

Effect of means

# – of **context evocation** and **type of evoked context** on consumer responses towards fruit drinks

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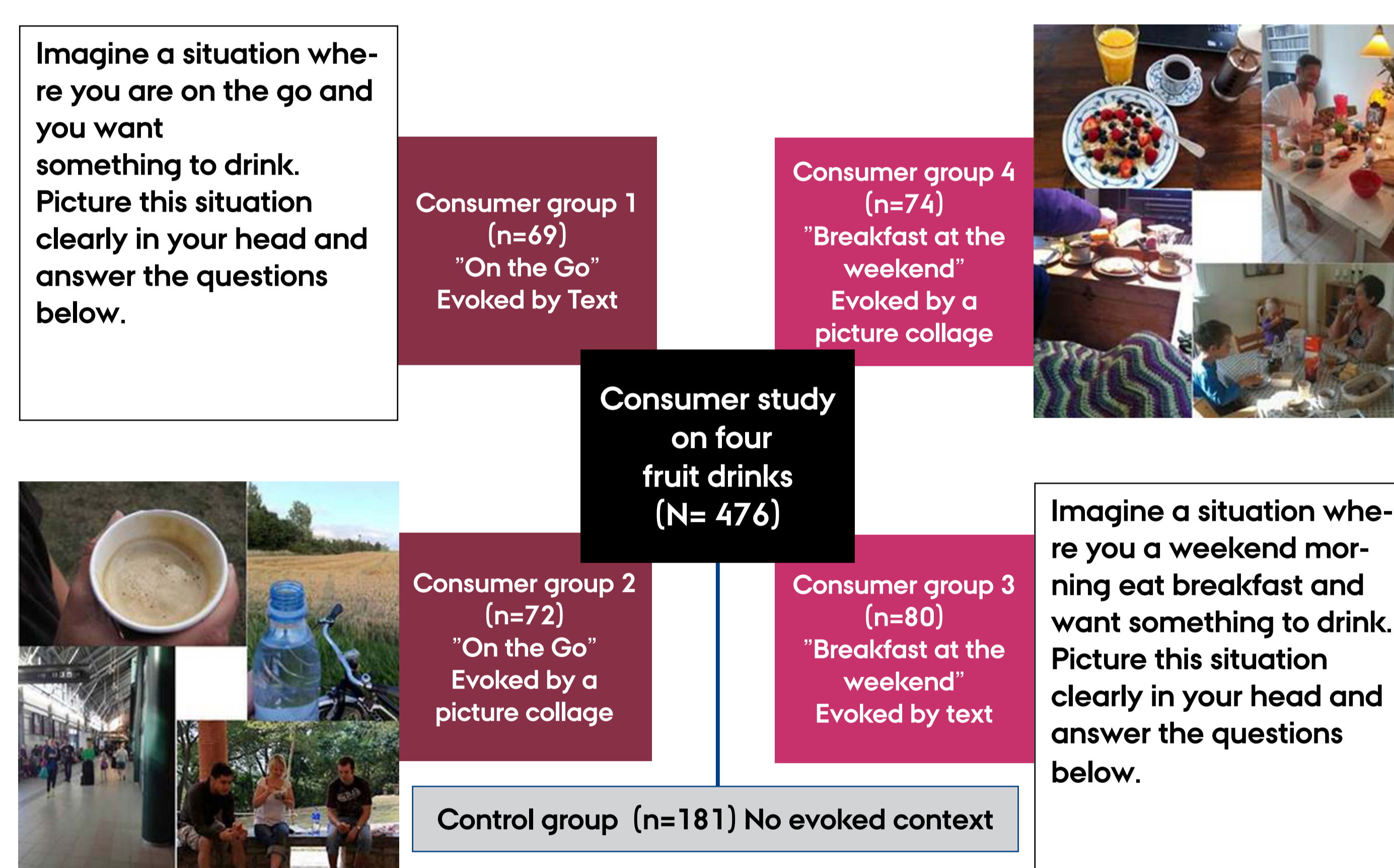


