

## **DO CONSUMERS PREFER SWEET OR BITTER FOODS AFTER WATCHING A SWEET DRAMA?**

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### **ABSTRACT**

According to previous research, persons who construe love at a higher level tend to choose sweet foods because the assimilation effect occurs when they receive romantic stimuli, while persons who construe love at a lower level tend to avoid sweet foods because the contrast effect occurs. However, the amount of romantic stimuli is not taken into account in this argument. We explore the effect of the amount of romantic stimuli on the relationship between the construal level of romances and the preference for sweet foods.

**Keywords:** Food consumption, Conceptual metaphors, Spreading activation, Assimilation, Contrasts, Construal level, Accessibility, Sensory specific satiety

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