

How Product Ensembles Affect the Value Perception of Products

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Abstract

Although products can be presented either in isolation or in constellation with other products, literature provides little insights into the differences of both types of presentation on consumer behavior. We address this gap by investigating whether the aesthetics of ensembles affect the individual product in an ensemble. The results of our experiments demonstrate that ensemble aesthetics shape the symbolic meaning, which affects the value perception of the embedded product. Overall, our findings provide first insights into the processes that take place when evaluating ensembles and whether marketers should better present products in isolation or in ensembles.

Keywords: *Ensembles; Attribute Conditioning; Product Value*

Track: Consumer Behaviour