

Scientific Consumer Psychology Research for RITUALS Evidence-Based Buying Motivations, Barriers, and Online Behaviors in Beauty and Home Fragrance

Drip Agency Research Department

February 27, 2026

Abstract

RITUALS operates in an “accessible luxury” niche spanning bath and body care, skincare, haircare, and home fragrance, where purchase decisions are strongly shaped by multisensory expectations (especially olfaction and touch), gifting-driven social signaling, and trust in fairness and transparency. This report synthesizes peer-reviewed evidence (prioritizing the last 10–15 years) on (i) sensorial drivers and uncertainty in online purchase of sensory goods, (ii) ritualization, habit formation, and mood-related consumption, (iii) gifting psychology and status signaling, (iv) loyalty, reciprocity, and price–size fairness, (v) online-specific decision aids (reviews, visualization, interactivity), and (vi) sustainability claim credibility and greenwashing skepticism. Across themes, the dominant conversion-relevant conclusion is that buyers must be helped to predict the sensorial outcome and social outcome (gift pride) while minimizing perceived deception and ambiguity. Evidence-supported levers include intensity/fit guidance for scent, vivid multisensory cues (without overclaiming), curated choice reduction, transparent promotions, and credible sustainability communication.

1 Brand Summary (Industry and Niche; Site-Content Level, No UX Critique)

1.1 Industry and Product Niche

- **Industry:** Beauty and home fragrance retail.
- **Niche positioning:** “Accessible luxury” self-care and home ambience, with fragrance-led collections inspired by traditions and “ritual” narratives.
- **Core product types:**
 - Bath and body care (e.g., shower foams, body creams, scrubs).
 - Skincare and haircare.
 - Home scent (candles, reed diffusers, room sprays; often purchased as ambience solutions).
 - Curated gift sets (high relevance for occasions and social exchange).

1.2 Key Product Features (Category-Relevant, Inferred from Description)

- **Multisensory consumption:** primary value is olfactory (fragrance notes, intensity, longevity) and haptic (texture, foam transformation, skin feel).
- **Collection architecture:** themed “ritual” collections that bundle scent profiles, moods, and use occasions (sleep/calm/refresh).
- **Giftability:** curated sets and presentation cues support low-effort, high-confidence gifting.

1.3 Target Audience and Demand States

- **Primary audiences:** adults seeking self-care and gifting; female skew but unisex collections; mid-price to premium shoppers.
- **High-frequency demand states:**
 - Self-soothing and indulgence at home (“spa-like” moments).
 - Home ambience management (calm, cozy, sleep cues, hosting readiness).
 - Occasion gifting (birthdays, holidays, anniversaries, housewarmings).
- **Involvement level:** often low-to-moderate (routine replenishment; relatively low functional risk), but **high idiosyncratic fit risk** for fragrance intensity and preference.

1.4 Category-Specific Unique Selling Propositions (USPs) Typical for This Niche

- **Ritual narrative** as a meaning-making frame for everyday routines (psychologically distinct from purely functional cosmetics).
- **“Masstige” prestige** via scent sophistication, packaging cues, and curated sets (status-by-association without ultra-luxury pricing).
- **Experience-forward value proposition:** fast emotional payoff through sensory transformation (foam bloom, first inhale, tactile glide).

2 Evidence Map: What Most Predictably Moves Conversion in This Niche

2.1 A Minimal Diagnostic Chart (Non-Evidential, Used Only to Organize the Scientific Review)

The following chart operationalizes category drivers frequently reported in consumer psychology for sensory, giftable, trust-sensitive products. It is not a scientific measurement; it is a structural guide for the evidence synthesis.

