

ABSTRACT

How does the body type of consumers affect the food consumption of other consumers around them? Consumers appear to anchor on the quantities others around them select, but these portions are adjusted according to the body type of the other consumer. People also choose a larger portion following another consumer who first selects a large quantity, but that this portion is significantly smaller if the other is obese than if he/she is thin. The adjustment is more pronounced for consumers low in appearance self-esteem and is attenuated under cognitive load. The implications of these findings include....

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