### **Accepted Manuscript**

How food marketers can sell smaller portions: Consumer insights and product innovation

J. Riis, J.O. Fisher, S. Rowe

PII: S0195-6663(16)00132-X

DOI: 10.1016/j.appet.2016.03.016

Reference: APPET 2925

To appear in: Appetite



Please cite this article as: Riis J., Fisher J.O. & Rowe S., How food marketers can sell smaller portions: Consumer insights and product innovation, *Appetite* (2016), doi: 10.1016/j.appet.2016.03.016.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

#### ACCEPTED MANUSCRIPT

# How food marketers can sell smaller portions: Consumer insights and product innovation

Riis, J.<sup>1</sup>, Fisher, J.O.<sup>2</sup>, Rowe, S.<sup>3</sup>

<sup>1</sup>The Warton School, University of Pennsylvania

<sup>2</sup>Department of Social and Behavioral Sciences, Center for Obesity Research and Education, Temple University, Philadelphia, PA

<sup>3</sup>SR Strategy, Washington, D.C., and Tufts Friedman School of Nutrition Science and Policy, Boston MA

Corresponding author:

The Wharton School

University of Pennsylvania

Jon M. Huntsman Hall, 7th Floor

3730 Walnut Street

Philadelphia, PA 19104-6340

jriis@wharton.upenn.edu

Keywords

Portion size, consumer, decision making, product, marketing

### Download English Version:

## https://daneshyari.com/en/article/7307000

Download Persian Version:

https://daneshyari.com/article/7307000

<u>Daneshyari.com</u>