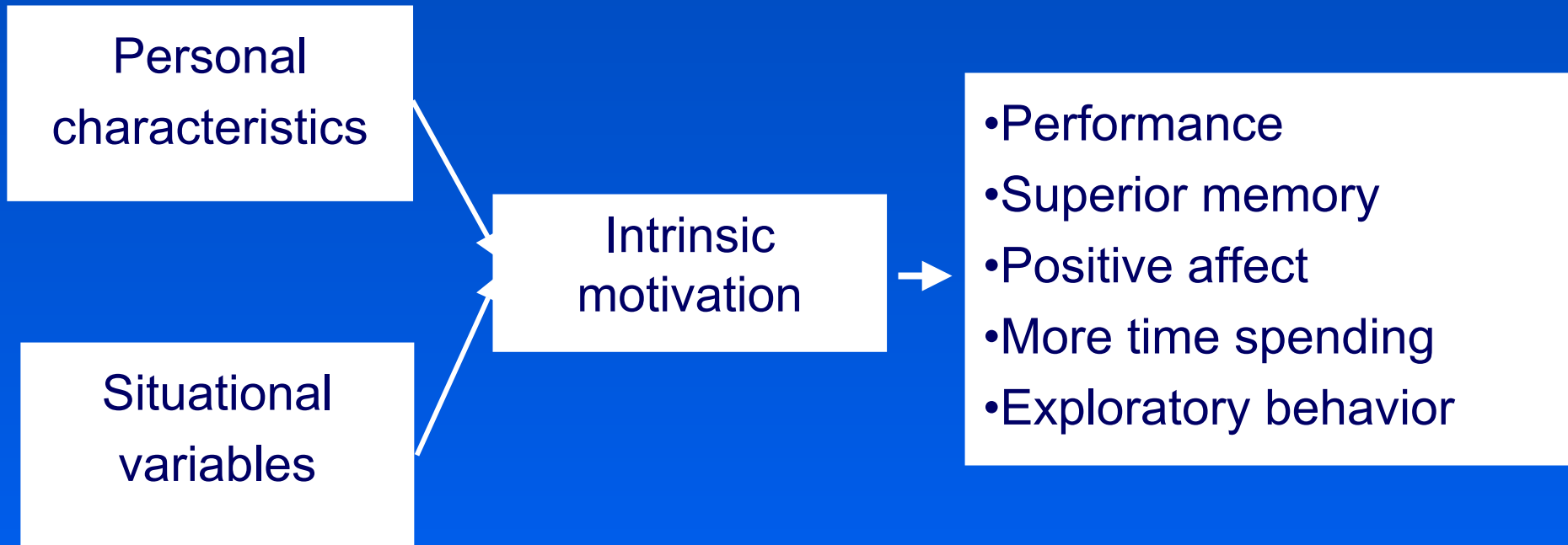
Intrinsic motivation

- **Cognitive Theory** : Sense of mastery and competence
 - Conditions = internal locus of causality and positive feedback on interaction with the environment

- **Affect Theory** : Excitement and enjoyment
 - Conditions = novelty, complexity, change and variability

Is telepresence intrinsically motivating

- **Positive feedback ?**
- **Internal locus of causality ?**
- **Presence of specific stimuli?**



Exploratory Consumer Behavior

“those activities involved in the buying process which are intrinsically motivated and whose primary purpose is to adjust actual stimulation obtained from the environment or through internal means to a satisfactory level”

(Baumgartner and Steenkamp, 1996, P.124)