## Introduction

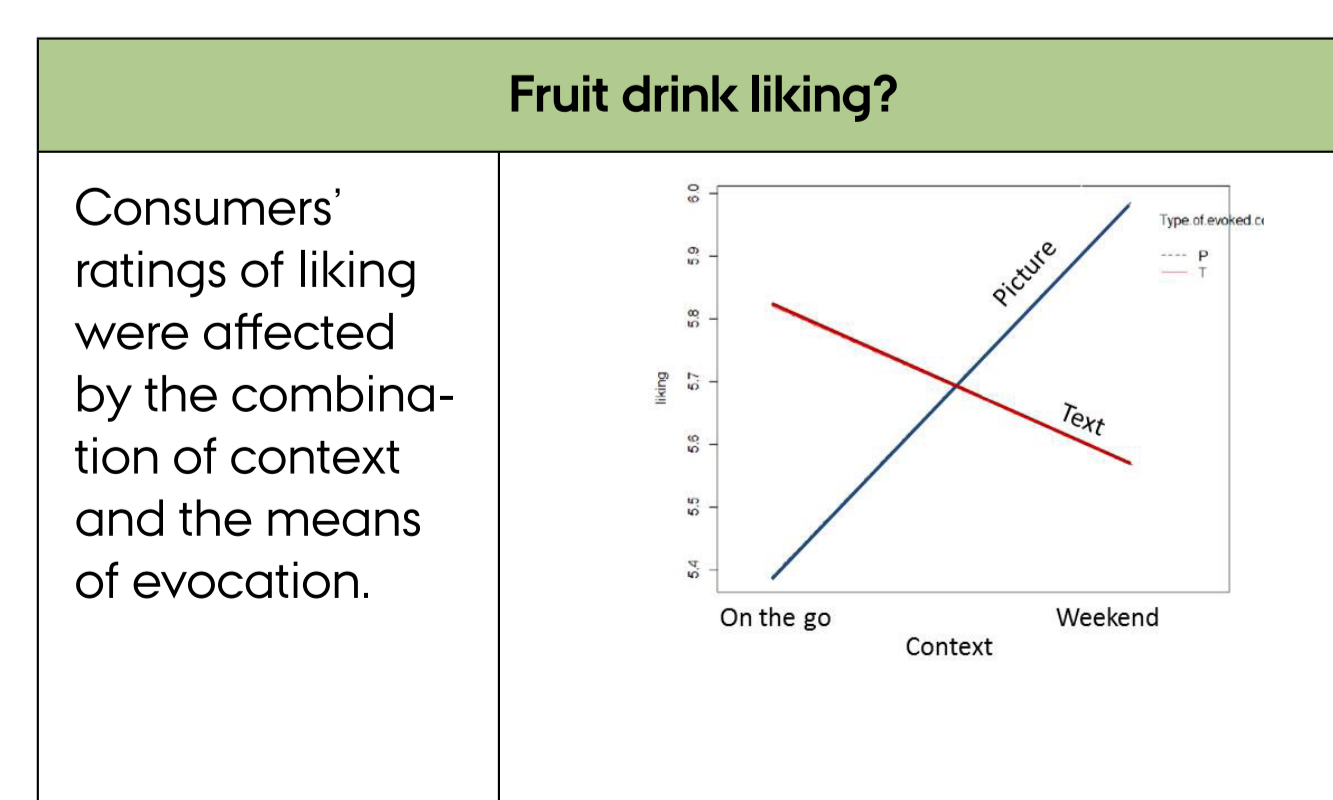
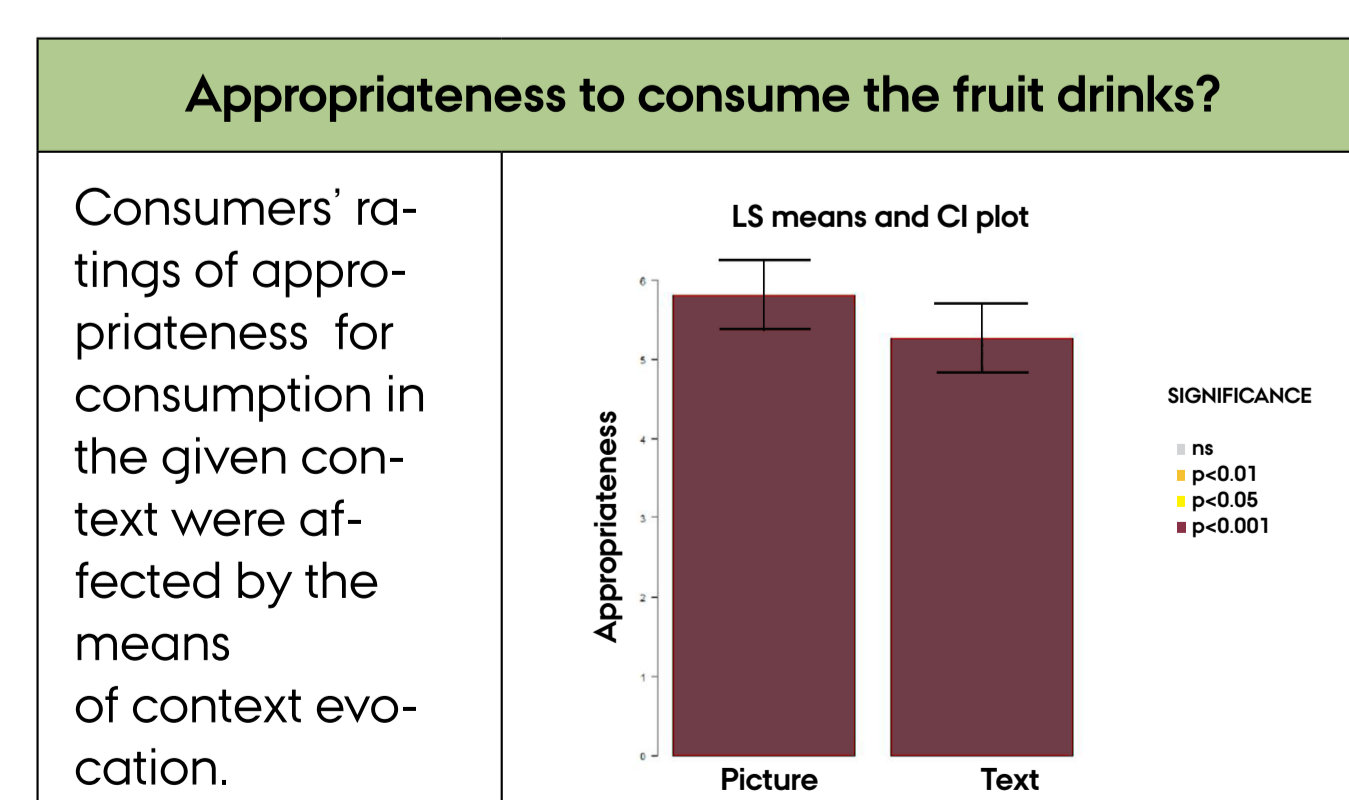
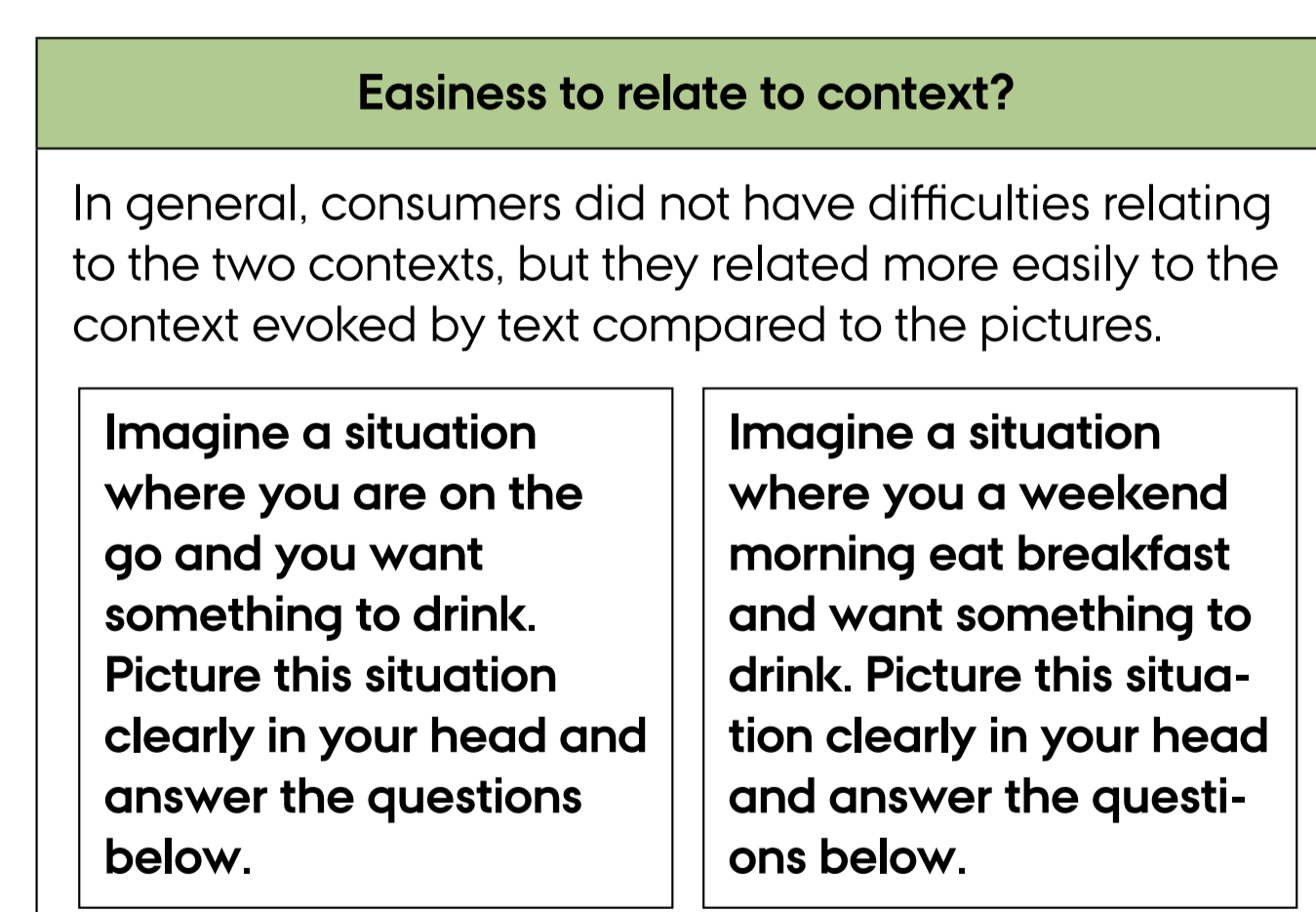
We respond to products in different ways according to context. The idea of being able to place the consumers' mind-set in a natural consumption setting when evaluating products in unnatural settings is thus alluring. It has been found that consumers can imagine contexts vividly and that evocation of a context can affect hedonic responses towards foods. However, studies on the means of context evocation such as text vs. pictures are scarce.



