Humanizing Products Through Typeface Design

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Across three experimental studies, the authors show that using handwritten (vs. machine-written) typefaces on product packaging positively affects consumers’ product evaluations. This effect is driven by perceptions of social presence imbued in the product, which increase consumers’ emotional attachment to the product. Further, the authors examine an important boundary condition.

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To Share or Not to Share?  
Social Distance as The Underlying Mechanism to Explain Sharing Behavior

Nadine Schreiner, Heinrich Heine University Düsseldorf, Germany  
Peter Kenning, Heinrich Heine University Düsseldorf, Germany

Sharing is a fundamental part of human behavior but still lacks empirical research. Field theory suggests social distance as one of the underlying mechanisms affecting sharing behavior. Using an experimental design, preliminary results show a decrease of sharing ratio as a function of social distance resulting in a hyperbolic shape.

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Food Fight! A Comparative Analysis of the Portrayal of Food in Cartoons Targeting Girls and Boys

Eric Setten, University of Oregon, USA

This study shows significant differences in the number and meaning of food references in cartoons for girls versus those for boys. Girls' shows reinforce the message “food is love” while boys' shows reinforce the message “food is fuel.” This has important implications for the development of identity-based attitudes towards food.

A Visual Consumption of Desserts: The Impact of Subtle Food Cues on Dieters

Donya Shabgard, University of Manitoba, Canada  
Kelley Main, University of Manitoba, Canada

This research examines the differences between dieters and non-dieters in response to subtle consumption cues. Participants were presented with an image of a bitten cut or whole dessert. The results show that dieters in comparison to non-dieters respond more favourably to the bitten and cut desserts.

The Ending Effect on Positive Illusion

Ziqi Shang, Renmin University of China, China  
Jun Pang, Renmin University of China, China  
Lingyun Qiu, Peking University, China

This research proposes and demonstrates the ending effect on individuals’ positive illusions. Across two studies, we show that individuals have a lower level of positive illusion at the end of a time period than at other time points and this effect is mediated by the perceptions of resource depletion.

I Like It Because I Imagined The Scent: Olfactory Imagery Improves Product Evaluation

Varun Sharma, Bocconi University, Italy  
Zachary Estes, Bocconi University, Italy

We show that visual image of a pleasant scent-inducing object in advertisements and packages improve (reduce) product evaluation for scent-relevant (scent-irrelevant) product categories. First study demonstrates this effect in product packages. Second study shows that this effect is mediated by generation of olfactory imagery while extending the applicability to advertisements.