Recalling an egoistic act nudges people to choose healthy over unhealthy food options. Conversely, participants preferred unhealthy over healthy food options when they recalled an altruistic deed. Consistent with this choice pattern participants were willing to pay more for healthy than for unhealthy options. This experiment extends the self-licensing literature.

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14-D: It “Feels” Good for Me: The Interaction of Naïve Theories and Processing Fluency in Subjective Evaluation of Healthiness

Catherine Wiggins, Cornell University, USA

Little is known about the role of processing fluency in judgments of product healthiness. This research demonstrates that the effect of processing fluency is dependent upon consumers’ naïve health theories, underscoring the importance of matching such theories to the level of processing fluency most conducive to favorable product evaluations.

14-E: Self-Licensing Effects on Food Choices

Christian Weibel, University of Bern, Switzerland
Claude Messner, University of Bern, Switzerland

Recalling an egoistic act nudges people to choose healthy over unhealthy food options. Conversely, participants preferred unhealthy over healthy food options when they recalled an altruistic deed. Consistent with this choice pattern participants were willing to pay more for healthy than for unhealthy options. This experiment extends the self-licensing literature.

14-F: Does Thinking “Outside of the Box” Make People Feel “Full”? The Influence of Consumer Creativity on Satiation for Unhealthy Foods

Na (Amy) Wen, City University of Hong Kong, Hong Kong, China
Wenyu Dou, City University of Hong Kong, Hong Kong, China

Drawing on research from satiation and health psychology, we examine the therapeutic effects of consumer creativity on satiation. In particular, we predict that creativity can elicit a divergent mindset that may increase the heterogeneity of a consideration choice set, which will, in turn, accelerate the satiation rate for unhealthy foods.

14-G: How Variety in Flavors within Indulgent and Healthy Food Options Affects Perceived Healthiness and Preference for Promotion Types

Elke Huyghe, Ghent University, Belgium
Maggie Geuens, Ghent University, Belgium
Iris Vermeir, Ghent University, Belgium

We find evidence that participants perceive variety as healthier than no variety for healthy products, while the opposite is true for indulgent products. Consumers also prefer a discount for an indulgent food option with variety and a bonus pack for a healthy food option with variety.

14-H: What You Paid Then Affects What You Eat Now: the Effect of Healthy Food Prices on Subsequent Food Decisions

Ying Jiang, University of Ontario Institute of Technology, Canada
Jing Lei, University of Melbourne, Australia

In this research we examine the effect of healthy food prices on consumers’ subsequent food choices. We show that the high (vs. low)-price of healthy food more likely leads to healthy choices in consecutive (vs. delayed) decisions for consumers who are more (vs. less) health-conscious.