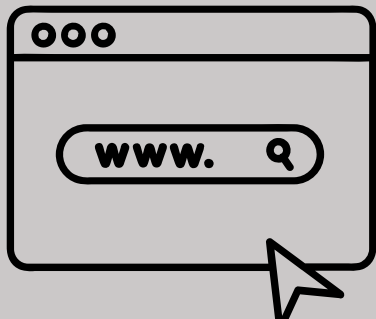# Sensory Sensitivity in Digital Marketing: A Path to Better Engagement

The Problem?
Overstimulation

The Rationale?
Autonomy &
Self-Determination Theory
Stimulus → Organism → Response.

Travel Site

Research Questions

RQ1: Do post-adjustment ratings improve versus baseline within the same participants?

RQ2: Do individual differences (sensory sensitivity, age, gender, neurotype) predict the number of changes selected?

RQ3: Do baseline ratings of the default site differ across sensory-sensitivity tertiles?

Hypotheses

H1 (within-subjects improvement):
Mean change > 0 for comfort, trust, engagement, purchase intention, WOM.

H2 (predictors): Higher SHS → more changes; older age → more; gender/neurotype differ.

H3 (baseline by sensitivity):
High-SHS < Mid < Low at baseline.

Methodology

Design: within-subjects A→B

Sample & Measures

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Sensory Hypersensitivity Scale
Neurotype

Survey

Prototype
Website

Baseline
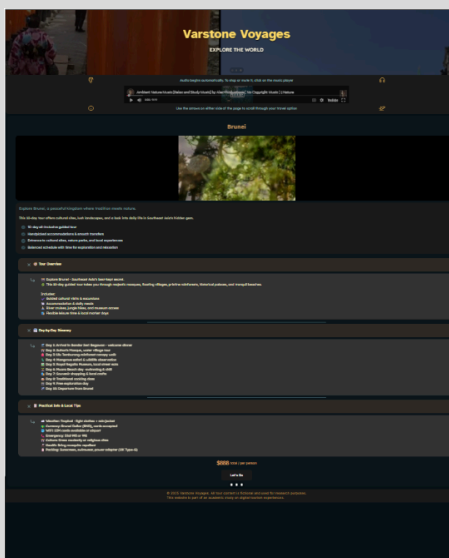
Self-Selection
Chrome Desktop only
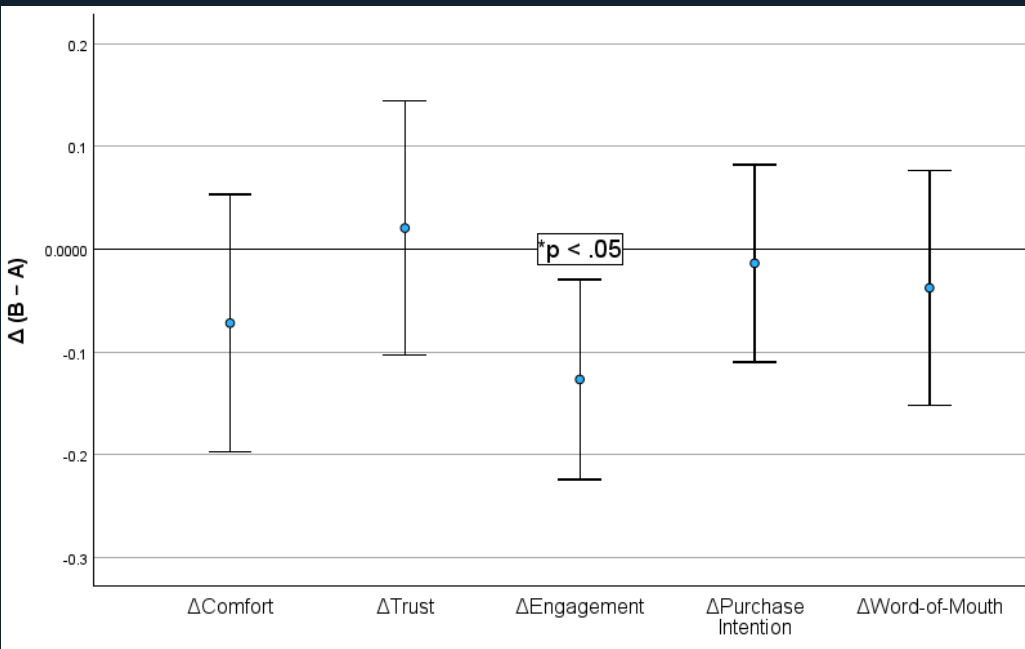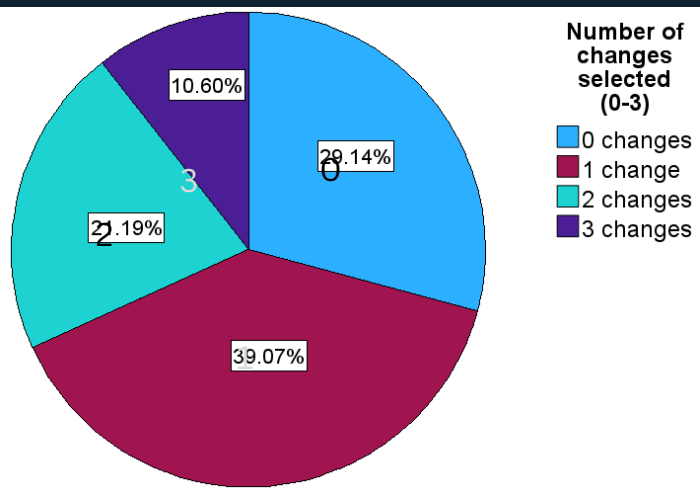
ADJUST
mute | darker | reduce motion

Post-Exposure

Outcomes

Comfort
Trust
Engagement
Purchase Intention
Word-of-Mouth

Perceived control measured once; descriptive only.

Results

Number of changes selected (0-3)
- 0 changes
- 1 change
- 2 changes
- 3 changes

20.14% · 39.07% · 27.19% · 10.60%

Outcome	Baseline (A) M ± SD	Post (B) M ± SD	Δ (B − A)	p	d
Comfort	3.582 ± 0.900	3.510 ± 0.959	**−0.072**	0.258	−0.094
Engagement*	**3.562 ± 0.909**	**3.435 ± 0.949**	**−0.127**	**0.011**	**−0.213**
Trust	2.993 ± 1.054	3.014 ± 1.120	**0.021**	0.743	0.027
Purchase Intention	2.942 ± 1.064	2.928 ± 1.116	**−0.014**	0.778	−0.023
Word-of-Mouth	3.171 ± 1.050	3.134 ± 1.086	**−0.038**	0.517	−0.054

* p < .05

Takeaway

Predictors not significant
(SHS, age, gender, neurotype)

No average gains on comfort/trust/PI/WOM

Small engagement dip (order/novelty likely)

Options ≠ Autonomy

One size ≠ all

Credibility first (design after trust)

Visual calm > visual wow

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Master of Management: International Marketing Strategy
Supervisor: Dr Carmen Adams

Selected refs: Deci & Ryan (2000); McKnight et al. (2002); Krishna et al. (2016). Full references in thesis & appendix.