

# Decision Processes Colloquia

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Monday, May 13<sup>th</sup>

Where: JMHH 700

When: 12:00 – 1:30 pm

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**Do you really need Ozempic? High- versus low-need claims shape moralization of and skepticism toward products.**

**ABSTRACT:**

Across product types (e.g., weight-loss medication; skincare; food), considerations of high-need uses (managing diabetes; improving well-being; managing allergies) reduce perceived risk and increase perceived efficacy than considerations of low-need uses (slim body; looking rested; enjoyment). We propose that processing of high- versus low-need claims is driven by dual psychological mechanisms of skepticism toward an ad because of the focus on low-need, to lowered expectations of efficacy, and moralization of use of low-need products, leading to increased risk perceptions. We report seven experiments, including an ad campaign in the field, that test these predictions. We test different operationalizations of high (vs. low)-need and test a range of consumer-relevant outcomes, including interest in the product, word of mouth, policy endorsements for regulating the product, and ad click-through rates.