

## Propositions

1. Unconscious processes are of great importance in consumer decision making concerning hedonic 'unhealthy' food (this thesis).
2. Food manufacturers should use their product knowledge to increase the hedonic quality of utilitarian food without increasing its unhealthiness (this thesis).
3. If providing information about the consequences of one's behaviour is also useful in reducing the impact of unconscious processes in other routine activities in life, such as driving a car, this might help diminishing traffic jams.
4. Long-lasting endowment effects may be an important reason why breaking a habit is often more difficult when reaching an older age.
5. The production of healthy food is relatively little harmful to the environment, so if consumers' food consumption patterns change into more healthy food choices, it is not only more healthy for themselves, the environment may also benefit from it.
6. In the animal kingdom, the males are generally blessed with beautiful looks to impress the female animals, whereas in our society women generally pay much attention to their weight and the way they look. Mass communication may be an important reason for this difference.
7. Inner quality is more important than an impressive outside, but very often a beautiful outside is the reason to get curious and figure out more about the inside too.
8. Proof of the pudding is in the eating, but the outcomes just provide food for thought to entice one to explore it even more.

Propositions belonging to the thesis, entitled  
"Reference effects in consumer food choice."

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