

## MENTÁLIS SZIMULÁCIÓ ÉS NARRATÍV TRANSPORT A REKLÁMOKBAN

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**Abstract:** The mental simulation that occurs through the process of narrative transportation is very important to the attitude towards the ad, to estimation of the brand and the purchase intention. The main explanation to these is that: the mental simulation decreases the critical thinking, increases the positive feelings and the behavior intention (Escalas, 2004). This resource would like to establish the effects that the ads containing mental simulation have on the purchase intention, and also which effect is stronger: the mental simulation or the product preferences. The study proved that the ads using mental simulation increased purchase intention than the ads that the not use mental simulation. We also proved that the effect of mental simulation is higher than the product preferences on the purchase intention. Based on these facts the mental simulation can be successfully used in advertising because it has equally positive effects on the producers and the consumer as well.

**Keywords:** process based on mental simulation; narrative transportation; anticipating self-referencing; purchase intention