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Naturally Healthy: How Nature Presence in Consumption Environments Promotes Healthier Consumption, Preferences, and Willingness to Pay

" Nature is vital to humans and also increasingly prevalent in business environments. While known to uplift one's mood, thereby eliciting more pleasurable consumption experiences, this paper argues that current marketing understanding and uses of nature are insufficient. Nature influences consumers in more complex ways than previously thought, even influencing product judgments. We test our theory of differential biophilic effects across eleven studies (including three field experiments). This research establishes that a nature presence in business settings leads consumers to experience the consumption environment as more pleasant and also serves as a source of information about concrete product features, such as product healthiness. Distinguishing these bi-ophilic effects is critical because in certain domains (e.g., food consumption), they have unique, potentially contradictory contributions to ultimate purchase decisions; existing nature paradigms that ignore such multi-level holistic influence of biophilic elements, thus provoke misleading conclusions. Specifically, while biophilic-induced pleasure would endorse indulgent purchases, the activated inferences about product healthiness promote healthier purchases, which diminish calorie, fat, and carbohydrate intake. Managers and policymakers can use these findings to enhance the desirability of their stores and to combat the obesity epidemic."

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❖ 12h30 — Amphi 108 / Comodal

❖ Participer à la réunion Zoom

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❖ Calendrier des séminaires

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