

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 6th December 2016**
at **1 p.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author: **o. Univ.-Prof. Dipl.-Ing. Dr. Dr. h.c. Udo Wagner, University of Vienna**

Coauthors: **Dr. Elisabeth Steiner**

will present the article:

**"Influence of amodal, sensory packaging information on
associations about the respective product"**

“Although sensory information is already widely used in commercial advertising, only little is known about the effects of sensory information displayed on product packages in general and on packaged food in particular.

Obviously, food advertising and descriptions on food packages arouse consumers’ interest in the product and ideally awaken an intention to buy it. However, what mostly remains unconsidered is the fact that such product information as an extrinsic cue impacts sensory perceptions of the product itself. Product packages do not necessarily need to possess specific sensory characteristics, such as a particular smell or a special haptic, in order to affect sensory perceptions. Also verbal, sensory descriptions may provide information about a product’s sensory characteristics. Suchlike verbal descriptions are referred to as amodal information.

The effects of amodal, sensory stimuli on sensory perceptions of products have not been in the focus of scientific attention yet and there is tremendous need for research in order to gain a deeper understanding of this topic. Against this background the present paper focuses on the effects of verbal, sensory package information on consumers’ associations when looking at the product package.

With respect to these associations, their valence and type are of interest for this study. The authors employ an experimental between-subjects design with two manipulated factors. The first factor refers to the type of senses addressed by sensory information (taste, smell, texture), while the number of senses addressed by sensory information serves as the second manipulated factor. Sensory stimuli addressing only one sense (e.g. taste) are referred to as single-sense stimuli, while stimuli that simultaneously address multiple senses (e.g. taste and texture) are referred to as multiple-sense information. Regarding the package design for food products, the simultaneous activation of multiple senses is especially relevant: While numerous advertising measures focus only on the taste of products, extant research indicates that the perception of food products as tasty largely depends on the activation of additional senses.

Chocolate serves as product category under investigation for several reasons. The sensory experience during chocolate consumption is highly relevant to consumers and, as pretests indicate, buyers tend to associate a high number of sensory attributes with chocolate. In the course of this study participants received small chocolates in original packaging, but wrapping was manipulated with stick-on labels in the same design, color, font and glossy finish as the original package.

The results of the present study indicate that verbal, sensory stimuli significantly affect consumers' associations. In particular, the simultaneous stimulation of different senses favorably affects positive response variables.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Monday, 5th December 2016.

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We look forward to seeing you!