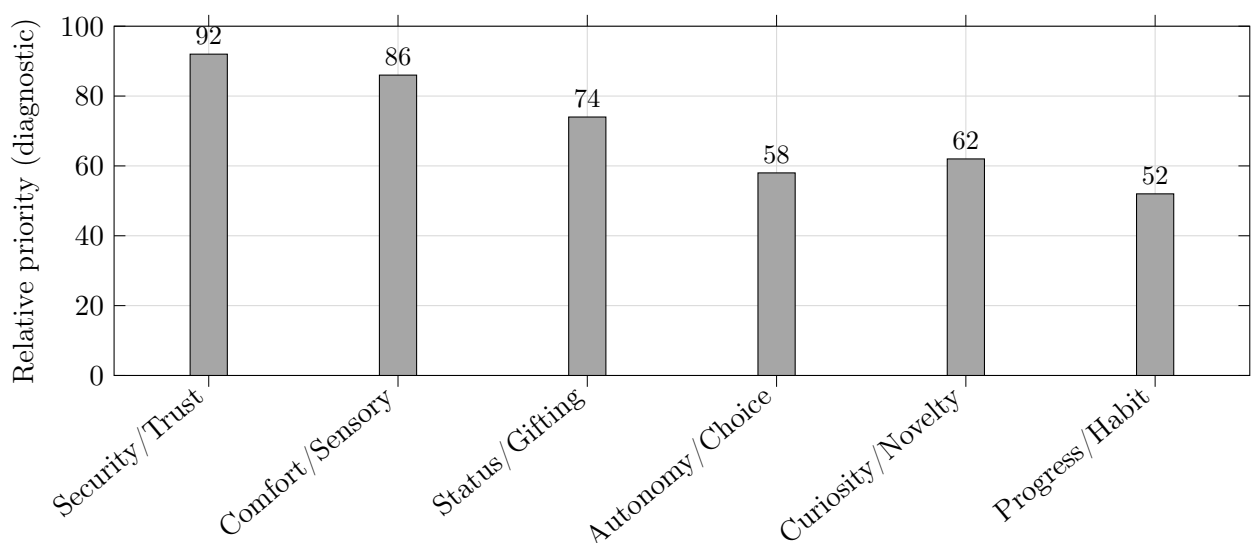


Figure 1: Diagnostic prioritization used to structure themes (not primary evidence).

3 Key Findings by Theme (Scientific Evidence; Methods and Data Points)

3.1 Theme 1: Multisensory Value (Olfaction and Touch) as a Core Buying Motivation

3.1.1 What the evidence says

- **Olfaction is tightly linked to affect and autobiographical memory**, making scent products disproportionately “meaning-laden” relative to many utilitarian categories. Reviews, “note stories,” and rituals can leverage this pathway without requiring clinical claims. Foundational work on odor-evoked memory and emotion is synthesized by Herz (2016) and earlier empirical work (e.g., Herz and Cupchik, 1992).
- **Ambient and product scent can change evaluation and approach behavior**, but effects depend on congruency (fit with product, context, and consumer expectations). A classic controlled field/lab line shows that **congruent scent** can improve store evaluations and behavior (e.g., Mattila and Wirtz, 2001), and that gender- or segment-congruent cues may moderate outcomes (Spangenberg et al., 2006).
- **Touch is a decision-relevant informational channel** in cosmetics and body care (texture, absorption, residue). The “Need for Touch” construct predicts when haptic input is especially persuasive; high-Need-for-Touch consumers respond more strongly to opportunities to touch and to touch-related descriptions (Peck and Childers, 2003). In online environments, inability to touch can increase uncertainty and lower confidence unless mitigated with vivid sensory language, imagery, and credible proxies.
- **Multisensory marketing effects are strongest when cues are coherent**. Reviews and frameworks emphasize that consumers integrate sensory inputs; incongruence can create processing difficulty and reduce preference (Krishna, 2012; Spence, 2015).

3.1.2 Typical methodologies and what to extract for CRO

- **Field experiments and lab experiments:** manipulate scent presence, congruence, or sensory descriptions; measure dwell time, purchase intention, and evaluations (Mattila and Wirtz, 2001; Spangenberg et al., 2006).
- **Psychometric segmentation:** Need for Touch scales; analyze differential response to sensory information (Peck and Childers, 2003).

