Understanding the Customer’s Sensory Experience

June 5 - June 6, 2014
7th Floor Commons, Alter Hall
Philadelphia, PA

fox.temple.edu/sensoryconference
AGENDA
Thursday, June 5, 2014

7:30am  Temple University Shuttle departs Doubletree Hotel for Temple University Campus

8:00 – 8:45am  Registration & Breakfast
7th Floor Commons

8:45 – 9:00am  Conference Kick-off
7th Floor Commons

Rajan Chandran, Temple University, PA
Maureen Morrin, Temple University, PA

9:00 – 10:00am  Distinguished Speaker
7th Floor Commons

Aradhna Krishna, University of Michigan, MI

10:00– 11:00am  Corporate Panel
7th Floor Commons

Wendy Diamond, VP Consumer Goods Marketing, Mane, USA
Caroline Fabrigas, President, Scents Marketing Inc. & Scent World Events LLC, USA
Andrew Kindfuller, CEO ScentAir Technologies Inc., USA
Michelle Niedziela, Scientific Director of Neuroscience/Flavor & Fragrance Research, HCD Research, USA

11:00 – 11:15am  Coffee Break
7th Floor Commons
## AGENDA

**11:15 – 12:15pm**  
Research Presentations: Multisensory Processing

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<th>1a. Mediated touch sensations in an online store: The role of image interactivity and chronic need for touch on perceived diagnosticity of product attributes.</th>
<th>1c. Symmetrical logos can harm brand equity: The interactive effort of logo design and brand personality on brand valuation.</th>
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<td>Suzanne Overmars, University of Antwerp, Belgium</td>
<td>Johan Lundstrom, Monell Chemical Senses Center</td>
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<td>Karolien Poels, University of Antwerp, Belgium</td>
<td>“The Non-Conscious Nose Knows”</td>
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<td>Ryann Reynolds-McIlhany, Temple University, Maureen Morrin, Temple University, Jens Nordfalt, Stockholm School of Economics</td>
<td>Ryan Elder, Brigham Young University, UT</td>
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**12:15 – 1:45pm**  
Distinguished Speaker and Lunch  
7th Floor Commons

Johan Lundstrom, Monell Chemical Senses Center | Dept. of Clinical Neuroscience, Karolinska Institute | Dept. of Psychology, University of Pennsylvania, Philadelphia, PA

“The Non-Conscious Nose Knows”
AGENDA

1:45 – 2:45pm  Research Lab Panel
7th Floor Commons

Angelika Dimoka, Temple University, PA
John Hayes, Pennsylvania State University, PA
Beverly Tepper, Rutgers University, NJ

2:45 – 4:00pm  Research Presentations: Scent and Behavior

2a. The cool scent of power: Effects of ambient scent on preferences and choice behavior.
Adriana Madzharov, Stevens Institute of Technology, NJ
Lauren Block, City University of New York, NY
Maureen Morrin, Temple University, PA

Anna Girard, Ludwig Maximilians University, Germany

2c. Losing the scent: How changing scent-branded associations over time impacts consumer spending.
Manja Zidansek, University of Lausanne, Switzerland
Eric R. Spangenberg, Washington State University, WA
David E. Sprott, Washington State University, WA
Jeff Joireman, Washington State University, WA

2d. Follow Their Nose: Scented product development using consumer preferences and web data.
Hua Meng, Kent State University, OH
Cesar Zamudio, Kent State University, OH
Robert Jewell, Kent State University, OH

Alter Hall 744

4:00 – 6:00pm  Poster Session and Reception
1st Floor Commons

1. Scentsibility and information processing: What the nose knows affects whether we see the forest or the trees.
Shilpa Madan, Nanyang Technological University, Singapore
2. The sensory/symbolic dimension of brand rituals.
Timothy Malefyt, Fordham University, NY

Virgie Maille, SKEMA Business School, France
Maureen Morrin, Temple University, PA
Gergana Nenkov, Boston College, MA
May O. Lwin, Nanyang Technological University, Singapore

