

# The Effect of Number Type on Product Naturalness Claim Credibility

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# **The Effect of Number Type on Product Naturalness Claim Credibility**

## **Abstract**

How number type in product properties, round versus sharp, may influence consumers' evaluation of a product's natural claim is unclear. This research shows that both round numbers and sharp numbers can be associated with naturalness. While an IAT test supports a natural=round number association, lay statistical inferences cause consumers to infer that natural objects have higher probabilities of having sharp number properties than round number properties, suggesting a natural=sharp number belief. A dual-system model accommodates both associations and predicts that natural=round number association is evoked during System 1 processing, whereas natural=sharp number belief is activated in System 2 processing. Four studies using both hypothetical and real behavioral consequences demonstrate that when activating system 2 processing, consumers perceive the natural claims of products with sharp (vs. round) number properties to be more credible and more likely to choose these products.

**Keywords:** Round number, dual-system processing, statistical inference

**Track:** Consumer behavior