Social Attributions of Obesity and Attitudes Toward Food Marketing: Implications on Framing Strategy

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Using attribution theory, the study investigates the relationships between social attributions of obesity and consumers’ attitudes toward food-marketing policy. Findings from a survey of 316 college students indicate that differences in social attributions, causes of and responsibilities to obesity, are significantly related to consumers’ attitudes toward food-marketing policy. Attitudes toward food advertising and beliefs on the importance of obesity are also important in predicting consumers’ attitudes toward food-marketing policies, both directly and indirectly through social attributions about obesity. A synergetic framing, instead of a competitive framing, between personal and social attributions is recommended as a message framing strategy to build consumers’ support for policies on food marketing.

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factorized. Therefore, we used a mixed ANOVA design: 3 emotion (happy, sad, and neutral: between-subjects) x 4 hue x 2 saturation x 3 lightness ANOVA.

One hundred fifty nine undergraduate students from a large western university participated in a study. Emotions were induced successfully as intended. The three hypotheses predicted emotional effect on color preferences in different direction. To test these hypotheses, we conducted a mixed ANOVA examining the effects of a perceiver’s emotion (happy, sad, and neutral: between-subjects) on preferences for colors’ dimensions (hue x saturation x light). A full factorial ANOVA did not reveal significant effects. However, after grouping hues by wavelength we found a significant interaction among wavelength, lightness, and emotion. In the light and middle lightness levels, the happy group’s preferences for long wavelength colors significantly increased. However, the happy group’s preferences for dark colors were not different from other groups.

In summary, a perceiver’s emotion affects his color preferences. More specifically, when people are happy (vs. neutral), happiness associated colors, that is, highly arousing colors such as light red and yellow, are more preferred.

References

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Antecedents of Attitudes towards Counterfeits of Luxury Brands: A Consumer Misbehavior Model Perspective
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Conceptualization: Counterfeiting is a global phenomenon with a growth rate of 1700% over the past decade (U.S. Department of State, 2006). Estimates of global sales for counterfeit products are about $600 billion per year, accounting for 9% of world trade (Cordeiro 2007). Much research can be found in the literature that deals with anti-counterfeit strategies from the supply side to protect counterfeiting (e.g., Chaudhry et al 2005; Shultz and Nill 2002). However, the counterfeiting problem is not related only to the manufacturers of counterfeit products, but also the demand for these counterfeit products. For better understanding consumer behavior about counterfeit products, the consumer misbehavior model was used for this study. Consumer misbehavior is defined as ‘behavioral acts by consumers which violate the generally accepted norms of conduct in consumption situations’ (Fullerton & Punj 1997, p.336). This consumer misbehavior has been accepted as a component of consumer experience. More than thirty-five types of consumer misbehavior such as shoplifting, financial fraud, and purchase of counterfeit products have been explained. Based on the literature review, this research involves three elements: 1) product variables such as price and quality, 2) individual variables such as materialism and consumer ethics, and 3) social variables such as subjective norms.

Purpose of this study: Therefore, the purpose of this study was to examine the determinants that influence consumers to purchase counterfeit products, and to propose and test a model that deals with the main antecedents of consumer attitudes toward counterfeits of luxury brands. Six hypotheses were developed. H1: The perceived price-advantage of counterfeits has a positive effect on the attitude toward counterfeit products. H2: The perceived quality of counterfeits has a positive effect on the attitude toward counterfeit products. H3: Materialism has a positive effect on the attitude toward counterfeit products. H4: Consumer ethics has a negative effect on the attitude...