

# Individual Differences in Orange Juice Evaluation

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## INTRODUCTION

- Order of advertising presentation can influence consumers' experience. Postexperience advertising can reconstruct memory and pre-experience advertising can contaminate memory (Braun-LaTour & LaTour, 2005)
- Handedness, or the degree to which one uses one hand or both, has been found to influence memory (Propper, Christman, & Phaneuf, 2005). So, might there be individual differences?
- Consistent handers (CH) have been found to show hindsight bias under a memory design, because they have relatively poor episodic memory, and inconsistent handers (ICH) have been found to show hindsight bias under a hypothetical design, because they are more likely to update their beliefs (Bhattacharya & Jasper, 2018)
- The current study replicates Braun-LaTour & LaTour (2005) and explores whether consistent and inconsistent handers are affected by advertising

## METHODS

- 151 participants
- Participants viewed advertising and evaluated “gross” orange juice from the fictitious brand “Orange Grove” (OG)
- **Independent Variables:**
  - Time: Either a delay or no delay (immediate) in between OG tasting and the ad
  - Order: Viewing the ad either before or after tasting OG
  - Handedness: Consistent vs. Inconsistent
- **Dependent Variables:**
  - Memory identification of the original sample (MI)
  - Overall Evaluation Score (OES)
- Randomly assigned to one of six conditions: Immediate/Before, Immediate/After, Delay/Before, Delay/After, Immediate Control, and Delay Control
- Participants evaluated advertising, tasted orange juice, and completed questionnaires in the order which they were assigned

## RESULTS

- **Predictions:**
- H1: ICH will have a higher mean of MI than CH in the Immediate/Before condition
- H2: ICH will report higher OES than ICH in Immediate/Before
- H3: CH will report higher OES than ICH in Delay/After
- As displayed in Figures 1 and 2, descriptively the means were consistent with H2 and H3, but they were not statistically significant