3.1.3 Conversion-relevant implications for RITUALS (evidence-linked)

- **Reduce sensory ambiguity online** by making scent intensity, room fit, and longevity **predictable**. Sensory goods are high in experiential uncertainty; decision aids act as “diagnostic cues” that compensate for missing senses.
- Use **congruence management**: align collection story, note descriptions, and use occasion (sleep, hosting, recovery) so that sensory expectations match experience, reducing post-purchase disconfirmation.
- For body care, emphasize **texture transformations** (foam expansion, cream richness) as a substitute for touch.

3.2 Theme 2: Ritualization, Meaning, and Habit Formation (“Small Daily Escapes”)

3.2.1 What the evidence says

- **Rituals can increase perceived value and enjoyment of consumption.** In controlled experiments, performing rituals around consumption can enhance enjoyment and perceived meaningfulness (Vohs et al., 2013). This is directly aligned with RITUALS’ narrative positioning.
- **Habits form through repetition in stable contexts**, and average time-to-automaticity is often longer than consumers expect. A longitudinal study of habit formation in daily life observed a mean around 66 days to reach asymptotic automaticity, with substantial individual variability (Lally et al., 2010). This supports structured “challenges” and routine prompts as retention levers.
- **Mindfulness-related frames can alter consumption by shifting attention to sensory experience** (not necessarily reducing consumption; sometimes increasing satisfaction). This is consistent with the broader literature on mindful attention and savoring, which can elevate subjective experience without changing product function (see conceptual syntheses such as Krishna, 2012 for sensory attention mechanisms, and Vohs et al., 2013 for ritual mechanisms).

3.2.2 Typical methodologies and what to extract for CRO

- **Randomized experiments:** ritual vs no-ritual conditions; outcomes include enjoyment, willingness to pay, and perceived meaning (Vohs et al., 2013).
- **Longitudinal behavioral tracking:** repeated behavior frequency and automaticity trajectories (Lally et al., 2010).

3.2.3 Conversion-relevant implications for RITUALS

- **Sell the routine, not only the SKU:** when consumers adopt a repeatable script, they move from one-off indulgence to replenishment.
- Use “micro-ritual” framing (e.g., 60–120 seconds) to lower perceived effort while maintaining meaning; ritual efficacy in experiments depends on perceived completeness and intentionality, not duration per se (Vohs et al., 2013).
- Post-purchase messaging can support habit formation by stabilizing context cues (same time of day, same location), consistent with habit formation principles (Lally et al., 2010).

3.3 Theme 3: Gifting, Social Signaling, and “Masstige” (Accessible Luxury) Dynamics

3.3.1 What the evidence says

- **Gift choice is constrained by social risk and impression management.** Givers often seek gifts that minimize the chance of failure and maximize perceived thoughtfulness. Empirical work shows systematic mispredictions: givers overweight “surprise” or “wow” relative to recipients’ preferences for fit and usability; additionally, givers and receivers value gifts differently (Flynn and Adams, 2009).
- **Luxury consumption includes signaling motives that vary by visibility and audience.** A key framework distinguishes between quiet and loud signals and shows that brand prominence can function as a status signal, with segment differences in preference for conspicuousness (Han et al., 2010). For “masstige” brands, **gift sets act as visibility multipliers** because packaging and unboxing are socially observable.

- **Presentation quality influences perceived value.** Packaging and design act as extrinsic cues that shape quality inference and brand personality impressions (Orth and Malkewitz, 2008). For gift purchases, packaging becomes part of the gift itself, raising the stakes of “arrives presentable” assurances.

3.3.2 Typical methodologies and what to extract for CRO

- **Behavioral experiments:** giver vs receiver valuation tasks, comparing gift types (Flynn and Adams, 2009).
- **Field and lab studies:** manipulate brand prominence and measure status judgments, purchase likelihood, and self-presentation motives (Han et al., 2010).
- **Design perception studies:** map packaging design to inferred brand traits and perceived quality (Orth and Malkewitz, 2008).

