

Impact of Negative Emotions on Consumers' Food Texture Preferences

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Abstract

Numerous studies have demonstrated strong relationship between emotions and food intake. For instance, stress induces consumers to eat more palatable food, sweet, and high fat food. However, there is limited, if any, research in terms of whether emotions have an impact on food texture preferences. In this research, we investigate whether and how two distinct negative emotions (anxiety versus anger) affect consumers' mouth behavior preference (chew, crunch, suck, smooch) and, therefore, food texture preferences (e.g., crunchy, soft). A lab experiment (N= 112) reveals that anger (vs. anxiety) leads to higher preference for crunching (smooching) behavior. Hence, preference for crunchy, hard (vs. smoochy, soft) textures seems to be higher when one is angry (anxious). The study reveals that exposure to negative emotions may lead to different mouth behaviors and, consequently, food texture preferences. The findings add onto the literature linking negative emotions to specific food choices, and contributes to sensory marketing.

Subject Areas: *Attitude, Consumer Behaviour*

Track: Consumer Behaviour