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Packaging design as an implicit communicator: effects on product quality inferences in the presence of explicit quality cues

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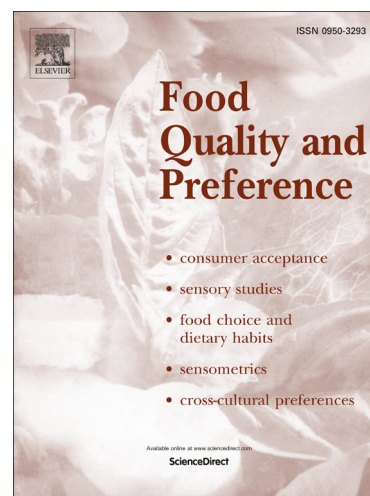
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PACKAGING DESIGN AS AN IMPLICIT COMMUNICATOR: EFFECTS ON PRODUCT QUALITY INFERENCES IN THE PRESENCE OF EXPLICIT QUALITY CUES.

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