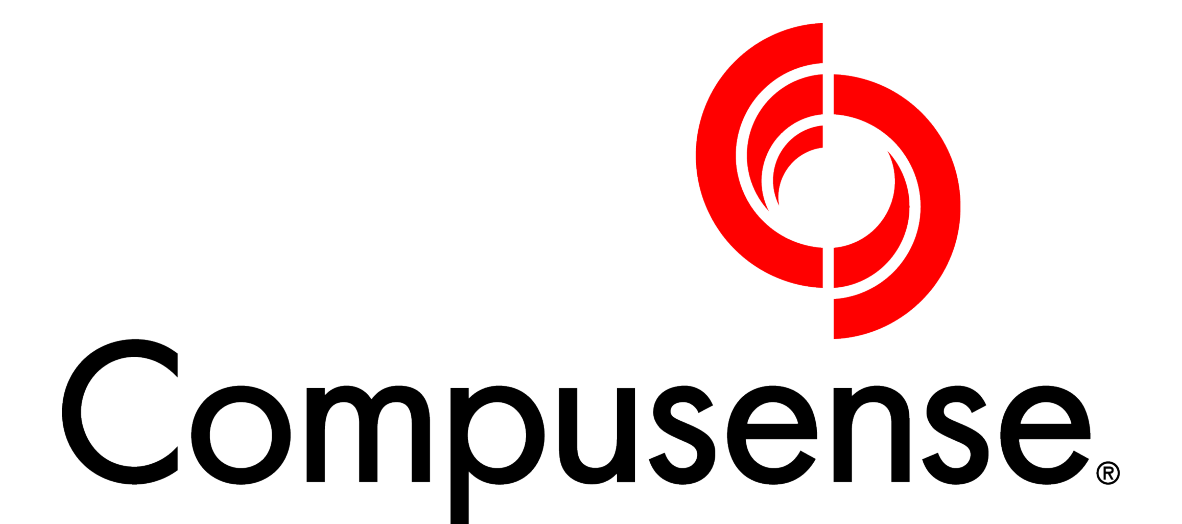


Perceived Healthfulness of Foods and Affective Ambivalence



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Aim

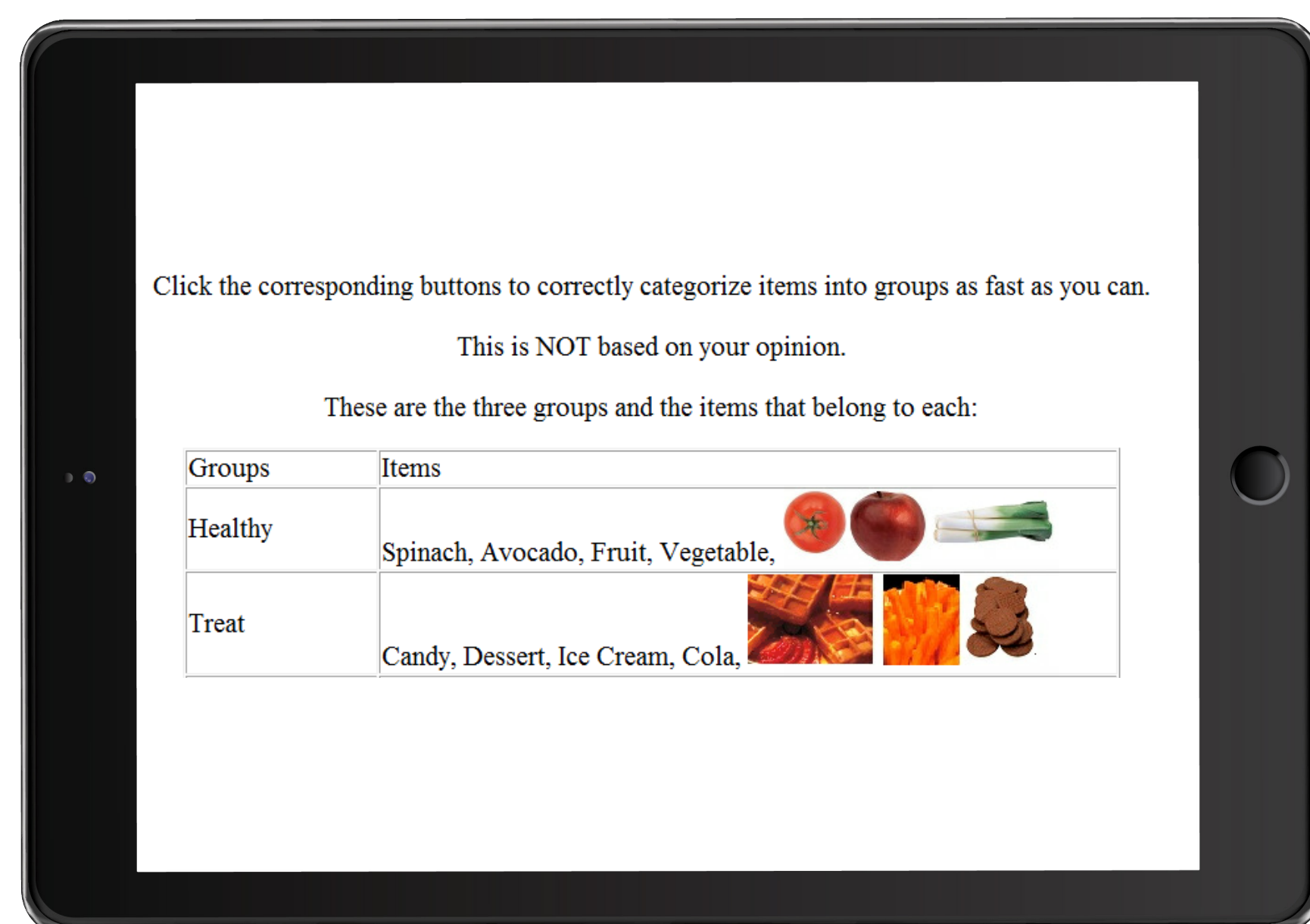
The aim of this study was to investigate the relationship between implicit and explicit perceived healthfulness and ambivalence before and after consumption.

