

Activating thoughts about healthy eating: repeated exposure to picture temptations results in lower consumption of indulgent foods

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Cite as:

Liu Yunxin, Zhang Jackson Dian (2024), Activating thoughts about healthy eating: repeated exposure to picture temptations results in lower consumption of indulgent foods. *Proceedings of the European Marketing Academy*, 53rd, (118432)

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



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Abstract

Repeated exposure to pictures of indulgent foods has become commonplace in today's digital world. We investigate the impact of exposure mode (i.e., repeated vs. non-repeated exposure) on subsequent consumption of indulgent foods across four studies (i.e., a field study and three online studies). The results show that repeated exposure results in lower consumption of indulgent foods compared to non-repeated exposure, and the focal effect occurs due to more thoughts about healthy eating. We also find that the effect of exposure mode on lower consumption is less pronounced among consumers with eating disorders. We further demonstrate that the effect of repeated (vs. non-repeated) exposure on lower consumption is less likely to occur when primed with a negative (vs. positive) mood. This research contributes to existing research on food exposure and provides implications for policymakers and marketers to reduce unhealthy consumption.

Subject Areas: *Consumer Behaviour, Decision-Making, Hedonic Products*

Track: Consumer Behaviour