

Listening to your clothes: The use of sound to create a multisensory shopping experience

The popularity of online shopping has grown tremendously over the years due to its convenience and ease of use. The industry of e-commerce is worth 16.6 trillion and is expected to grow to 70.6 by 2028. However, the inability to touch, feel and hear products is a significant disadvantage that online shopping platforms face, particularly in the fashion industry. In this proposal, I explore the possibility of using sound to improve the online shopping experience and help customers better understand the texture of clothes before purchasing them. Therefore increasing the number of sales and customer satisfaction.

According to research, the lack of tactile sensations can result in dissatisfaction and product returns. This is because tactile sensations are an essential component of the shopping experience. Customers have been able to get an idea of the texture of clothes by using visual representations like images and videos, but these have not been very successful. Moreover, as humans, we tend to be attached to multisensory experiences- experiences that involve the 5 senses- therefore one can say that by adding sound effects, for example, the sound of a soft cotton shirt or a pair of rough jeans, humans can get more emotionally attached to the products willing to pay more to own them. Here is a place to ask a question: Will sound queues elicit unconscious feelings from customers, prompting them to pay more for clothing?

A web-based platform, also known as an online shopping environment, will be used in the proposed research. This platform will give customers the opportunity to hear the sounds of various clothing textures (jeans, cotton, wool, lycra, etc). Customers will be able to hear the sound of the clothes through the use of high-quality recordings of the texture of various fabrics. A survey will be conducted on consumers to find out how well the platform makes shopping online easier. It is anticipated that the use of sound will result in increased sales, decreased returns, and higher levels of customer satisfaction.

In conclusion, this proposal lays the foundation for future research on the efficacy of sound in online shopping and will provide a framework for the creation of a web-based platform that uses sound to enhance the online shopping experience.

References:

Market value: <https://www.imarcgroup.com/e-commerce-market>

Textual haptic information:
<https://www.researchgate.net/publication/313108168> The value of textual haptic information in online clothing shopping