4. Awareness of scent in advertising: How do implicit cues affect product evaluation?
Ruta Ruzeviciute, Vienna University of Economics and Business, Austria

Kristin Stewart, University of Texas at Austin, TX
Vincent Cicchirillo, University of Texas at Austin, TX
Isabella Cunningham, University of Texas at Austin, TX

6. Selling memories: A theoretical framework to assess the impact of experiences staging in tourism competitiveness.
Natalia Tur, University of Balearic Islands, Spain
Javier Rey-Maquieira, University of Balearic Islands, Spain
Vicente Ramos, University of Balearic Islands, Spain

7. Emotional rewards of consumer music preferences as lessons for marketers.
Barbara Olsen, State University of New York-Old Westbury, NY

8. The role of atmospherics in driving customer experience: An approach using the experiences content.
Intissar Abbes, University of Manouba, Tunisia
Isabelle Barth, University of Strasbourg, France

9. Been there, done that: The lure of open-air markets
Elif Akagun Ergin, Cankaya University, Turkey
Handan Ozdemir Akbay, Cankaya University, Turkey

6:00pm
Temple University shuttle departs campus for Doubletree Hotel
AGENDA

Friday, June 6, 2014

7:30am  Temple University Shuttle departs Doubletree Hotel for Temple University Campus

8:00 – 8:45am  Registration & Breakfast
7th Floor Commons

8:45 – 9:00am  Introductions
7th Floor Commons

Daniel Fesenmaier, Temple University, PA

9:00 – 10:00am  Distinguished Speaker
7th Floor Commons

Gianna Moscardo, James Cook University, Australia

“The importance of being there: Why and how the senses matter in tourist experience”

10:00 – 10:15am  Coffee Break
7th Floor Commons
AGENDA

10:15 – 11:45am  Research Presentations: Packaging & Design

3a. Does heavy chocolate taste better? Examining the effect of packaging haptics on gustatory evaluation.
Kristina Kampfer, University of Bamberg, Germany
Bjorn Ivens, University of Bamberg, Germany
Alexander Leishnig, University of Bamberg, Germany

3b. I can almost taste it: The impact of packaging aesthetics on taste perceptions.
Sara Baskentli, City University of New York, NY
Stephen J. Gould, City University of New York, NY

3c. Congruency of crossmodal correspondence between an ambient scent and product packaging.
Carmen Adams, Hasselt University, Belgium
Lieve Douce, Hasselt University, Belgium
Wim Janssens, Hasselt University, Belgium

3d. When ideal is not ideal: Balancing ideal, typical, and novel in consumer design evaluation.
Frederic Brunel, Boston University, MA
Sarah Whitley, Boston University, MA

11:45 – 1:00pm  Lunch
7th Floor Commons

1:00pm  Temple University shuttle departs campus for Doubletree Hotel
CONFERENCE CO-ORGANIZERS

Daniel Fesenmaier, Temple University

Dr. Daniel Fesenmaier, Professor and Director of the National Laboratory for Tourism & eCommerce, Temple University, School of Tourism and Hospitality Management, Philadelphia PA, USA. Dr. Fesenmaier is responsible for directing travel and tourism research projects and providing consulting services to national, state, region and local tourism organizations. He is author of over 150 articles dealing with tourism marketing, advertising evaluation and information technology. Dr. Fesenmaier received his Ph. D. in geography from the University of Western Ontario in London, Canada.

Maureen Morrin, Temple University

Dr. Maureen (Mimi) Morrin, Professor of Marketing, Temple University, Fox School of Business, Philadelphia PA, USA. Dr. Morrin’s current research focuses on examining how the human senses impact the consumer decision-making process. Her articles have been published in leading journals, such as the Journal of Consumer Research, Journal of Marketing Research and the Journal of Consumer Psychology. She is a member of the editorial review boards of the Journal of Marketing and the Journal of Public Policy & Marketing and is an area editor for the Journal of Consumer Psychology. Dr. Morrin has presented her research at many universities, as well as national and international conferences. Her corporate background includes five years in advertising (at Ted Bates) and brand management (at James River Corp and Playtex Family Products). Dr. Morrin has received external grants to support her research and several honors, including a Top Ten Reviewer Award from the Journal of Consumer Psychology.
**DISTINGUISHED SPEAKERS**

