

Extra Words, Extra Worth? Exploring the Impact of Hedonic, Health and Natural Cues in Online Product Names

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Abstract

This study investigates the effects of hedonic, health, and naturalness cues in product names on consumer perceptions and product evaluations in online grocery shopping, specifically yogurt. Our analysis reveals that hedonic (enjoyability) cues are the primary drivers of consumer evaluations and willingness to pay, significantly enhancing product appeal. Although the communicated health and naturalness cues are noticeable, they do not amplify the impact of hedonic cues and, in some cases, hinder it. This highlights the need for marketing strategies to prioritize hedonic attributes in product naming, aligning more closely with consumer preferences for enjoyment to improve both the marketability of healthier and more sustainable food choices and consumer satisfaction.

Subject Areas: *Consumer Behavior; Hedonic Products; Marketing Strategy; Product Management*