



# ASSOCIATION FOR CONSUMER RESEARCH

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## **Bringing the Product Closer: the Effect of Scented Advertising on Perceived Psychological Distance and Product Evaluation**

Ruta Ruzeviciute, Vienna University of Economics and Business (WU)

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This paper experimentally investigates the effect of scented advertising on perceived psychological distance and evaluation of the advertised product. The results suggest that scented advertisements make the product more attractive and increase purchase intentions. This is due to the power of scent to increase psychological proximity towards the products.

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## **Change in Horizon, Change in Food Attitudes? The Impact of Horizon Positioning in Food Advertising**

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This study explores whether the positioning of the horizon in panoramic ads affects food attractiveness. We propose that (un)healthy food may benefit from panoramic appeals showing a low (high) horizon because both, a (un)healthy food and a low (high) horizon, induce abstract (concrete) construal and as such generate processing fluency.

## **What a Delicious Name! Using Oral Movements to Influence Food Perception and Consumption**

Patricia Rossi, IESEG School of Management, Catholic University of Lille, France  
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Bodily states affect human cognition significantly. Across two studies, we show that oral articulatory movements can drive consumers' food perceptions. More specifically, we found that unobtrusively inducing swallowing (vs. expectoration) oral movements can make people perceive food as less healthy, more desirable and higher in calories.

## **Bringing the Product Closer: The Effect of Scented Advertising on Perceived Psychological Distance and Product Evaluation**

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## **Materialism and Ethical Consumption: The Moderating Role of Ad Appeal and Product Type**

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Current research investigates the way to increase ethical consumption among materialistic consumers with the moderating role of advertising appeal and product type. The result revealed that consumers with high materialism showed more positive ad attitude and purchase intention to self-benefit advertising appeal for hedonic products than consumers with low materialism.

## **Engaging Consumer Imagination to Expand Multisensory Experience**

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In the present study, we extend previous research that suggests that engaging consumers' sensory imagination would expand the scope of their shopping and consumption experience and form a more positive product evaluation. We identify a number of trait and contextual boundary conditions that may qualify the effects of imagination on consumer evaluation and choice. In addition, we explore the psychological mechanism underlying the effects.