**Aradhna Krishna, University of Michigan**

Dr. Aradhna Krishna, Dwight F. Benton Professor of Marketing, Ross School of Business at the University of Michigan, USA. Author of numerous top tier articles and books on sensory marketing, Dr. Krishna is largely responsible for “launching” the field in consumer behavior. Her research explores ways in which a product’s look, feel, taste, sound, and smell contribute to how it is perceived, and how people respond to it. She held the first academic conference on sensory marketing, has edited a book on the subject and is writing a second, and runs a sensory marketing research laboratory. She received her Ph.D. from New York University and served on the faculty of Columbia University.

**Johan Lundstrom, Monell Chemical Senses Center | Dept. of Clinical Neuroscience, Karolinska Institute | Dept. of Psychology, University of Pennsylvania**

Dr. Johan Lundstrom, Director of the Cognitive Neuroimaging Lab at the Monell Chemical Senses Center, Philadelphia PA, USA. Dr. Lundstrom uses fMRI and other similar techniques to study how olfaction is processed in the human brain. He investigates multi-sensory perception and how multiple congruent and incongruent stimuli are differentially perceived and processed. He also investigates how the brain differentially processes social odors (aka pheromones) vs. environmental odors.
Gianna Moscardo, James Cook University, Australia

Dr. Gianna Moscardo, Associate Dean Research Education, Faculty of Law, Business, & Creative Arts, Professor School of Business, James Cook University, Townsville, Queensland, 4811 Australia. Her qualifications in applied psychology and sociology support her research interests in understanding how communities and organisations perceive, plan for, and manage tourism development opportunities. She has published extensively on tourism and related areas with more than 170 refereed papers or book chapters. Professor Moscardo has been invited to speak on issues related to tourism in New Zealand, South Africa, Botswana, Italy, Finland and the United States. Her recent project areas include evaluating tourism as a tool for economic development in rural regions, tourist experience analysis and tourist shopping villages.
RESEARCH LAB PANELISTS

Angelika Dimoka, Temple University

Dr. Angelika Dimoka, Associate Professor of Marketing and MIS at Temple University, Fox School of Business, and Director of the Center for Neural Decision Making, Philadelphia PA, USA. Dr. Dimoka’s research interests focus on decision neuroscience and functional neuroimaging in marketing and MIS (neuromarketing and neuroIS), quantitative analysis of decision making in online marketplaces, and the modeling of information pathways in the brain. She has received grant support to compare the relative effectiveness of neural, physiological, and traditional self-report methods of assessing consumer responses to marketing stimuli.

John Hayes, Pennsylvania State University, PA

Dr. John Hayes studies human flavor perception and how this can influence the food choices people make. John earned a BS and MS in Food Science from Cornell University, and a PhD in Nutrition from the University of Connecticut before completing an NIH T32 postdoctoral fellowship in behavioral genetics and alcohol addiction at Brown University. He is an Assistant Professor of Food Science at the Pennsylvania State University where he teaches classes on sensory science, ingestive behavior, and food addiction, and is director of the Sensory Evaluation Center. John runs a federally funded research program exploring the chemical senses, food choice, and connections between the two. He has authored 50 peer reviewed articles and book chapters which have been cited over 650 times. John has won multiple international awards and serves on the editorial boards of Chemosensory Perception and the Journal of the Science of Food and Agriculture.
RESEARCH LAB PANELISTS

Beverly Tepper, Rutgers University

Dr. Beverly Tepper, Professor and Director of the Sensory Evaluation Laboratory at Rutgers University, New Jersey, USA. Dr. Tepper is co-founder and Director of the Rutgers Center for Sensory Sciences & Innovation (CSSI), an industry-university research and discovery partnership that goes live in early 2014 (rutgersora.org/ssi). Dr. Tepper has received research funding from the National Institutes of Health, the National Cancer Institute, the American Heart Association, the U.S. Dept of Agriculture and the food industry to investigate issues related to sensory perception and consumer testing for new food technologies and the influence of genetic variation in taste perception on oral sensations and food choice.
CORPORATE PANELISTS