Method

Consumers (n=79) evaluated Dark Chocolate and Peanut Butter using implicit and explicit methods.

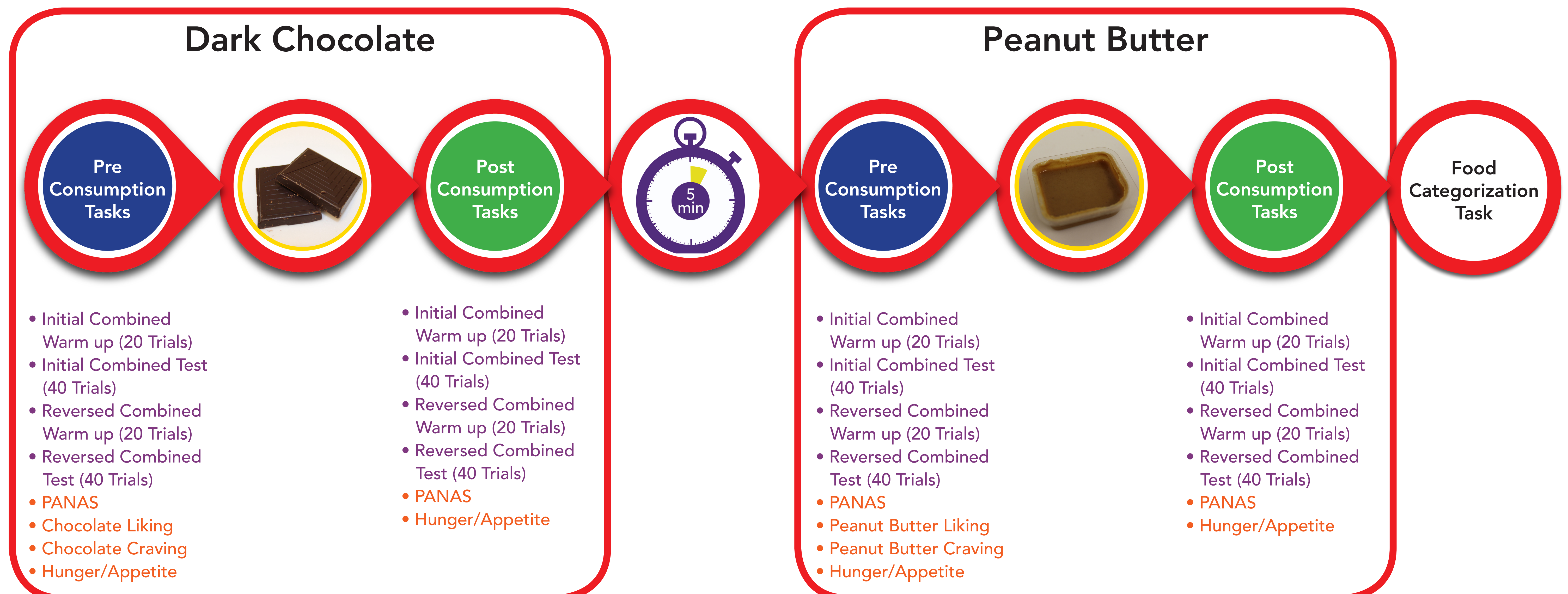
• Implicit method

- Single Category Implicit Association Test (SC-IAT)



• Explicit methods

- Affective Ambivalence (PANAS)
- Liking
- Craving
- Hunger
- Appetite for Sweet and Savoury
- Food categorization task



Results and Conclusions

- The expected connection between perceived healthfulness and ambivalence around consumption for the selected products was not detected.
- These results could be due to a low overall association with either healthy or treat, therefore reducing the initial conflict between positive and negative effects of consumption.