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Overcoming Lower Imagery Ability through Process Priming

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Abstract

To promote services and products, marketers often prompt consumers' imagination through advertisements that include imagery appeals (e.g., "Imagine yourself here"). Yet, previous research shows that these appeals are ineffective among consumers with lower imagery ability who find it difficult to imagine the scenes presented in the advertisement. In five studies, we show that this difficulty of imagination associated with lower imagery ability and the consequent ineffectiveness of imagery appeals can be overcome through process priming and, specifically,

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