

Preferences under influences: A personal journey...

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Let me start with a few words about how Humans think...

$$17 \times 24 = ?$$

- System 1 is fast and automatic / spontaneous, with little or no effort and no sense of voluntary control → Behavioral Economics / Consumer Psychology
- System 2 is slow, allocates attention to effortful mental activities, is associated with agency, choice and concentration → Rational Choice Theory

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Predictably Irrational and fast

Some seemingly illogical forces skew our reasoning ability and our behavior...
but always in the same direction

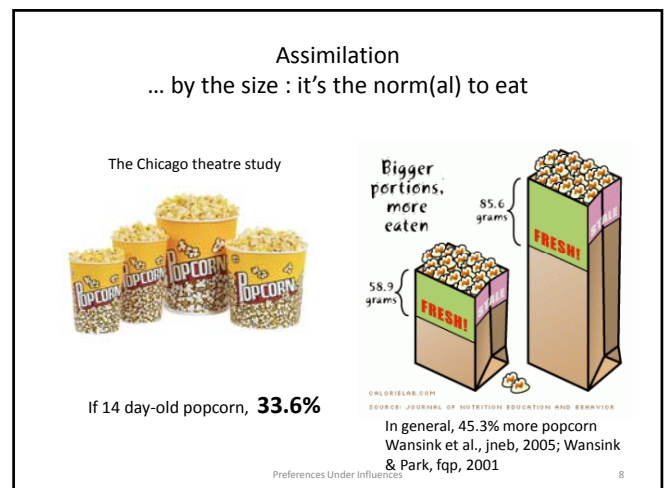
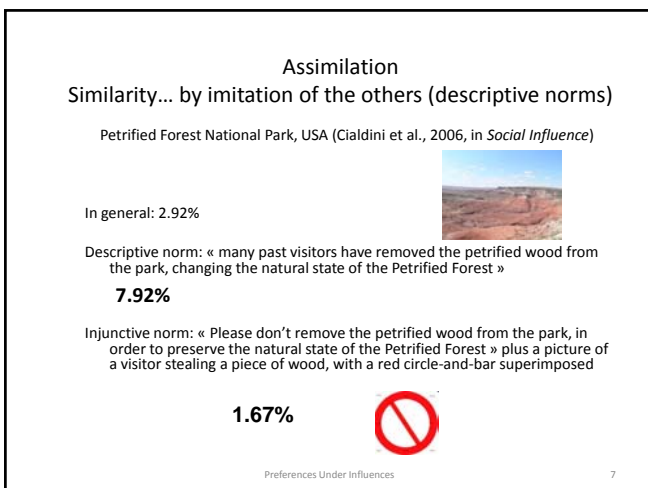
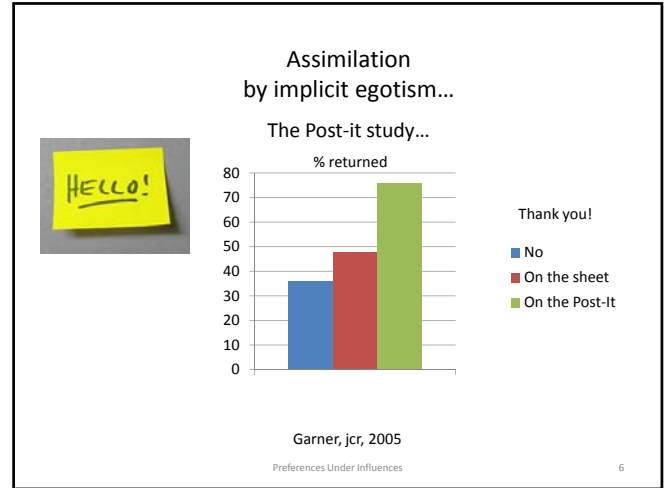
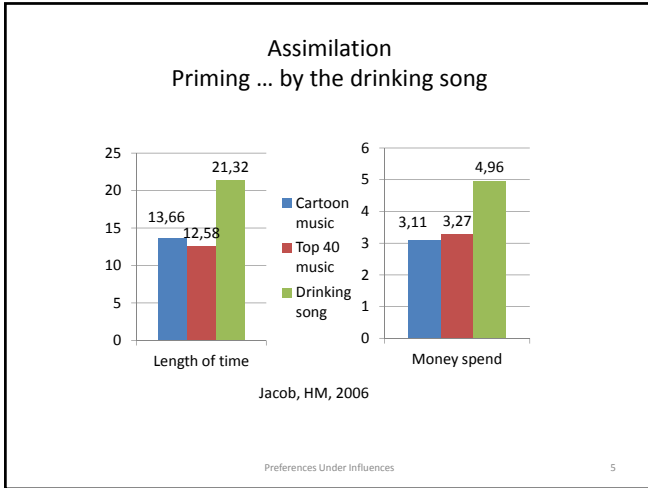
Let's talk about my **fast** me...