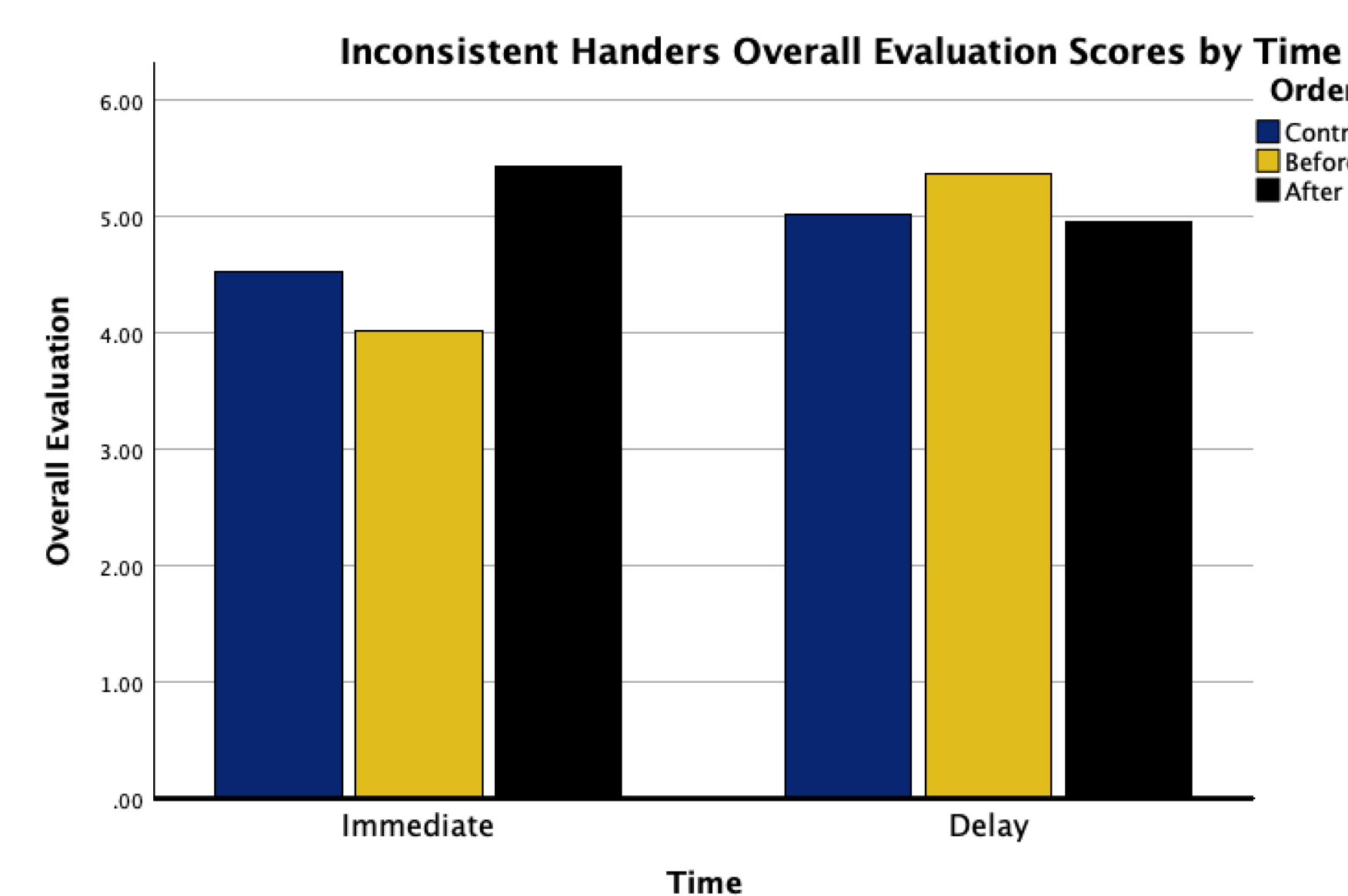


Figure 1: Means of Overall Evaluation Scores of Inconsistent Handers by Time

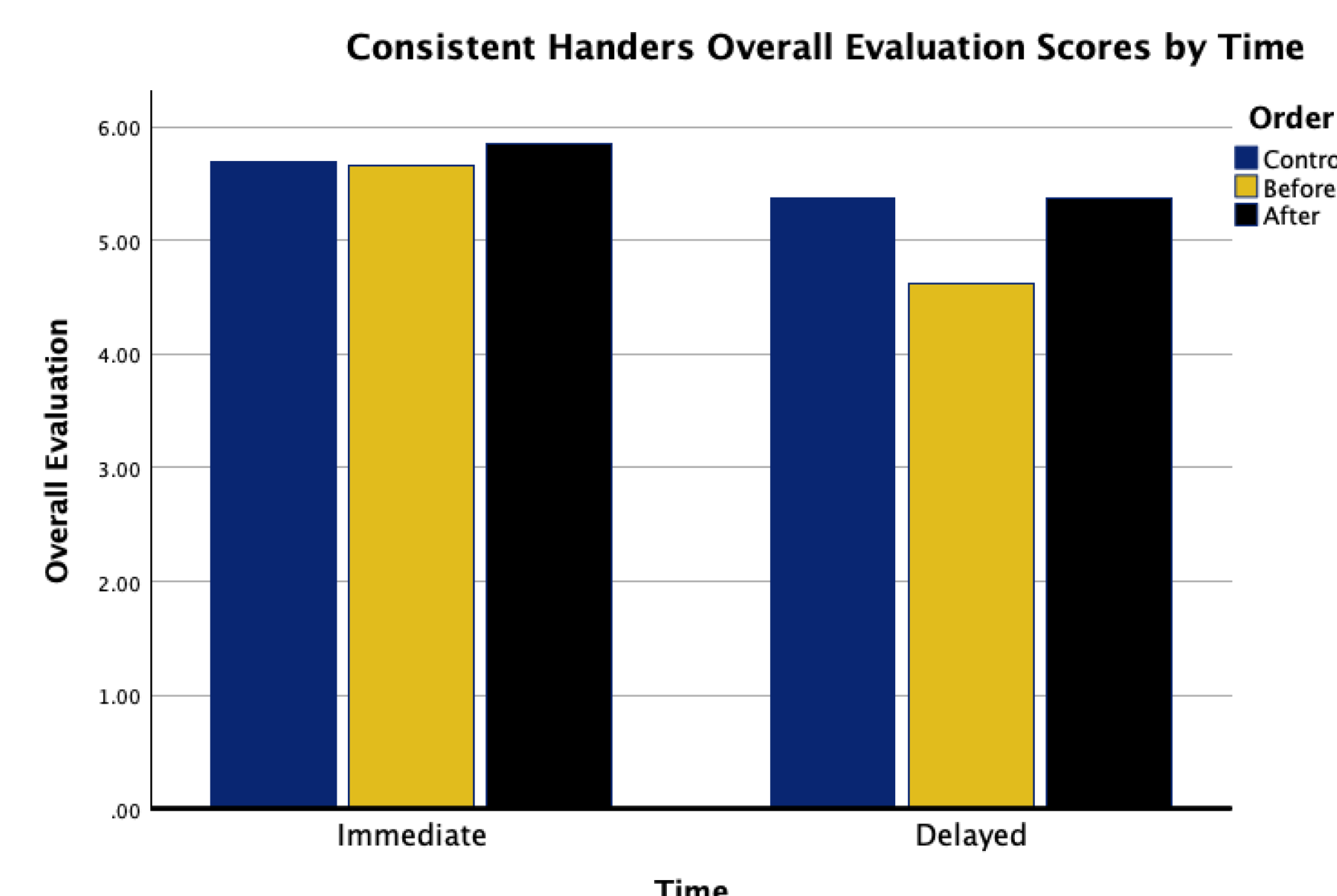


Figure 2: Means of Overall Evaluation Scores of Consistent Handers by Time

- Chi-square to evaluate relationship between MI score and time, order, and the time x order interaction. Order,  $X^2(8) = 16.823$ ,  $p = .032$ , and the time X order interaction,  $X^2(12) = 21.678$ ,  $p = .041$ , were significant. These results replicate Braun-LaTour & LaTour (2005)

## RESULTS

- H1 was not supported. ICH ( $M = 2.85$ ) were more accurate than CH ( $M = 3.15$ ).
- Chi-square to evaluate the relationship between CH and ICH in their MI score and time, order, and the time X order interaction. CH, the memory identification and time X order interaction was significant,  $X^2(12) = 26.462$ ,  $p = .009$
- Three-way ANOVA of the OES by order, time, and handedness, showed a statically significant interaction between handedness and time,  $F(1,139) = 3.626$ ,  $p = .059$ . CH reported liking OG in the immediate conditions more than ICH.

## DISCUSSION

- The findings of Braun-LaTour & LaTour (2005) were replicated but not completely. This could be because the data collection is currently incomplete. That is, the study is under-powered.
- These results could also indicate that ICH are updating their beliefs more than CH rather than relying on their episodic memory
- It should also be noted that some international participants made comments to the researchers about how much they liked (the salt and vinegar added) OG. Thus, the preference for the “gross” juice could have affected the results. We will eventually run analyses trying to exclude these participants.
- Finally, we are currently running analyses with other dependent measures, some of which relate to memory.

## REFERENCES

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