Health Is Up, Indulgence Down. Effects of the Vertical Location of Food Product Claims on Consumer Response.

Alexandra Festila, MAPP Centre, Department of Management, Aarhus University, Denmark
Polymeros Chrysochou, MAPP Centre, Department of Management, Aarhus University, Denmark

Our research indicates that the position of specific food claims along the vertical dimension (of ads and packages) influences consumers' response, such that products will be preferred when health-related claims are at the top and indulgence-related claims at the bottom.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1022039/volumes/v44/NA-44

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
Health is Up, Indulgence Down. Effects of the Vertical Location of Food Product Claims on Consumer Response

Alexandra Festila, MAPP Centre, Department of Management, Aarhus University, Denmark
Polymeros Chrysochou, MAPP Centre, Department of Management, Aarhus University, Denmark

Our research indicates that the position of specific food claims along the vertical dimension (of ads and packages) influences consumers’ response such that products will be preferred when health-related claims are at the top and indulgence-related claims at the bottom.

The Dark Side of Connected Health Technology: How Connectivity Creates Exercise Addiction among Conscientious Users

Sandy Fitzgerald, RMIT University, Australia
Luke Kachersky, Fordham University, USA
Natalya Saldanha, RMIT University, Australia
Emily Chung, RMIT University, Australia
Lisa Farrell, RMIT University, Australia
Gaurangi Laud, RMIT University, Australia
Kaleel Rahman, RMIT University, Australia
Mike Reid, RMIT University, Australia
Linda Robinson, RMIT University, Australia

For many users connected health technologies (CHTs; e.g. diet and fitness apps) promote positive behavioral changes through simple psychological mechanisms. Yet emerging evidence suggests CHTs may compel some users to pursue health goals at unhealthy levels. This research examines if how and for which users CHTs foster exercise addiction.

The Effects of Selective Attention on Choice: An Eye-Tracking Study

Arnd Florack, University of Vienna, Austria
Martin Egger, University of Vienna, Austria

We conducted an eye tracking experiment to examine the effects of selective attention on consumer choice. We showed that selective attention influences preferences in consumer choice and provide new insights into the understanding of the mechanisms underlying the effects of selective attention on preferences.

Illusion of Illustration: The Impact of Picture Style on Dieters’ Perception of Vice Food

Pei-Wen Fu, National Sun Yat-sen University, Taiwan
Pei-Chi Chen, National Sun Yat-sen University, Taiwan
Ying-Ying Li, National Sun Yat-sen University, Taiwan
Chun-Tuan Chang, National Sun Yat-sen University, Taiwan

This research investigates how different picture styles (photograph versus illustration) and dieting tendency influence consumers’ perception of vice food. The results show that illustrated rather than photographic picture results in a healthier perception of vice food for dieters. Besides dieters’ attention focus serves as the underlying mechanism.

Regaining Control or Avoiding Risk: When Social Crowdedness Inhibits versus Encourages Preference of DIY Product

Pei-Wen Fu, National Sun Yat-sen University, Taiwan
Chun-Ming Yang, Ming Chuan University, Taiwan
Chi-Cheng Wu, National Sun Yat-sen University, Taiwan

This paper proposes an important outcome of social crowdedness loss of control which results in the motivation of control restoration and the preference for control regaining products (DIY product). The results also showed that when DIY product fails to be a mean of control restoration avoidance motivation dominates consumers’ choice.