3.3.3 Conversion-relevant implications for RITUALS

- **Gift assurance reduces social-risk friction:** explicit “gift-ready” guarantees and vivid unboxing proofs reduce gifter anxiety consistent with impression-management pressures.
- **Curate gift choices to reduce cognitive load** (few clear options by occasion) because givers operate under time pressure and fear of mismatch.
- **Support “social proof of success”** (e.g., “recipient loved it” themes) while avoiding overclaiming; the objective is to reduce givers’ uncertainty about recipient fit.

3.4 Theme 4: Uncertainty, Trust, and Risk Reduction in Online Purchase of Sensory Goods

3.4.1 What the evidence says

- **Trust is a central antecedent of online purchase intention** and is shaped by perceived risk, prior experiences, and transaction assurances. Seminal e-commerce models show trust and perceived risk as key drivers of intention and behavior (Pavlou, 2003; Gefen et al., 2003).
- **Online reviews (eWOM) reliably influence sales outcomes.** A meta-analysis quantifies significant relationships between review valence/volume and sales-related outcomes (Floyd et al., 2014). For fragrances and cosmetics (high experientiality), reviews function as a proxy for “trial” and reduce uncertainty.
- **Vividness and interactivity can reduce uncertainty in online product presentation.** Experimental work in information systems shows that richer product presentation and interactive decision support can increase perceived diagnosticity and confidence (Jiang and Benbasat, 2007).

3.4.2 Typical methodologies and what to extract for CRO

- **Structural equation modeling and survey studies:** quantify trust, perceived risk, and intention paths (Pavlou, 2003; Gefen et al., 2003).
- **Meta-analysis:** estimate average effect sizes of review metrics on purchase outcomes (Floyd et al., 2014).
- **Controlled experiments:** test presentation formats and decision aids on perceived diagnosticity and choice confidence (Jiang and Benbasat, 2007).

3.4.3 Conversion-relevant implications for RITUALS

- Make “what happens if it goes wrong” salient and simple. Trust-sensitive categories benefit from clear responsibility statements (delivery ownership, replacements, transparent terms), consistent with trust–risk frameworks.
- Treat reviews as **structured sensory evidence**: highlight intensity, longevity, room size, and “most common use case” patterns rather than only star ratings.
- Use interactive guidance (short quizzes, “finder” tools) to increase diagnosticity; evidence suggests interactivity can raise confidence when it provides decision-relevant information (Jiang and Benbasat, 2007).

3.5 Theme 5: Choice Overload, Curation, and Decision Comfort (Especially in Fragrance Collections)

3.5.1 What the evidence says

- **Choice overload is context-dependent, not inevitable.** A large meta-analysis finds that the average effect of having more choices is small and varies by moderators (e.g., decision difficulty, preference uncertainty, and assortment structure) (Scheibehenne et al., 2010). Fragrance preference uncertainty and limited ability to sample online increase the likelihood that larger assortments reduce conversion.
- **Assortment structure and recommendation can convert complexity into confidence.** Where consumers lack stable preferences, curation and attribute-based filtering can reduce cognitive burden and increase perceived control, consistent with broader decision-making evidence summarized in choice and consumer cognition research (e.g., Scheibehenne et al., 2010).

3.5.2 Typical methodologies and what to extract for CRO

- **Meta-analysis:** quantify heterogeneity and moderator effects (Scheibehenne et al., 2010).
- **Lab and field experiments:** manipulate assortment size and structure; measure choice deferral, satisfaction, and purchase.

3.5.3 Conversion-relevant implications for RITUALS

- Reduce preference uncertainty faster than you reduce assortment. Practical translation: guide users to 3–5 “best matches” with clear reasons; this targets the known moderator (preference uncertainty) that makes overload more likely.
- Present assortments as **occasion-based** (sleep, focus, hosting, self-gift, gift-for-her/him) because occasions provide a stable decision frame when preferences are fuzzy.

