

# Examining Consumer Acceptance of Imperfect Products based on Construal Level and Fluency Theory

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## **Abstract**

Consumers are often reluctant to purchase products with minor visual imperfections, even though they are fully functional. To better understand how communicative interventions may tackle this problem, the current study examines how manipulating the construal level (proximal vs. distant) in images and text elements affects purchase intention. Participants saw experimentally manipulated versions of a website in a  $2 \times 2$  online experiment ( $N = 238$ ). They reported their perceived ease of processing, as well as their purchase intention for four imperfect products. The results indicate that aligning the construal levels of images and text, especially when combining a distant image with a distant text, enhances the willingness to purchase imperfect products, mediated by processing fluency. These findings offer practical implications for designing effective communication strategies to promote the acceptance of imperfect products, thereby reducing waste and encouraging sustainable consumption.

**Track:** Consumer Behaviour