

**POSTER ABSTRACTS**

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**Consumer Misattribution Effects in Virtual Product Presentation Environments**

We investigate a consumer misattribution process in virtual product presentation environments where consumers upload their own photos and virtually try various products on the image before making a purchase decision. Three experiments were conducted to test our hypothesis that the more consumers like their photos, the more they like the product presented on the photos. The findings show that when consumers virtually try products on their digital image, they respond holistically to the image, but misread their response as arising from what they are focusing on: the product. This misattribution, in turn, results in differential product preferences and evaluations.