How anecdotic episodes from the context / environment shape my preferences & decisions

- Assimilation : to go in the same direction
- Contrast : to go in the opposite direction and/or to compare
 - Assimilation & Contrast
- How do I (try to) (try not to) take care of myself?

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Assimilation

by how much is left ... the automatic refill study...

WE EAT WITH THE EYES !

Condition	Amount of soup
normal	0,255
refill	0,441

Wansink et al., or, 2005

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Assimilation

... by the flat price (all-you-can-eat pizza restaurant)

Price Condition	Slices of pizza
Regular price	4,09
50% reduction	2,95

Just & Wansink, res, 2011

WE EAT FOR OUR MONEY !

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Assimilation

The French paradox : External vs. Internal cues

- 133 Parisians were surveyed and asked **how they knew when they were done eating**.
- 145 Chicagoans were asked the same question.

The French said they knew they were done eating when the food no longer tasted good or they were full → **internal cues**

Americans said they knew they were done eating when their plate was empty, the group they were eating with finished eating or the TV show they were watching was finished → **external cues**

Wansink et al., o, 2007

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Assimilation

Evaluative conditioning ... reputation (Coca-Cola)

If blind,
Pepsi > Coca-Cola

McClure et al., n, 2004

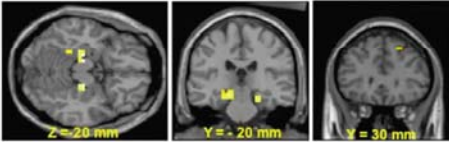
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Assimilation

Evaluative conditioning ... reputation (Coca-Cola)

When they are told "this is Coca-Cola"...

Coke® Delivery (Brand-cued - Light-cued)




Bilateral Hippocampus DLPFC

→ Biased decisions based on emotions, pleasure and cultural knowledge (advertising)

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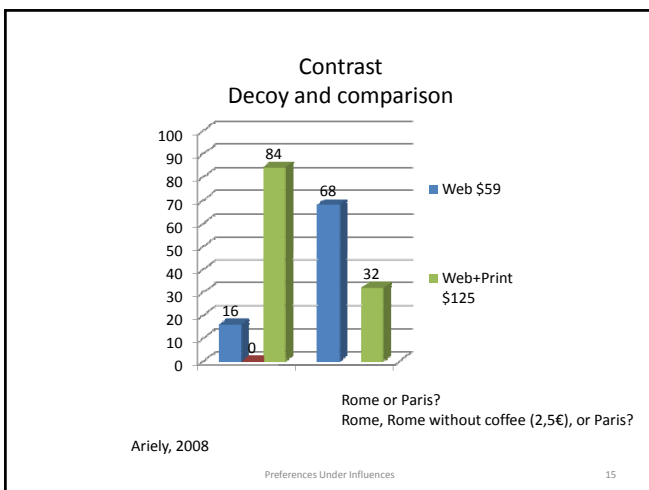
Contrast

