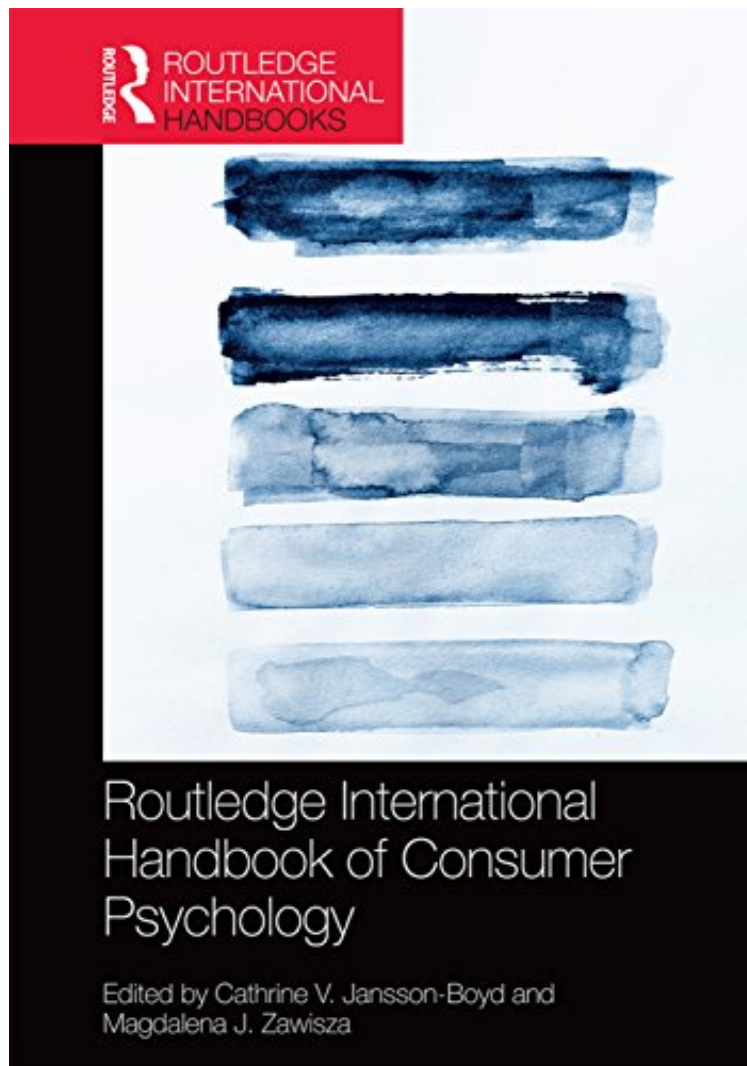


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About the Author Cathrine V. Jansson-Boyd is a reader in consumer psychology at Anglia Ruskin University, Cambridge, UK. Her areas of research include tactile perception, aesthetics and sustainability. She has conducted research for many large organizations to further the understanding of various aspects of consumer perception. Her work has been published in both books and journals. Magdalena J. Zawisza is a senior lecturer in psychology at Anglia Ruskin University, Cambridge, UK. She obtained her PhD from Royal Holloway, University of London, UK and MSc from Gdansk University, Poland. Her main research interests include consumer, gender and social psychology. She employs quantitative methodology in her research and consultancy.