3.6 Theme 6: Fairness, Promotions, Loyalty, and the Psychology of “Conditional Free”

3.6.1 What the evidence says

- **Perceived price fairness strongly influences satisfaction and trust.** Consumers form fairness judgments not only from prices but from inferences about seller motives and procedures; perceived unfairness can trigger anger and reduce loyalty (Xia et al., 2004).
- **Loyalty programs have measurable effects**, but effectiveness depends on design and perceived equity. A meta-analysis indicates overall positive effects of loyalty programs while emphasizing heterogeneity and program structure (Dorotic et al., 2012).

- **Reciprocity norms can backfire when “gifts” are perceived as manipulative.** While reciprocity can increase compliance, consumer responses are sensitive to perceived intent; if an incentive is framed as deceptive (e.g., “free” with hidden conditions), it can damage trust and future purchase willingness (mechanism consistent with fairness and persuasion knowledge frameworks; see Xia et al., 2004 for fairness and Delmas and Burbano, 2011 for deception-relevant reputational dynamics in “green” contexts).

3.6.2 Typical methodologies and what to extract for CRO

- **Experiments and surveys:** manipulate promotion framing and conditions; measure fairness perceptions and purchase intention (Xia et al., 2004).
- **Meta-analysis:** estimate loyalty program effects and moderators (Dorotic et al., 2012).

3.6.3 Conversion-relevant implications for RITUALS

- **State conditions in the headline, not the footnote.** This directly protects fairness perception, a driver of trust and retention in the evidence base.
- Use transparent value metrics (price per 100 ml, cost-per-use) to reduce fairness disputes under inflation and downsizing sensitivity; fairness research indicates that opacity increases motive inferences and suspicion (Xia et al., 2004).
- Loyalty programs should emphasize **predictability and control** (clear thresholds, visible progress), consistent with meta-analytic evidence that structure moderates effectiveness (Dorotic et al., 2012).

3.7 Theme 7: Sustainability Claims, Greenwashing Skepticism, and Credibility Repair

3.7.1 What the evidence says

- **Greenwashing is a documented market behavior** that can generate reputational risk and consumer skepticism; it is reinforced by information asymmetry and weak verification (Delmas and Burbano, 2011).
- **Consumers penalize perceived greenwashing.** Experimental evidence shows that greenwashing can reduce brand attitudes and purchase intentions, especially when consumers perceive manipulative intent or when claims are vague (Nyilasy et al., 2014).
- **Effective sustainability communication is specific, verifiable, and trade-off aware.** Broad “eco” claims without measurable outcomes are more likely to trigger persuasion knowledge and distrust (Delmas and Burbano, 2011; Nyilasy et al., 2014).

3.7.2 Typical methodologies and what to extract for CRO

- **Conceptual and empirical synthesis:** drivers of greenwashing and consumer response patterns (Delmas and Burbano, 2011).
- **Controlled experiments:** manipulate claim specificity and credibility; outcomes include attitudes, skepticism, and purchase intention (Nyilasy et al., 2014).

3.7.3 Conversion-relevant implications for RITUALS

- Prefer “proof over poetry”: quantify refills, material reductions, and supply-chain actions; avoid vague sustainability rhetoric that can be interpreted as cover for price/size changes.
- When changes occur (format, volume, device compatibility), transparent “what changed and why” communication reduces motive attribution and preserves trust.

3.8 Theme 8: Sociodemographic Differences and Practical Segmentation (What Science Reliably Supports)

3.8.1 What the evidence says

- **Olfactory sensitivity declines with age on average**, and individual differences are substantial; this affects fragrance intensity satisfaction and should be anticipated in guidance (Hummel et al., 2007).
- **Gender differences in odor perception and fragrance use exist but are culturally moderated.** Empirical sensory science suggests average differences in performance and preferences, but variance within groups is large; therefore, segmentation should be preference- and occasion-based rather than purely demographic (Hummel et al., 2007; Spangenberg et al., 2006 on gender-related cue congruence effects in marketing contexts).
- **Digital trust drivers vary by experience and risk propensity.** E-commerce trust models indicate that prior experience, institutional cues, and perceived control shape adoption (Gefen et al., 2003; Pavlou, 2003).

