

CONSUMER EMOTIONS AND EXPERIENCES IN CONTEXT

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AGENDA FOR THE PRESENTATION

- Distinction between “low-road” and “high-road emotions
- Shiv & Fedorikhin (1999)- “cake-salad” paradigm
- The “Friday Effect”
- Shiv & Nowlis (forthcoming)-food sampling
- “Emotional Branding”

Impulse Control
(Non-Affective)

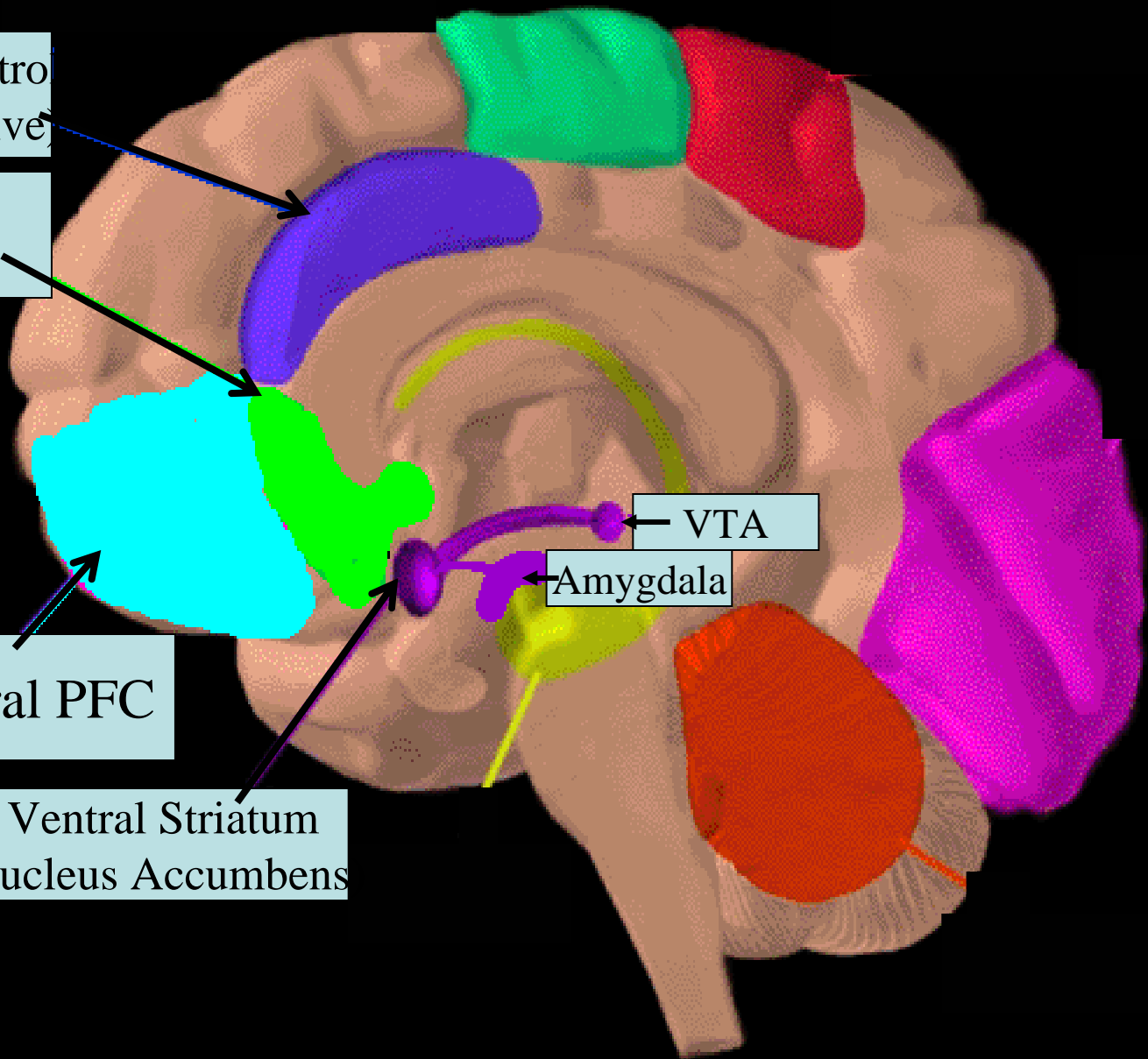
Anterior
Cingulate

Ventral PFC

Ventral Striatum
nucleus Accumbens

VTA

Amygdala



THE “FRIDAY EFFECT”

- Everyone seems to behave impulsively on Fridays
- Explanation 1: “letting one’s hair down”
- Explanation 2:
 - Alcohol day-after effects—depletion of serotonin
 - Reward system more active than the inhibitory system

FOOD-SAMPLING

- Basic question: Will distraction increase or decrease the pleasure one experiences and, thus, subsequent preferences for the food sample?
- Our finding: Distraction increases pleasure/preferences
- Reason (Two-Component Model):
 - High Distraction: The emotional component (pure pleasure) predominates
 - Low Distraction: Both components at play; the cognitive component “muddies the waters” and decreases the ultimate pleasure
- Future research on food sampling: Work by Montague pointing to the power of emotional branding.

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