

Taste buds: 1 vs. Curiosity: 0

Aline Simonetti

Institute for Food and Resource Economics, University of Bonn

Jose Marin-Aguilar

Universidad Autónoma de Aguascalientes

Dominic Lemken

Institute for Food and Ressource Economics, University of Bonn

Acknowledgements:

We received financial support of the Universidad Autónoma de Aguascalientes and the German Research Foundation (DFG; project 431972934 - Key food choices and climate change). We thank Juan Eduardo Delgado Lucio for conducting the data collection.

Cite as:

Simonetti Aline, Marin-Aguilar Jose, Lemken Dominic (2024), Taste buds: 1 vs. Curiosity: 0. *Proceedings of the European Marketing Academy*, 53rd, (118239)

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



Taste buds: 1 vs. Curiosity: 0

Abstract

New products may be important to promote healthier and more sustainable eating. However, consumers' acceptance of the product determines its market performance. To identify if and how objective factors serve as proxies to forecast acceptance of new products is of great value, as companies cannot easily and directly access subjective factors (e.g., liking) of an entire target market. We assessed the impact of common vs. uncommon ingredients on the acceptance of a new version of a traditional food product. We collected willingness-to-pay (WTP) and -buy (WTB) for new products containing ingredients considered uncommon and common. The results showed higher WTP and WTB for the products with common ingredients. This effect was driven by liking expectations, which were affected by the level of familiarity with the ingredients. Thus, launching new food products with common ingredients in the target market can be a simple strategy to increase the probability of product success.

Subject Areas: *Consumer Behaviour, Decision-Making, Marketing Strategy, New Product Development and Launch*

Track: Innovation Management & New Product Development