3.8.2 Conversion-relevant implications for RITUALS

- Use **intensity self-selection** (light/medium/strong) rather than demographic targeting as the primary personalization axis for fragrance.
- Provide **gift paths** optimized for time-pressed shoppers (often not primarily female) without stereotyping; evidence supports that gifting is social-risk-driven and benefit from confidence cues (Flynn and Adams, 2009).

4 Evidence-to-Action Matrix (Scientific Findings with Methods and Quantitative Anchors)

Theme	Methodology (typical)	Key data points to know	Implication for e-commerce conversion (RITUALS-like)
Olfaction and affect/memory	Lab experiments; sensory cognition research syntheses	Odor cues are potent affective and autobiographical triggers; effects depend on congruence and expectations (Herz, 2016; Mattila and Wirtz, 2001; Spence, 2015).	Describe scents with occasion and mood congruence (sleep/calm/hosting) and provide expectation controls (intensity, longevity) to prevent disconfirmation.
Touch and uncertainty in cosmetics	Psychometrics; experiments on haptic information	Need for Touch predicts reliance on tactile cues; missing touch online increases uncertainty for high-NFT consumers (Peck and Childers, 2003).	Use texture cues (videos, close-up texture shots, “feel” descriptors) and structured reviews emphasizing application feel.

Theme	Methodology (typical)	Key data points to know	Implication for e-commerce conversion (RITUALS-like)
Rituals increase enjoyment	Randomized experiments (ritual vs control)	Rituals can increase enjoyment and perceived value of consumption (Vohs et al., 2013).	Turn usage into a repeatable script (micro-ritual steps) and position sets as “ritual recipes” for outcomes.
Habit formation timelines	Longitudinal daily-life study	Mean time to automaticity around 66 days; high variance (Lally et al., 2010).	Create retention flows supporting context-stable repetition (night routine, Sunday reset) rather than one-off indulgence messaging only.
Online trust and perceived risk	SEM models; survey-based causal modeling	Trust and perceived risk are central predictors of online purchase intention (Pavlou, 2003; Gefen et al., 2003).	Make responsibility and fairness cues salient: clear returns, delivery ownership, replacement policies, and transparent promotion conditions.
eWOM effects on sales	Meta-analysis; econometric studies	Meta-analysis supports significant relationships between review signals and sales outcomes (Floyd et al., 2014).	Provide review navigation by sensory attributes (intensity, longevity, room size) to act as “virtual sampling.”
Choice overload heterogeneity	Meta-analysis	Average choice overload effect is small and moderator-dependent; preference uncertainty increases deferral (Scheibehenne et al., 2010).	Reduce uncertainty via curated shortlists and occasion-led bundles rather than only shrinking assortment.
Price fairness and backlash	Experiments; surveys	Perceived unfairness reduces trust and loyalty; consumers infer firm motives (Xia et al., 2004).	Replace vague “free” language and hidden thresholds; show price-per-ml and “what changed and why” for size or format changes.
Loyalty program effectiveness	Meta-analysis	Loyalty programs show positive average effects with strong heterogeneity; design matters (Dorotic et al., 2012).	Emphasize predictable, visible progress and avoid surprise conditions that can undermine fairness perceptions.
Greenwashing skepticism	Conceptual synthesis; experiments	Greenwashing is incentivized by asymmetry; consumers can penalize vague or deceptive green claims (Delmas and Burbano, 2011; Nyilasy et al., 2014).	Use specific, verifiable sustainability claims ; explicitly communicate trade-offs to prevent deception inferences.

Theme	Methodology (typical)	Key data points to know	Implication for e-commerce conversion (RITUALS-like)
Status signaling in luxury/masstige	Field/lab studies on signaling	Brand prominence relates to status signaling and segment differences; visibility shapes preference (Han et al., 2010).	For gift sets: reinforce presentation-proof prestige (unboxing evidence, protective shipping cues) to protect the social signal.
Gift valuation asymmetries	Behavioral experiments	Givers and receivers can value gifts differently; givers may mispredict recipient preferences (Flynn and Adams, 2009).	Provide “safe gift” scaffolding: recipient-fit cues (unisex, crowd-pleasers, intensity guidance), and easy exchange pathways.
Online presentation diagnosticity	Controlled experiments (presentation richness)	Vividness and interactivity increase perceived diagnosticity and confidence (Jiang and Benbasat, 2007).	Add short quizzes and clear attribute meters (intensity/space/longevity) to convert uncertain browsers.

