

Understanding Consumer Variety-seeking Dynamics in Food Contexts: Insights from Purchase Data and Consumption Patterns

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Abstract

This study explores variety-seeking behavior in food contexts by analyzing purchase and consumption data from three interconnected studies. **Study 1** examines the moderating effect of variety-seeking on the relationship between satiation and purchase behavior, revealing that variety-seeking mitigates the negative impact of satiation on purchase quantities. To understand factors promoting variety-seeking, **Study 2** investigates the influence of hedonic and utilitarian product attributes on sensory- and non-sensory-based variety-seeking, while also emphasizing the moderating effect of promotions. **Study 3** shifts the focus to consumption, assessing how variety-seeking in staple food intake affects the consumption of fruits and vegetables, thereby promoting healthy eating. These findings offer valuable insights into consumer behavior, emphasizing the potential for variety-seeking strategies to enhance both healthier and more enjoyable food choices, benefiting consumers and retailers alike.

Keywords: variety-seeking, purchase dynamics, food consumption patterns

Track: Consumer Behavior