

Speed down, fresh up: how food motion speed in advertising videos influences freshness perception

Kathy LIU

the Hong Kong PolyTechnic University

Lu MENG

the Hong Kong PolyTechnic University

Yijie WANG

the Hong Kong PolyTechnic University

Sining KOU

Renmin University of China

Cite as:

LIU Kathy, MENG Lu, WANG Yijie, KOU Sining (2023), Speed down, fresh up: how food motion speed in advertising videos influences freshness perception. *Proceedings of the European Marketing Academy*, 52nd, (114531)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Speed down, fresh up: how food motion speed in advertising videos influences freshness perception

Abstract

Video marketing has become the dominant form of advertising, leading to an increasing interest of researchers to explore the influence of video's elements on consumer behavior. This research explores the impact of food motion speed in advertising video on food freshness perception. Five studies provide convergent support for our hypothesis that slow (vs. fast) food motion in the video will increase consumers' freshness perception of the food, and this effect is mediated by consumer's subjective perception of time speed. Furthermore, food type is demonstrated as a moderator of the effect on subsequent marketing consequences. The author concludes by highlighting the potential theoretical contribution to literature of visual marketing and food perception. Limitations and managerial implications for food industry and social media practice were also discussed.

Subject Areas: *Advertising, Consumer Behaviour, Retailing*

Track: Consumer Behaviour