5 Practical Psychological Barriers and Triggers (Category-General, Evidence-Consistent)

5.1 Motivations (What initiates purchase)

- **Comfort seeking and affect regulation through sensory input:** scent and touch provide fast hedonic payoff; rituals amplify enjoyment (Herz, 2016; Vohs et al., 2013).
- **Identity and status management through “tasteful” gifting:** accessible luxury allows socially legible generosity (Han et al., 2010; Orth and Malkewitz, 2008).
- **Home ambience management:** consumers use environmental cues (including scent) as part of atmosphere creation; congruent cues improve evaluations (Mattila and Wirtz, 2001; Spence, 2015).

5.2 Barriers and Skepticism (What prevents checkout)

- **Sensory uncertainty online:** inability to smell/touch creates perceived diagnosticity gaps; high Need for Touch amplifies this barrier (Peck and Childers, 2003; Jiang and Benbasat, 2007).
- **Fear of social failure in gifting:** presentation damage, mismatch, or “cheap-looking” elements translate into social risk (Flynn and Adams, 2009; Orth and Malkewitz, 2008).
- **Fairness distrust:** conditional promotions framed as “free” can trigger unfairness judgments and erode trust (Xia et al., 2004).
- **Greenwashing suspicion:** vague sustainability claims can backfire, especially when coinciding with price/size changes (Delmas and Burbano, 2011; Nyilasy et al., 2014).

5.3 Online-Specific Triggers (What can accelerate confident purchase)

- **Interactivity that increases diagnosticity:** short finders and meters reduce uncertainty when they map directly to outcomes (Jiang and Benbasat, 2007).

- **Review systems that surface sensory-relevant attributes:** meta-analytic evidence supports review impact, and sensory categories benefit from attribute-specific aggregation (Floyd et al., 2014).
- **Clarity and responsibility cues:** trust models predict conversion improvements when risk is reduced with institutional assurances (Pavlou, 2003; Gefen et al., 2003).

6 Most Important Conclusions (Evidence-Weighted)

- **The category is won by making sensory outcomes predictable online:** intensity, longevity, texture, and use-occasion fit must be translated into decision-relevant cues (Peck and Childers, 2003; Jiang and Benbasat, 2007; Spence, 2015).
- **Gifting conversion hinges on social-risk reduction:** gift assurance and presentation credibility are not cosmetic details; they protect the core value of “I chose well” (Flynn and Adams, 2009; Orth and Malkewitz, 2008; Han et al., 2010).
- **Trust and fairness are multiplicative:** unclear “free” conditions, opaque loyalty mechanics, and vague sustainability claims can negate strong product desire (Xia et al., 2004; Dorotic et al., 2012; Delmas and Burbano, 2011; Nyilasy et al., 2014).

