

# Consumption vision and anticipated satisfaction in access-based luxury

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## **Abstract**

This research investigates whether inducing consumers to envision themselves using access-based luxuries, namely luxury products available for rental on online platforms, enhances their intention to actually use those products. The results of two experimental studies demonstrate that this communication tactic determines such an effect via an increase in consumers' anticipated satisfaction. Interestingly, anticipated satisfaction is stronger when consumers are induced to think about the experiential (rather than the material) benefits of access-based luxury consumption. These results shed light on the drivers of such an emerging consumption mode and might be of interest to advertisers and marketing communications strategists in this business.

**Keywords:** *Access-based luxury consumption; Consumption vision; Anticipated satisfaction*

**Track:** Advertising & Marketing Communications