

Multi-experience Framing: The Mere Perception of Experiencing Multiple Stimuli Increases Enjoyment

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Abstract

Across 6 studies, we provide evidence for the positive effect of multi experience framing (i.e., the mere perception of experiencing multiple stimuli) on enjoyment. This effect is mediated by increased attention, and especially pronounced for at least moderately congruent and positively valenced experiences. We find less support for other potential underlying mechanisms (i.e., processing style, piecewise and alternating attention, and mental accounting). This research demonstrates a new way of framing experiences, building on existing research investigating the consequences of framing experiences and products into multiple components. It provides marketers with a simple yet effective tool to increase enjoyment of hedonic experiences.

Subject Areas: *Consumer Behaviour, Hedonic Products*

Track: Consumer Behaviour