7 Sources

1. Delmas, M. A., & Burbano, V. C. (2011). *The drivers of greenwashing*. California Management Review. <https://doi.org/10.1525/cmr.2011.54.1.64>
2. Nyilasy, G., Gangadharbatla, H., & Paladino, A. (2014). *Perceived greenwashing: The interactive effects of green advertising and corporate environmental performance on consumer reactions*. Journal of Business Ethics. <https://doi.org/10.1007/s10551-013-1944-3>
3. Dorotic, M., Bijmolt, T. H. A., & Verhoef, P. C. (2012). *Loyalty programmes: Current knowledge and research directions*. International Journal of Management Reviews. <https://doi.org/10.1111/j.1468-2370.2011.00314.x>
4. Xia, L., Monroe, K. B., & Cox, J. L. (2004). *The price is unfair! A conceptual framework of price fairness perceptions*. Journal of Marketing. <https://doi.org/10.1509/jmkg.68.4.1.42733>
5. Pavlou, P. A. (2003). *Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model*. International Journal of Electronic Commerce. <https://doi.org/10.1080/10864415.2003.11044275>
6. Gefen, D., Karahanna, E., & Straub, D. W. (2003). *Trust and TAM in online shopping: An integrated model*. MIS Quarterly. <https://www.jstor.org/stable/30036519>
7. Floyd, K., Freling, R., Alhoqail, S., Cho, H. Y., & Freling, T. (2014). *How online product reviews affect retail sales: A meta-analysis*. Journal of Retailing. <https://doi.org/10.1016/j.jretai.2013.05.004>
8. Jiang, Z., & Benbasat, I. (2007). *Investigating the influence of the functional mechanisms of online product presentations*. Information Systems Research. <https://doi.org/10.1287/isre.1070.0123>
9. Scheibehenne, B., Greifeneder, R., & Todd, P. M. (2010). *Can there ever be too many options? A meta-analytic review of choice overload*. Journal of Consumer Research. <https://doi.org/10.1086/651235>

10. Krishna, A. (2012). *An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior*. Journal of Consumer Psychology. <https://doi.org/10.1016/j.jcps.2011.08.003>
11. Spence, C. (2015). *Multisensory flavor perception*. Cell. <https://doi.org/10.1016/j.cell.2015.08.027>
12. Peck, J., & Childers, T. L. (2003). *To have and to hold: The influence of haptic information on product judgments*. Journal of Marketing. <https://doi.org/10.1509/jmkg.67.2.35.18612>
13. Vohs, K. D., Wang, Y., Gino, F., & Norton, M. I. (2013). *Rituals enhance consumption*. Psychological Science. <https://doi.org/10.1177/0956797613476909>
14. Lally, P., van Jaarsveld, C. H. M., Potts, H. W. W., & Wardle, J. (2010). *How are habits formed: Modelling habit formation in the real world*. European Journal of Social Psychology. <https://doi.org/10.1002/ejsp.674>
15. Flynn, F. J., & Adams, G. S. (2009). *Money can't buy love: Asymmetric beliefs about gift price and feelings of appreciation*. Journal of Experimental Social Psychology. <https://doi.org/10.1016/j.jesp.2009.04.005>
16. Han, Y. J., Nunes, J. C., & Dreze, X. (2010). *Signaling status with luxury goods: The role of brand prominence*. Journal of Marketing. <https://doi.org/10.1509/jmkg.74.4.15>
17. Orth, U. R., & Malkewitz, K. (2008). *Holistic package design and consumer brand impressions*. Journal of Marketing. <https://doi.org/10.1509/jmkg.72.3.64>
18. Mattila, A. S., & Wirtz, J. (2001). *Congruency of scent and music as a driver of in-store evaluations and behavior*. Journal of Retailing. [https://doi.org/10.1016/S0022-4359\(01\)00042-2](https://doi.org/10.1016/S0022-4359(01)00042-2)
19. Spangenberg, E. R., Grohmann, B., & Sprott, D. E. (2006). *It's beginning to smell (and sound) a lot like Christmas: The interactive effects of ambient scent and music in a retail setting*. Journal of Business Research. <https://doi.org/10.1016/j.jbusres.2005.10.005>
20. Herz, R. S. (2016). *The role of odor-evoked memory in psychological and physiological health*. Brain Sciences. <https://doi.org/10.3390/brainsci6040022>
21. Herz, R. S., & Cupchik, G. C. (1992). *An experimental characterization of odor-evoked memories in humans*. Chemical Senses. <https://doi.org/10.1093/chemse/17.5.519>
22. Hummel, T., Kobal, G., Gudziol, H., & Mackay-Sim, A. (2007). *Normative data for the "Sniffin' Sticks" including tests of odor identification, odor discrimination, and olfactory thresholds*. European Archives of Oto-Rhino-Laryngology. <https://doi.org/10.1007/s00405-006-0173-0>