



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

IIMB MARKETING AREA WEBINAR

on

When and How Slow Motion Makes Products More Luxurious

19 April 2022 @ 11.00 AM – 12.00 PM (IST)



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Abstract: This research examines when and how the speed of video ads influences consumers' perceptions of luxury and their behavior towards the products and brands featured in the ads. Eleven experiments (N = 8,158) demonstrate that when an ad depicts a product in slow motion (vs. at regular speed), consumers perceive the featured product and brand as more luxurious. The effect emerges across several product categories (i.e., chocolate, shampoo, wine, and mineral water) and countries (i.e., United States, United Kingdom, and France), and subsequently boosts consumers' desire for the featured product and brand (i.e., higher willingness-to-pay and purchase intentions), particularly when the goal

to consume luxury is salient (vs. not). Slow motion enhances luxury perceptions via a two-step process: (1) slow motion increases consumers' feelings of immersion, which prompt them to (2) ascribe greater hedonic value to the featured product, ultimately leading to higher luxury perceptions. Consistent with this process, the effect attenuates when video features (i.e., blurriness and buffering) impair the immersive experience of slow motion, among consumers very weakly or very strongly predisposed to experience immersion, and among consumers whose need state makes them spontaneously view the featured product as highly hedonic (i.e., hungry people viewing food items).

Keywords: slow motion, video speed, luxury branding, immersion, hedonic value, motion

Dynamics

Profile of the speaker: David Dubois (PhD, Kellogg School of Management) is a tenured Associate Professor at INSEAD and one of the world's leading scholar on data-driven marketing, customer centricity and digital transformation. Through his research and teaching, he helps professionals and organizations to unlock valuable customer insights from advanced data analytics, and to design and implement effective omnichannel strategies. To do so, he focuses on when and how companies can turn insights from digital technologies such as social media, IoT, AI or blockchain into long-term competitive advantages in the marketplace. He also helps business leaders unpack the steps they need to take to transform their organization and create long-term customer value from data analytics. David is also a global expert on luxury and fashion brand management.

David's work on digital consumer behavior, analytics-driven customer insights, social influence, social media behavior, word-of-mouth and luxury consumption has appeared in top journals such as Nature Communications, Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, Harvard Business Review, Journal of Personality and Social Psychology, Psychological Science, Journal of Experimental Social Psychology, Social Psychological and Personality Science and Current Opinion in Psychology. He is an associate editor for the Journal of Consumer Research and an editorial review board member for Recherche et Applications en Marketing. In recognition of his top publications, David was named 2017 Young Scholar by the Marketing Science Institute.

For more details about the speaker: www.insead.edu/faculty-research/faculty/david-dubois

Registration:

<https://forms.gle/GHgJdZYnsWwqfyXF7>

Note:

1. Please register for this webinar by 17 April 2022. You will be sent a zoom link by 18 April (morning), 2022.
2. There is no certificate offered for participation in this webinar.