

**Title:** Sensory Placebo Effects in Marketing: Enhancing Placebo Effects via Pavlovian Sensory Stimulation

**Researcher:** Sumitra Auschaitrakul

**Faculty:** School of Business, University of the Thai Chamber of Commerce

**Year of completion:** 2018

**Keywords:** Sensory, Placebo, Cognitive Performance

**Number of pages:** 46

---

#### **Abstract**

The author uses an interoceptive sensory signaling framework to demonstrate *Sensory Placebo Effects*, a superior form of placebo responding that occurs when a sensory signal that is paired with a performance expectation is added to a placebo vehicle. Using insights synthesized from the basic interoception literature, the author proposes that when exteroceptive sensory stimulation is perceived as having interoceptive signal value by the cognitive system ("sensory placebo"), people's cognitive performance improve even more than if they had only received a standard placebo administration. The superiority of sensory placebo effects over standard (non-sensory) placebos is due to re-encoding and re-activation of placebo responding throughout a sensory-mediated task performance, which generated sensations of sensory signaling in cognitive domains. These placebo sensations underpinned the large increases in cognitive performance both linear and divergent thinking.

*Keywords:* Sensory; Placebo; Cognitive Performance