Does Heavier Weight Mean More Power? Examining the Moderating Role of Dominance Trait and Semantic Congruence

Hiroaki Ishii, Chiba University of Commerce, Japan
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Previous studies have confirmed the positive effect of weight on product evaluation, which is caused by semantic association of weight with importance. Our study shows another semantic link of weight, the concept of power. Additionally, we explore the interaction between the dominance trait, advertising picture angle, and weight.

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13-G: Does Heavier Weight Mean More Power? Examining the Moderating Role of Dominance Trait and Semantic Congruence

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13-H: Do Not Wash Your Hands When You Eat Junk Food: The Possibility of a Reverse Macbeth Effect in Consumer Behavior

Jaewoo Park, Chiba University of Commerce, Japan
Hiroaki Ishii, Chiba University of Commerce, Japan

This study explores whether and how the experience of physical cleansing can affect health guilt over consuming junk food. We demonstrate that physical cleansing does not mitigate but aggravates perceived health guilt. Our research also shows that the effect of physical cleansing is moderated by consumers’ autotelic need for touch.

14-A: Mesmerized: How Digital Menu Boards Affect Food Choice

Laura Smarandescu, Iowa State University, USA
Anicia Peters, Iowa State University, USA
Brian Mennecke, Iowa State University, USA
Andrew Luse, Iowa State University, USA

The eating environment presents us with convenient, tasty, high energy density food choices. Fast food consumption is correlated with poor health and obesity. This research examines how rotating food images in digital menu boards influence food choices. Rotating images increased choice for unhealthy alternatives for vegetarians and less hungry individuals.

14-B: Exploring Consumer’s Food Choice: Utilitarian vs. Hedonic Products

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Cele C. Otnes, University of Illinois at Urbana-Champaign, USA
Nina Iversen, BI Norwegian Business School, Norway
Leif Hem, Norwegian School of Economics, Norway
Julian Hartman, Independent Researcher, USA

Consumers have to deal with many contradictory requirements and expectations while making their food choices. To understand the trade-offs in their food choice situations, the current study identifies the relative importance of four main product attributes (price, taste, environmental friendliness and healthiness) for hedonic and utilitarian food products.

14-C: The Effects of Assortment Organization and Labeling on Healthy Choice: The Scoop from an Ice Cream Store Experiment

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Anirban Mukhopadhyay, Hong Kong University of Science and Technology, Hong Kong, China
Ashley Y. H. To, Hong Kong University of Science and Technology, Hong Kong, China

Environmental cues can have strong effects on people’s decisions. In a two-phase field experiment conducted at an ice-cream store, we investigate the impact of categorization and traffic light labeling on choice. Results show that organizing the assortment and labeling the flavors in specific ways shift consumers’ choices towards healthy options.