The Impact of Visual Entropy on Food Evaluations

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Cite as:
Wang Ze, JIANG JUNCAI, HEWAGE GANGA, BLAND MACKENZIE, Singh Surendra (2024), The Impact of Visual Entropy on Food Evaluations. *Proceedings of the European Marketing Academy*, 53rd, (119475)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024

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Abstract

In recent times, there has been a significant surge in the popularity of digital food photography. The current research examines how visual entropy—the disorderliness within an image—influences consumer food evaluations. Three experiments demonstrates that visual entropy not only increases perceived food tastiness but also positively influences consumers' attitude and purchase intention. We also show the effect of visual entropy is moderated by visual learning style and the prototypicality of food appearance. We further discuss implications of our findings.

Subject Areas: *Advertising, Attitude, Consumer Behaviour*

Track: Consumer Behaviour