Wendy Diamond, Consumer Goods Marketing, Mane

Wendy Diamond, Vice President, Consumer Goods Marketing, Mane (www.mane.com), Wayne New Jersey, USA. Ms. Diamond is a visionary fragrance marketing expert and brand strategist with extensive commercial experience in consumer packaged goods. In her current role at Mane USA, she is responsible for comprehensive trend marketing, conceptual development and sensory analysis for the personal care and home fragrance categories which helps to guide a diverse portfolio of clients.

Caroline Fabrigas, Scents Marketing, Inc. & Scent World Events LLC

Caroline Fabrigas, President of Scents Marketing, Inc. and Scent World Events LLC (www.scentworldevents.com), New York, NY, USA. A native of the U.K., Ms. Fabrigas brings a wealth of experience from the beauty industry, having worked in brand development, marketing and sales for firms such as Clarins group, Lancome, Estee Lauder, Chanel and Fusion Brands. Ms. Fabrigas is also an expert on environmental scenting, having managed the Scent Marketing Institute, which was founded by her late husband, Harald H. Vogt.
Andrew Kindfuller, ScentAir Technologies Inc.

Andrew Kindfuller, ScentAir Technologies Inc.’s Chief Executive Officer, is a seasoned business executive with over 25 years of sales, marketing and executive management experience. Andy spent 10 years with International Flavors & Fragrances, a global fragrance market leader, in a variety of domestic and international business development and executive management positions. Subsequently, he served as Chief Operating Officer of Guthy-Renker International, the makers of Proactiv and other direct sales continuity products. Prior to joining ScentAir, he was CEO of a national sales and service company. Andy grew up in the Philadelphia area and received an MBA from University of Pennsylvania’s Wharton School of Business and a JD from Georgetown University.

Michelle Niedziela, HCD Research

Dr. Michelle Niedziela, Scientific Director of Neuroscience/Flavor & Fragrance Research at HCD Research in NJ (hcdi.net), is an expert in neuropsychology, psychology and consumer science, with a focus on flavor and fragrance technologies. She has worked in both academic and industry environments, including stints at Monell, Johnson & Johnson, and Mars Chocolate. At HCD she directs a new division that integrates neuroscientific and physiological tools into clients’ usability, media, video game and consumer product research efforts.
Multisensory Processing

1a. Mediated touch sensations in an online store: The role of image interactivity and chronic need for touch on perceived diagnosticity of product attributes. Suzanne Overmars, University of Antwerp, Belgium, Karolien Poels, University of Antwerp, Belgium

Online stores are limited in the tactile information they can offer. In this study we build further upon the findings regarding the persuasiveness of touch in the context of product evaluation and extend it to an online store environment. The main research questions were whether and under which conditions online stores are able to provide touch sensations, how these compare to physical touch, and how these further relate to the evaluation (i.e., perceived diagnosticity) of product attributes. We tested through an experimental study whether the level of image interactivity influences the perceived diagnosticity of product attributes in an online store. The results reveal that, compared to low image interactivity, high image interactivity led to higher levels of perceived diagnosticity (i.e., the extent to which the shopping experience is deemed as helpful to evaluate the product). Additionally, no difference was observed between high image interactivity and physical touch. Furthermore, the extent to which individuals have a chronic preference to touch (i.e., high need for touch) reveals a boundary condition for these effects to occur.