## Procedure

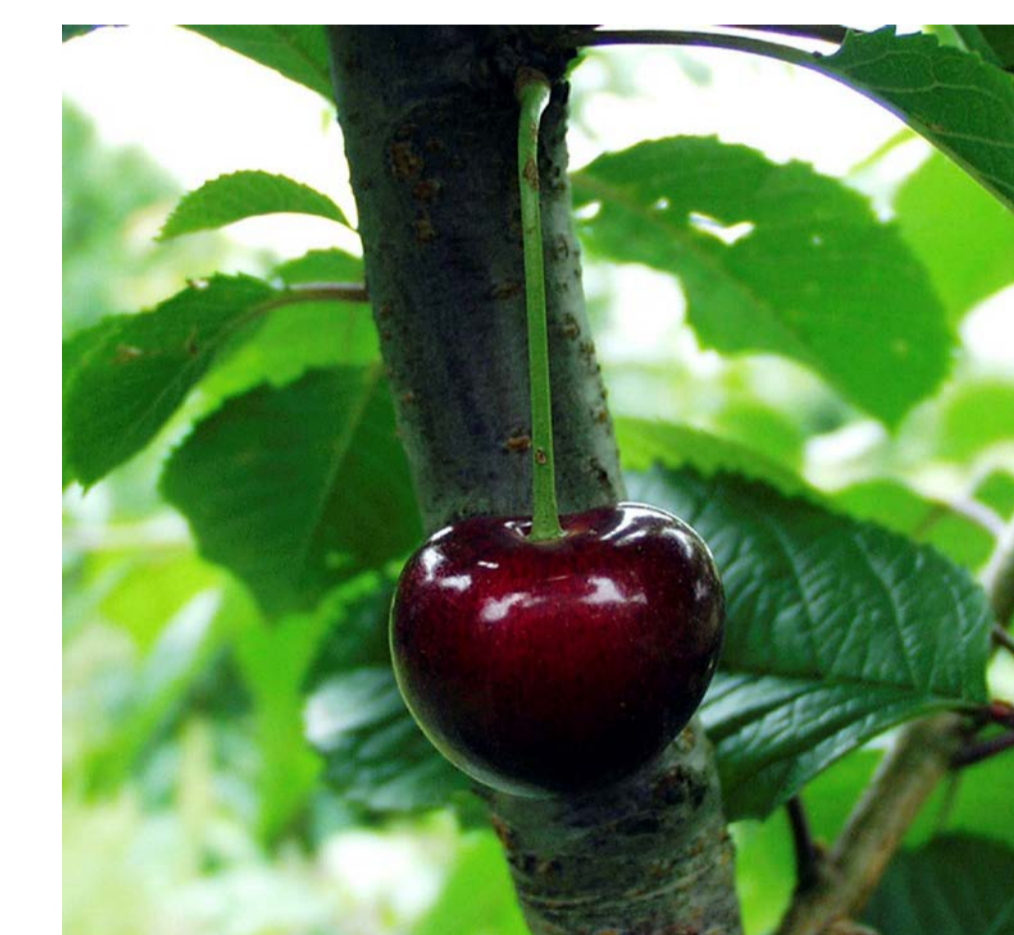


## Results



## Aim

To study the effect of evoked contexts and means of context evocation, text only and pictures only, on consumers' response towards fruit drinks.



## Conclusion

No difficulties relating to the two contexts. Differences between means of contexts:

- More easy to relate to text than pictures
- Products rated as more appropriate when context was evoked by pictures
- Liking affected by the combination of context and type of evocation