Decoy and comparison




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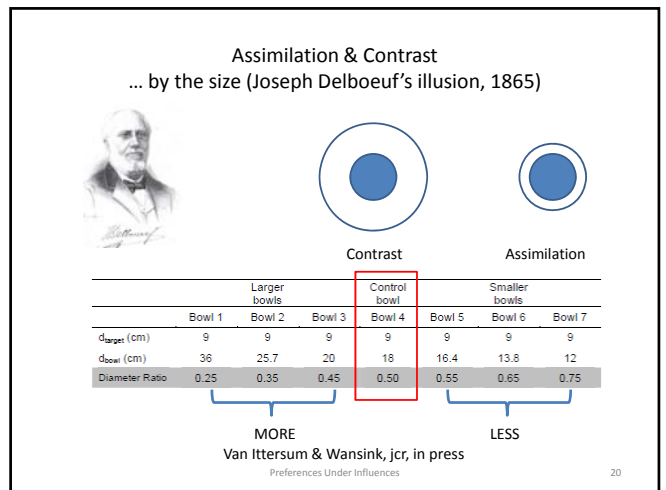
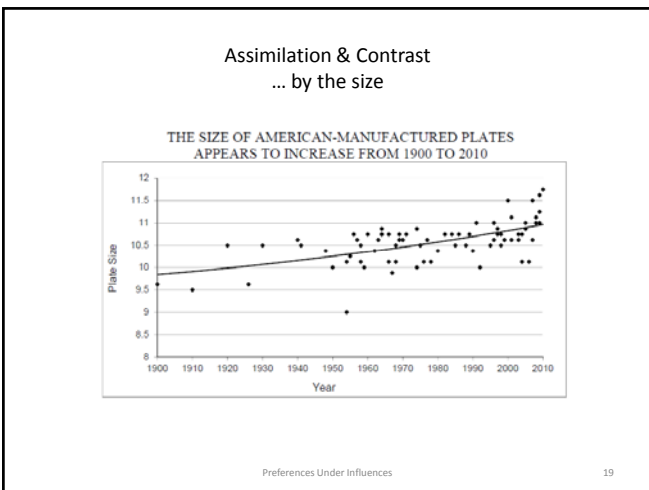
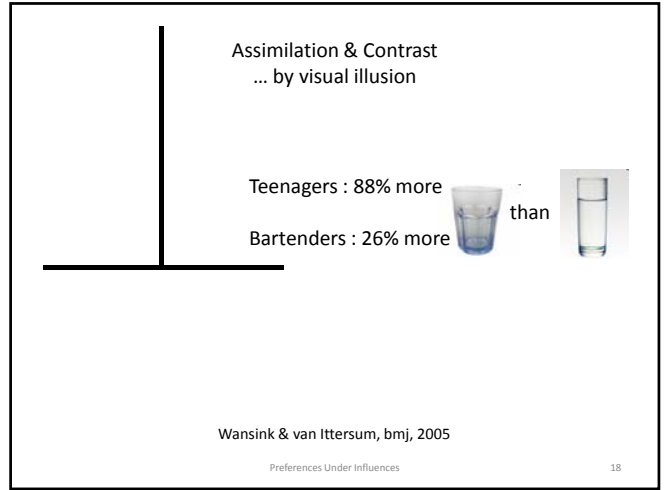
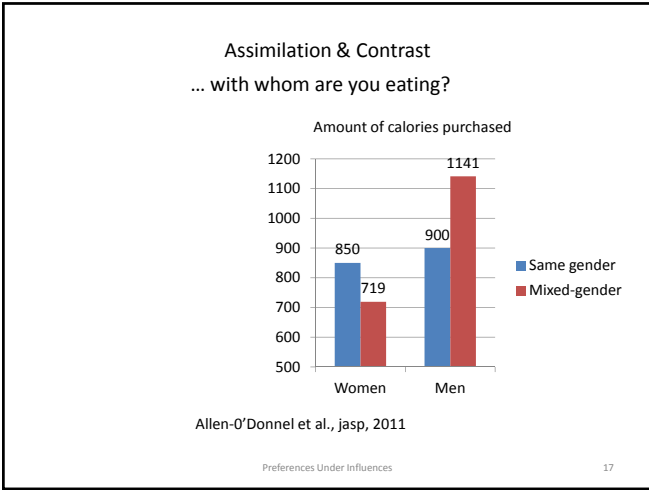
Contrast

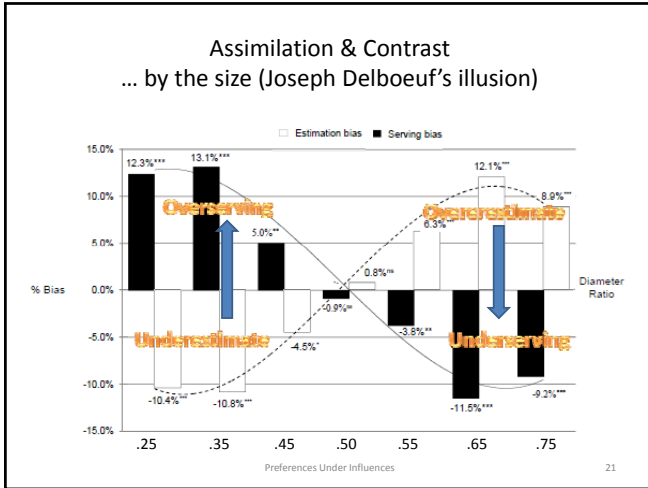
Decoy and comparison



Adapted from Sedikides et al., sc, 1999

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How do I (try) (not) to take care of myself?

Be informed and an intelligent consumer...
Control myself and watch my step...

FAST

SLOW

→ Not very efficient and may even backfire!
Try NOT to think to a white bear for 2 minutes...

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