

**I'll have What She's Having:
The Social Influence of Obese Consumers on the Food
Choices of Others**

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This research examines how obese consumers affect the food consumption of others around them. Study 1 shows that when a confederate first selects a large quantity of food, participants choose and consume more when the confederate is thin versus obese. However, when a confederate selects a small portion, participants choose and consume more when the confederate is obese versus thin. Study 2 demonstrates how these effects hold for healthy food. Study 3 shows that the effects are generally more pronounced for consumers low versus high in appearance self esteem and when cognitive processing resources are not constrained. Implications for theory, policy and public health are also discussed.