Do We Judge a Book By Its Cover? Unwrapping the Role of Visually Appealing Packaging in Product Evaluation

Tanuka Ghoshal, Indian School of Business, India
Peter Boatwright, Carnegie Mellon University, USA
Jonathan Cagan, Carnegie Mellon University, USA

We find that aesthetically appealing packaging (AAP) positively impacts product attitude and valuation for hedonic products but not for utilitarian products, which are differentially processed. The process is non-conscious, and the impact of AAP is attenuated when the stimulus is made conscious. Under cognitive load, the influence of AAP is enhanced.

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98. Detaching the Ties of Ownership: The Effects of Hand Washing on the Exchange of Endowed Products

Arnd Florack, University of Vienna, Austria
Janet Kleber, University of Vienna, Austria
Romy Busch, University of Vienna, Austria
David Stoehr, University of Vienna, Austria

Research on the endowment effect shows owners usually exhibit more positive evaluations and a stronger preference for an object than non-owners. In three studies, we demonstrate that the action of hand washing can reduce these effects of endowment.

99. The Magic Touch: Psychological Drivers of the Discrepancy Between Traditional and Touchscreen Equipment

Ying Zhu, The University of British Columbia, Canada
Jeffrey Meyer, Bowling Green State University, USA

The research aims to advance knowledge in the touch literature to enable academic theory to keep up with the new technology. It builds on the literature of tactile functions and emotion, and incorporates new technology phenomena to predict consumer behavior on two devices: traditional and touchscreen equipment.

100. The Effect of Tangibility on Desire

Katrien Meert, Ghent University, Belgium
Mario Pandelaere, Ghent University, Belgium

This paper investigates the effect of tangibility on desire. Touching a product might increase product evaluations; however, consumers view items as appealing when they have to overcome obstacles to obtain them. Hence, we investigate whether displaying a product in a way that it cannot be touched might enhance desire.

101. Visceral Vigor: The Effects of Disgust on Goal Pursuit

Sachin Banker, MIT, USA
Joshua Ackerman, MIT, USA

Visceral states such as hunger, thirst, and sexual arousal are commonly shown to induce impulsive behaviors. We consider whether visceral states can instead result in long-term goal directed behavior. We present evidence that suggests induced-disgust states promote the pursuit of previously active goals.

102. Do We Judge a Book by its Cover? Unwrapping the Role of Visually-Appealing Packaging in Product Evaluation

Tanuka Ghoshal, Indian School of Business, India
Peter Boatwright, Carnegie Mellon University, USA
Jonathan Cagan, Carnegie Mellon University, USA

We find that aesthetically appealing packaging (AAP) positively impacts product attitudes and valuations for hedonic products but not for utilitarian products. We propose that evaluating a hedonic (utilitarian) product puts consumers in a promotion (prevention) orientation, making them more (less) likely to place weight on attractiveness factors like AAP.

103. Implied Sensory Experiences in Product Designs Makes People Think Global

Christophe Labyt, Ghent University, Belgium
Mario Pandelaere, Ghent University, Belgium

This paper examines the influence of exposure to products with an implied sensory design on a person’s cognitive processing mode. Two studies indicate that exposure to sensory design triggers global processing. This finding is particularly true for participants who attach greater value than average to a product’s appearance.