A conceptual framework that predicts consumer choice behavior from in-store product displays is developed, drawing from the disgust, contamination, and color meaning literatures. The model is tested in five studies. The first three studies demonstrate that in-store product displays containing messy stacks of items generate preference shifts to the more neatly folded items within the display. This occurs from a disgust response based on customer inferences that the messier parts of the display have been previously touched by other customers. The effect is moderated by product color brightness, with the effect stronger for products that are darker versus lighter in color, for consumers high in disgust sensitivity.
1c. *Symmetrical logos can harm brand equity: The interactive effect of logo design and brand personality on brand valuation.* Joanthan Luffarelli, IE Business School, Spain, Antonios Stamatogiannakis, IE Business School, Spain, Haiyang Yang, Johns Hopkins University, MD

Brand logos and personalities are two central elements of firms’ branding strategies. However, research on these two elements has largely advanced in parallel. How the two elements may jointly affect consumer behavior and, ultimately, brand equity, is not well understood. We seek to fill this gap in the literature and further the understanding of the psychological and sensory processing of brand elements.

1d. *So close I can almost sense it: The impact of differences in sensory imagery distance on consumer attitudes and intentions.* Ryan Elder, Brigham Young University, UT, Morgan Poor, University of San Diego, CA, Lidan Xu, University of Illinois, IL

We highlight the consequences of differences in sensory imagery distance on consumer attitudes and intentions. Across four studies, we specifically highlight how images evoked using different sensory modalities affect both the perceived physical and psychological distances between the consumer and the stimulus, ultimately affecting the consumer’s attitudes toward the stimulus. In general, more proximal (closer) sensory images lead to higher attitudes for physically or psychologically close experiences, whereas more distal (farther away) sensory images lead to higher attitudes for physically or psychologically distant experiences.
Scent and Behavior

2a. The cool scent of power: Effects of ambient scent on preferences and choice behavior. Adriana Madzharov, Stevens Institute of Technology, NJ, Lauren Block, City University of NY, Maureen Morrin, Temple University, PA

The present research examines how ambient scents affect spatial perceptions, which in turn impact product preferences and choice behavior. Specifically, we demonstrate that warm vs. cool scents bias social density perceptions and ultimately lead to power-compensatory consumption behavior such as higher evaluations of prestige- vs. performance-focused ads, a desire for larger choice assortments, and an increased tendency to purchase luxury brands. This research extends knowledge on consumer sensory experiences and their effects on choice and preferences.

2b. Are you on the right scent? Long-term effects of a scented Servicescape. Anna Girard, Ludwig Maximilians University, Germany

The systematic use of pleasurable ambient scents among practitioners is accompanied by rather little attention in service research especially regarding the long-term impact of such practices. Therefore, we conducted a controlled long-term field experiment over three months with a customer panel of a service company. We applied a pretest/posttest control group design for a reliable measurement of dependent variables over time. According to our study, the usage of scents over a long time period can have a positive or neutral impact on customers. Therefore, a systematic use of ambient scents can be an effective instrument for companies trying to improve e.g., their customers’ service experiences in the long run.
2c. Losing the scent: How changing scent-brand associations over time impacts consumer spending. Manja Zidansek, University of Lausanne, Switzerland, Eric R. Spangenberg, Washington State University, WA, David E. Sprott, Washington State University, WA, Jeff Joireman, Washington State University, WA

While scents can be an effective marketing tool (Chebat et al., 2009; Hirsch, 1995), it is unclear how changing scent-brand associations (e.g., removing a scent associated with a brand) impacts consumers. The present paper extends the literature by showing that introducing a scent increases willingness to spend, whereas removing scent previously paired with a brand reduces in willingness to pay. Marketers must thus carefully consider their longer term plans for maintaining the scent-brand connection.

