

Mindful claims: the relationship between nutritional claims and consumer's mindfulness state

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Abstract

As the world is nowadays suffering from an obesity epidemic (WHO, 2000), helping people to make better food choices have become important. In this research, we study how a consumer internal cue such as a mindful state can interact with an external food cue such as nutritional claims, in order to help them make less unhealthy food choices. Using a quantitative approach, we show how a nutritional claim has a negative effect on food choice, making consumers choose more than when it is not present. Also, we show how a mindful eating state can have an impact on this relationship, acting as a moderator and diminishing this effect. But, as the emotional response dimension of mindful eating has a bigger effect, we argue it is very delicate to induce a mindful state. We discuss some practical implications and encourage researchers to add to this literature.

Keywords: *food choice; mindfulness; nutritional claim*

Track: Consumer Behaviour