Long Description Means Big Item: When Attributes of Product Presentation Are Misattributed to the Item Itself

Aner Tal, Cornell University, USA
Brian Wansink, Cornell University, USA
Joanna Ladzinski, Cornell University, USA
Michael Giblin, University of Florida, USA

Information found in product presentation can be extraneous and unrelated to the product's qualities. The length of a food's menu description, for instance, is unrelated to the size of the portion. In two studies we demonstrate that consumers misattribute characteristics of product presentation as characteristic of the product itself.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1015622/volumes/v41/NA-41

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28-D: Long Description Means Big Item: When Attributes of Product Presentation Are Misattributed to the Item Itself

Michael Giblin, University of Florida, USA
Aner Tal, Cornell University, USA
Brian Wansink, Cornell University, USA
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28-E: Inner Value Conflicts: Emotional and Behavioral Consequences in a Cross-Border Shopping Context

Liane Nagengast, University of St. Gallen, Switzerland
Thomas Rudolph, University of St. Gallen, Switzerland
Tim Boettger, University of St. Gallen, Switzerland

Although cross-border shopping has enormous impacts on many economies, it has not been investigated from a consumers’ perspective. We show empirically that cross-border shoppers feel inner conflicts that affect their purchase behaviors. Public policy makers can influence these conflicts by actively communicating the reasons for price differences in neighboring countries.

28-F: Trigger Healthy: How Samples can Create a Healthy Shopping Momentum

Aner Tal, Cornell University, USA
Brian Wansink, Cornell University, USA

Samples may guide consumer choice towards consistent products. Specifically, healthy/unhealthy samples in a grocery setting may lead to healthier/less healthy shopping baskets. We demonstrate this in a lab and field setting. These findings suggest consumers may display consistent shopping behavior even with product choices that are situationally determined.

28-G: Do Not Touch Me, But Please Do: Consumer Misjudgment of Comfort With Initiating And Receiving Interpersonal Touch

Andrea Webb, University of Wisconsin - Madison, USA
Joann Peck, University of Wisconsin - Madison, USA
Anders Gustafsson, Service Research Center, Karlstad University, Sweden

This research shows that people lack self-knowledge with respect to interpersonal touch preferences. Through lab and field studies, we examine how one's comfort with initiating and receiving touch impacts attitudinal and behavioral outcomes. Although people say they are uncomfortable with touch, the effects are not as negative as predicted.

28-H: Windows to the Sale: Mobile Eye-Tracking and In-Store Decision Making

Jacob Suher, University of Texas at Austin, USA
J. Wesley Hutchinson, University of Pennsylvania, USA
Herb Sorensen, Shopper Scientist LLC, USA

In a grocery field study, we use mobile eye-tracking to record shoppers’ visual attention at the point-of-purchase. Results show that patterns of attention depend upon product display characteristics and purchase duration. A quasi-experiment shows that reducing visible SKU count and facilitating horizontal eye movements increases shopper efficiency.