2d. Follow Their Nose: Scented product development using consumer preferences and web data. Hua Meng, Kent State University, OH, Cesar Zamudio, Kent State University, OH, Robert Jewell, Kent State University, OH

To successfully design and launch scented products, managers must understand consumers’ scent preferences. However, research has only focused on the role of scent on memory and of imbued product scent on product attribute recall. We open a new research stream focused on scented product development by proposing a scented product typology based on different scent types, and by empirically assessing whether firms’ current scented product assortments match consumers’ expectations and preferences. We collected information on 5,862 scented products in 12 product categories from Walgreens.com, and find that extant scented product assortments are quite heterogeneous. Further, we gathered consumers’ expectations and preferences for these assortments. Consumers’ scented product assortment expectations match firms’ assortments, but consumer preferences do not—we find strong evidence of oversupply and undersupply of scent types in multiple categories. Finally, we provide managers with suggestions on how to better manage their scented product portfolios.
3a. *Does heavy chocolate taste better? Examining the effect of packaging haptics on gustatory evaluation.* Kristina Kampfer, University of Bamberg, Germany, Bjorn Ivens, University of Bamberg, Germany, Alexander Leishnig, University of Bamberg, Germany

This article tackles the question of how haptic properties of product packaging impact consumers’ sensory product evaluation. Drawing on prior research on cross-modal correspondences, this article examines how perceptions of packaging weight influence individuals’ gustatory evaluations. The results from an experimental study reveal that packaging weight significantly enhances individuals’ evaluations of intensity of taste. In addition, the results show that individuals’ haptic orientation influences the effects of packaging weight on taste evaluations and individuals’ saturation level. In essence, the findings from this study support the view that haptic perceptions translate into gustatory evaluations. This knowledge has important implications for the design of appealing product packaging concepts.

3b. *I can almost taste it: The impact of packaging aesthetics on taste perceptions.* Sara Baskentli, City University of New York, NY, Stephen J. Gould, City University of New York, NY

Although people spend typically at least 500 hours per year for eating, we still have a limited capability to distinguish tastes. Taste perception depends on all five sensations: gustatory, olfactory, auditory, somatosensory and vision. This study attempts to bring some clarity to cross-modal interactions of visual and gustatory senses, specifically, how consumer’s taste perceptions are affected from the aesthetics of a product package. Analysis revealed 7 of 11 product packages as aesthetically pleasing in pretest. Study 1 consists of two subparts. In the between-subjects analysis, the attractive vs. unattractive package was found to positively impact a variety of variables related to product itself (p < .05), including taste, choice to eat, quality, pleasing mouthfeeling, and purchase intention, but not willingness to pay (WTP) although it was mediated by package eye-catchingness. Similar results obtained for the within-subjects analysis, which provided a comparative perspective.
3c. *Congruency of crossmodal correspondence between an ambient scent and product packaging.* Carmen Adams, Hasselt University, Belgium, Lieve Douce, Hasselt University, Belgium, Janssens, Hasselt University, Belgium

The effect on packaging preference. This paper focuses on whether congruency at the crossmodal correspondence level between an ambient scent and a product packaging leads to a higher preference for that product packaging than when they are incongruent. The crossmodal correspondence under study is the ‘angularity’ versus ‘roundness’ aspect. Pilot studies made clear that (1) rosemary is perceived as an angular scent and rose is perceived as a rounded scent, and (2) the pasta product penne has no inherently angular or rounded aspect. This enables us to design a product package for penne that is either angular or rounded without a potential bias by the product’s angularity or roundness itself. In the main study, participants will be asked, while being present in one of three ambient scent conditions (i.e., no scent, angular rosemary scent or rounded rose scent), to indicate their preference for the rounded or the angular packaging containing the neutral product ‘penne’.

3d. *When Ideal is Not Ideal: Balancing Ideal, Typical, and Novel in Consumer Design Evaluations.* Frederic Brunel, Boston University, MA, Sarah Whitley, Boston University, MA

Consumers like designs that fit their ideal, yet they also like stereotypical designs. To reconcile this paradox, we show that aesthetic evaluation combines two judgments: how well a focal design fits with one’s ideal and how stereotypical it is, and that the relative importance of each component depends on an individual’s level of the Centrality of Visual Product Aesthetics.
1. *Scentsibility and information processing: What the nose knows affects whether we see the forest or the trees.* Shilpa Madan, Nanyang Technological University, Singapore, Elison Lim, Nanyang Technological University, Singapore

Extant literature on complexity suggests that even though more difficult to process (vs. simple stimulus), complex stimulus is more engaging and results in positive affective response due to its ability to offer enhanced opportunity for learning. Complex stimulus is also known to lead to ambiguous source attributions and unclear processing expectations. In this research, we explore the impact of complexity of olfactory cues on information processing. Specifically, we posit that all other scent characteristics such as pleasantness, intensity and appropriateness being equal, complex (simple) scents will lead to enhanced global/abstract (local/concrete) processing. Further, we also discuss the theoretical and managerial relevance and implications. Studies are underway for this research and detailed results will be available by the time of the conference.

