While many researchers have investigated the effects of visualization in marketing, limited research has directly explored the nature of mental images due to methodological limitations. In the present research, we employ fMRI technique to investigate consumers’ mental imagery. We found a fundamental relationship between mental imagery, psychological distance, and construal.

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9-Q: Packaging Glossiness Thwarts Perceived Food Healthiness

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Gerald J. Gorn, Hong Kong Polytechnic University, Hong Kong

Two studies demonstrate that consumers judge food and beverages with glossy exterior packages as less healthy than those in matte packages. This effect is driven by the belief that food and beverages in glossy packaging are more processed and moderated by the stereotyped perceived healthiness of the food category.

1-K: The Impact of Visual Glossiness on Psychological Newness and Product Judgment

Jiaqi Song, Hong Kong Polytechnic University, Hong Kong
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Two studies in this research show that consumers have more favorable evaluations of products with a glossy as opposed to a matte surface. In addition this effect is found to be driven by the heightened psychological newness of products with a glossy appearance.

7-N: “You Grin At Each Other, You Celebrate Together, You Hug Strangers”: Consequences of Shared Identity Within Crowds at Sporting and Music Events

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Building on contemporary crowd psychology this paper investigates if and how individuals experience a shared identity with strangers at diverse crowd events. We conducted qualitative semi-structured interviews with crowd participants in three different crowd contexts. Findings suggest that shared identity led to increased intimacy with strangers and intense positive feelings.

3-E: Neurological Evidence for an Interrelation Between Imagery, Psychological Distance, and Construal

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While many researchers have investigated the effects of visualization in marketing limited research has directly explored the nature of mental images due to methodological limitations. In the present research we employ fMRI technique to investigate consumers’ mental imagery. We found a fundamental relationship between mental imagery psychological distance and construal.

16-O: I Am What I Borrow: Trait Transfer in Borrowed and Rented Products

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We extend work on identity by examining how consumers view themselves through products they either rent or borrow. We found an increase in satisfaction with rented products from an anonymous source than from borrowed products and evidence for trait transfer when products are borrowed.