The Healthy = Expensive Intuition: Why Perceptions That Healthy Eating Costs More Can Be So Costly

Kelly Haws, Vanderbilt University, USA
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A variety of considerations impact food decision making. We examine consumer intuitions about the relationship between healthiness and the price of food items, demonstrating the nature, strength, and implications of the healthy = expensive intuition in a series of studies.

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Consumers’ Perceptions of Celebrity Values
Eda Gurel-Atay, Independent Scholar, USA
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Congruity between celebrity and product values is essential for effective endorsements. However, to select a celebrity who has congruent values with their products, companies need to know which values are associated with which celebrities. This study seeks to understand consumers’ perceptions of celebrity values and the implications of these perceptions.

Less Choosing, More Doing!
Desire For Choice is Eliminated by Procedural Control in the Consumption Process
Linda Hagen, Ross School of Business, University of Michigan, USA

Abundant literature reports a preference for large over small assortments. This paper reveals that this preference for more choice is driven by a desire for control, and as a result, granting consumers procedural control (through co-production) eliminates the lure of large assortments. This interactive effect is mediated by perceived control.

Knowing What You Need When You Need It Most:
The Impact of Relative Progress Feedback during the Middle Stage of Goal Pursuit
Mariam Hambarchyan, Stanford University, USA
Szu-chi Huang, Stanford University, USA

People mis-predicted that relative (vs. objective) progress feedback would be less helpful/valuable during the middle stage of goal pursuit (vs. initial or advanced stages), but conversely found it to be the most motivating in the middle stage. We found supportive evidence in both individual performance goal and prosocial goal contexts.

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The Effect of Situational Factors on Cross-Cultural Consumer Risk-Taking
Hosei Hemat, University of Sydney Business School, University of Sydney, Australia
Ulku Yuksel, University of Sydney Business School, University of Sydney, Australia

Using experiments, we investigate cultural differences in consumer risk-taking to identify previously unknown cultural paradoxes and boundary conditions. We adopt a context dependent view of the effect of culture on risk-taking exploring different different risk types and decision-maker perspectives as moderators.

When do Sensory Stimuli Affect Brand Extension Evaluations?
Hosei Hemat, University of Sydney Business School, University of Sydney, Australia
Ulku Yuksel, University of Sydney Business School, University of Sydney, Australia

Despite the common belief that sensory stimuli matter, little research has explored how such specific shapes can affect consumers’ evaluations of brand extension fit. Using experiments, this research shows that specific geometric shapes can affect consumer perceptions for dissimilar brand extensions.