

If Content is King then Context is God. The effects of rich contextual product displays on consumer value perception.

Jan-Hinrich Meyer
Tec De Monterrey
Eva González Hernández
Tec de Monterrey
María de la Paz Toldos Romero
Tec de Monterrey

Cite as:

Meyer Jan-Hinrich, González Hernández Eva, Toldos Romero María de la Paz (2019), If Content is King then Context is God. The effects of rich contextual product displays on consumer value perception.. *Proceedings of the European Marketing Academy*, 48th, (9095)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



If Content is King then Context is God. The effects of rich contextual product displays on consumer value perception.

Abstract

Online product displays are a crucial tool for all companies involved in online retailing, as the real product cannot be touched and felt by the consumer. We address this problem by investigating the role of rich contextual product displays versus a traditional white background and its influence on the consumer's value perception. Our results show that products which are displayed in rich contexts generate increased perceived value. The effect proves stable for a broad range of products, only experiencing a boundary condition for high involvement utilitarian products. We demonstrate that the effect is partially mediated through increased mental imagery, allowing the customer to better imagine the product, leading to increased functional and experiential value perceptions. Finally, we link the increased value perception to purchase intentions. These findings help improving online shopping experiences and develop guidance for managers, how to use rich contextual product displays.

Keywords: *E-Commerce; Product Display; Mental Imagery*

Track: Retailing & Omni-Channel Management