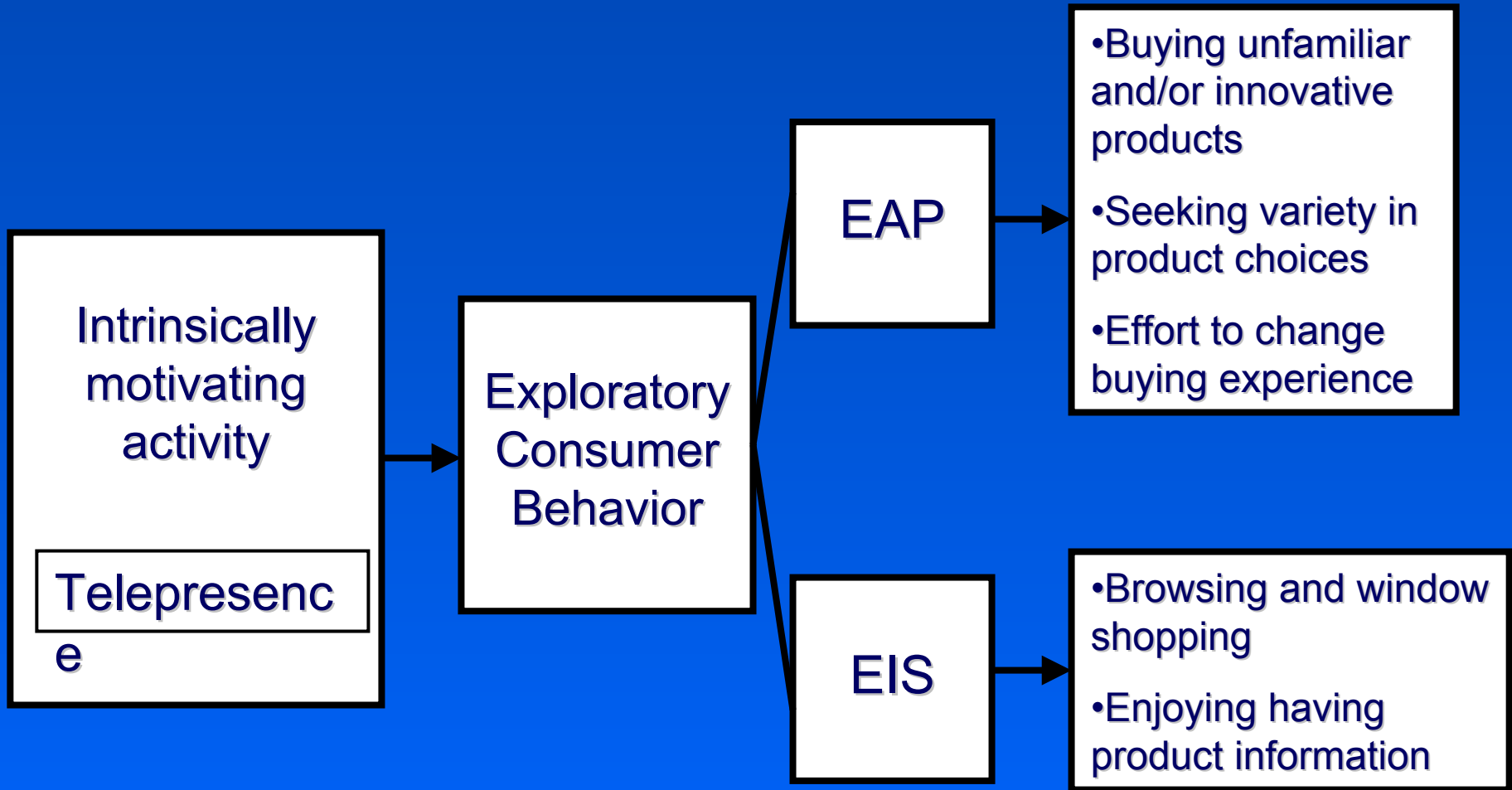
➔ **Optimal stimulation level = moderate level of stimulation in order to function effectively (Deci, 1975)**

Exploratory Consumer Behavior

- Experience acquisition of products (EAP)
“the sensory stimulation in purchasing risky and innovative products”

- Experience information seeking (EIS)
“the cognitive stimulation in acquiring consumption relevant knowledge”

(Baumgartner and Steenkamp, 1996)



Ethical perspective in enhancing telepresence

**Is telepresence necessarily a good thing
?**

For the consumer ?