2. *The sensory/symbolic dimension of brand rituals.* Timothy Malefyt, Fordham University, NY

This paper examines consumer behavior in brand rituals from a symbolic and sensory approach, forwarding a new integrated position on experiential approaches to brand rituals. Studies often separate the experience of ritual into either mechanical social functioning or symbolic representation. Uniting the sensory dimensions of brand experience with the symbolic emotional dimensions presents a holistic approach in practicing rituals, which highlights human agency, the performance of acquired skills and opens the way for creativity in rituals. This became evident in an ethnographic study of men’s shaving, where men’s sensory experience of a premium brand of a shaving system highlighted the experiential and symbolic potency of a brand ritual.

Recent research has shown that the higher the temporal or social distance to the event being judged, the harsher the moral judgment (e.g., Agerström and Björklund 2013, 2009a, b; Eyal et al. 2008). The current work explores to what extent moral judgments can also be influenced by incidental sensory experiences through the level of abstraction of individuals’ thoughts. We demonstrate that experiencing visual or auditory sensory input during a product evaluation process reduces the tendency to think abstractly, which subsequently impacts consumers’ moral judgment processes. Specifically, we find that seeing a product or hearing the sound it makes while evaluating it triggers more concrete thinking. The sensory-driven activation of more concrete thinking, in turn, tends to decrease the harshness of consumers’ moral judgments. Further, we find that this effect is more [less] likely to occur among individuals with a chronic tendency to consider [neglect] contextual factors (consequentialist [doctrinal] approach).

4. *Awareness of scent in advertising: How do implicit cues affect product evaluation?* Ruta Ruzeviciute, Vienna University of Economics and Business, Austria

This paper explores whether consumers’ responses to scented advertising differ depending on scent awareness. The results of this exploratory study suggest that awareness of implicit olfactory cues in advertising could matter; it might make products seem more unique and motivate more WOM. However, this seems to depend on scent pleasantness. Presence of pleasant scents is likely to be even more pivotal than mere scent awareness. Congruence, on the other hand, does not seem to be as important as pleasantness.
5. **Music prominence in advertising: The effect of song lyric presence on brand choice.** Kristin Stewart, University of Texas at Austin, TX, Vincent Cicchirillo, University of Texas at Austin, TX, Isabella Cunningham, University of Texas at Austin, TX

   This study investigates consumer responses following exposure to commercials containing music figure ground manipulations. Manipulations of music (yes vs. no) x Lyrics (yes vs. no) x voiceover (yes vs. no) in a video advertisement were created to test intra-aural sensory effects on consumer brand choice. Participants who were asked to choose which brand they would buy if they need to were more likely to select the target brand when lyrics were present in an ad then when they were not, after controlling for brand, advertisement and song familiarity. This is not a prevalent test of implicit evaluations; however, these findings support the need for further investigation of music prominence (intra-aural figure ground manipulations) in advertising effects on consumer attitude and intentions.

6. **Selling memories: A theoretical framework to assess the impact of experience staging in tourism competitiveness.** Natalia Tur, University of the Balearic Islands, Spain, Javier Rey-Maquieira, University of the Balearic Islands, Spain, Vicente Ramos, University of the Balearic Islands, Spain

   Nowadays, many tourism destinations are facing several competitiveness problems. Seeking for new strategies to improve tourism competitiveness becomes essential if they do not want to fall into decline. In this context, Experiential Design performs as an interesting strategy to be investigated. However, and despite the growing interest, there is no evidence about any complete theoretical framework linking experience staging with tourism competitiveness. Keeping these limitations in mind, this paper aims to provide a new theoretical framework to assess the impact of tourist experience on competitiveness through the introduction of several mediating variables. Main findings suggest that, when both human’s cognition and affection are considered, upper levels of perceived value – both emotional and functional – can be achieved, affecting guest’s final satisfaction with the product and, in turn, future behavior. This new framework pretends to serve as a tool not only for academics but also for private firms willing to improve competitiveness through Experiential Design.

