



# ASSOCIATION FOR CONSUMER RESEARCH

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## **The Dark Side of Connected Health Technology: How Connectivity Creates Exercise Addiction Among Conscientious Users**

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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.

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## **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  
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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**

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## **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.