

Marketing Colloquia

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INSEAD

Thursday, March 11, 2021

Zoom: <https://upenn.zoom.us/j/91904741895>

9.30 AM to 10:45 AM

WHEN AND HOW SLOW MOTION MAKES PRODUCTS MORE LUXURIOUS

ABSTRACT: This research examines how the speed of video ads shapes consumers' luxury perceptions and their behavior toward products featured in the ads. The authors propose that consumers perceive a product as more luxurious when featured in a slow-motion (vs. regular-speed or time lapse) video ad. This effect emerges because watching a slow-motion ad elicits visual pleasure, prompting consumers to ascribe greater hedonic value to the product and thus perceive it as more luxurious. As a result, slow motion increases consumers' desire for the product, particularly when their goal to consume luxury is active (vs. not active). Eight lab and online experiments (N = 5,073) demonstrate this effect across several categories (bottled water, hotels, chocolate, and wine) and countries (United States, United Kingdom, and France). The experiments offer support for the underlying role of visual pleasure and hedonic value, showing that the effect is attenuated when (1) an external cue (e.g., a multisensory label) accentuates the product's hedonic value, and (2) consumers experience a need state (e.g., hunger) which makes the product's hedonic value salient.