In this paper, I explore the emotional dynamics of consumer engagement with their music. From a reading of eighty-five replies, respondents suggest that music validates consumer experiences by legitimating a range of emotions from joyfulness and fear to resolving feelings of social vulnerability and personal insecurity while providing instruction for action and other rewards in the enactment of everyday life. As such, music provides personal attitudinal readjustment which marketers also recognize as the knowledge, ego-defensive, value-expressive and utilitarian functions of attitudes (Katz 1960). Using a bottom-up methodology of introspection from music consumers, the findings have ramifications for music use in marketing strategies while suggesting we should listen more carefully to what consumers say about music as everyday companion.

8. The role of atmospherics in driving customer experience: An approach using the experience content. Intissar Abbes, University of Manouba, Tunisia, Isabelle Barth, University of Strasbourg, France

This article presents the procedure for the creation of a scale measuring the shopping experience content in the retail outlet, in accordance with Churchill's procedure (1979). Based on a survey of 550 consumers in the retail outlet, we managed to identify the structural dimensions of the shopping experience content. This is a second-order global construct which consists of three dimensions: pleasure, sensory stimulation and immersion. We also managed to verify the role of atmospherics (ambiance, design and social elements) in driving customer experience and to ascertain the important role of the social factor in the creation of the consumer's own experience.
In any country, open air markets are abound with the vibrant colors, smells and sights of the local culture. Currently, there is a prevalence of open markets in Turkey due to economic crisis, decrease in consumers’ purchasing power, increase in the demand for counterfeit brands, and boredom with the standard shopping malls. Surveys are conducted with consumers at eleven open-air markets that are weekly held at different locations throughout the capital city of Ankara. Factor analysis is then applied to identify the major factors that attract consumers to shop at open air markets.
About the Fox School of Business

Established in 1918, the Fox School of Business, Temple University has a distinguished tradition of preparing business leaders, professionals and entrepreneurs for successful careers. Today, it is the largest, most comprehensive business school in the greater Philadelphia region, and among the largest in the world with nearly 6,500 students, 180 full-time faculty and more than 59,000 alumni. Accredited by AACSB International — Association to Advance Collegiate Schools of Business—the Fox School offers BBA, MBA, Executive MBA, MBA/MS, MS and PhD programs on campuses throughout the region and around the world.

Its programs continue to be ranked internationally and nationally by leading business publications and organizations, such as the Financial Times, The Economist, U.S.News & World Report, Business Week and The Princeton Review/Entrepreneur magazine.

For more information, please visit our website at: fox.temple.edu

About the Fox Marketing and Supply Chain Management Department

The Fox School’s Department of Marketing and Supply Chain Management (MSCM) is a leader in marketing research and practice. MSCM offers industry-focused course sequences for undergraduate students as well as four different graduate degrees to prepare students to be leaders in areas such as Digital Marketing, Analytics, Consumer Insights, Sales Force Effectiveness, and Supply Chain Management.

For more information, please visit our website at: fox.temple.edu/mscm

About the Consumer Sensory Innovation Lab

The Consumer Sensory Innovation Lab is dedicated to conducting innovative research exploring the impact of each of the five senses (sight, touch, sound, smell, and taste) on consumer choice behavior. The center brings together professors, graduate students, and corporate managers and practitioners interested in issues related to sensory marketing to conduct cross-disciplinary, collaborative research.

For more information, please visit our website at: fox.temple.edu/csil or e-mail the Director, Maureen (Mimi) Morrin at: maureen.morrin@temple.edu