

**Dr. Sonja Kunz BSc BA MSc**

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**Research Interests**

- How consumers use cues from their (social) environment to form perceptions, attitudes, and beliefs about food
- How communication and labelling affects perceptions of novel, healthy, and sustainable foods

**Education**

2023             Ph.D. in Psychology (Dr. rer. nat.), University of Vienna, Austria  
2022             B.A. in Linguistics, University of Vienna, Austria  
2018             M.Sc. in Psychology, University of Vienna, Austria  
2016             B.Sc. in Psychology, University of Vienna, Austria

**Positions**

2023 – present   University Assistant (Post-Doc), Department of Occupational, Economic, and Social Psychology, University of Vienna, Austria  
2018 – 2022     University Assistant (Pre-Doc), Department of Occupational, Economic, and Social Psychology, University of Vienna, Austria

**Teaching and Supervision**

2024 – present   Advanced theoretical seminar – Master level, University of Vienna  
2023 – present   Co-supervision of Master's theses, University of Vienna  
2019 – present   Theoretical and empirical research 1 & 2 – Master level, University of Vienna

## Peer-Reviewed Publications

Kunz, S., Haasova, S., Pivecka, N., Schmidt, J., & Florack, A. (2023). Food is all around: How contexts create misbeliefs about the health-taste relationship. *Psychological Science*, *34*(5), 568–580. <https://doi.org/10.1177/09567976231158288>

Kunz, S., Florack, A., Campuzano, I., & Alves, H. (2021). The sustainability liability revisited: Positive versus negative differentiation of novel products by sustainability attributes. *Appetite*, *167*, 105637. <https://doi.org/10.1016/j.appet.2021.105637>

Pivecka, N., Kunz, S., & Florack, A. (2023). Social class differences in dietary intake are mediated by the perceived relationship between health and taste: Findings from a cross-sectional and longitudinal study. *Food Quality and Preference*, *109*, 104914. <https://doi.org/10.1016/j.foodqual.2023.104914>

Kunz, S., Haasova, S., & Florack, A. (2020). Fifty shades of food: The influence of package color saturation on health and taste in consumer judgments. *Psychology and Marketing*, *37*(7), 900–912. <https://doi.org/10.1002/mar.21317>

Kunz, S., Pivecka, N., Dietachmair, C., & Florack, A. (2024). Seeing is misbelieving: Consumers wrongly believe that unhealthy food tastes better when there is more of it. *Appetite*, *197*, 107295. <https://doi.org/10.1016/j.appet.2024.107295>

Kunz, S., Haasova, S., Rieß, J., & Florack, A. (2020). Beyond healthiness: The impact of traffic light labels on taste expectations and purchase intentions. *Foods*, *9*(2), 134. <https://doi.org/10.3390/foods9020134>

Kunz, S., Florack, A., Leri, I., Schmied, A., Alves, H., Kunz, S., Florack, A., Leri, I., Schmied, A., & Alves, H. (2024). The challenge to be different in influencer marketing: Why and when negative meanings of influencers transfer to brands. *International Journal of Advertising*, 1–25. <https://doi.org/10.1080/02650487.2024.2430861>

Florack, A., Koch, T., Haasova, S., Kunz, S., & Alves, H. (2021). The differentiation principle: Why consumers often neglect positive attributes of novel food products. *Journal of Consumer Psychology*, *31*(4), 684–705. <https://doi.org/10.1002/jcpy.1222>

Pivecka, N., Kunz, S., & Florack, A. (2024). From menus to misbeliefs: Absolute frequencies of healthy and tasty dishes predict the unhealthy = tasty belief in restaurants. *Acta Psychologica*, *250*, 104509. <https://doi.org/10.1016/j.actpsy.2024.104509>

## Additional Research Achievements

### Conference Presentations

- 2024 Kunz, S., Pivecka, N., and Florack, A. *Why we think unhealthy food tastes better: From cognitive illusions to unfavorable beliefs about food*. Talk presented at the Association for Consumer Research (ACR) conference, Paris, France.
- 2024 Kunz, S., Pivecka, N., Dietachmair, C., & Florack, A. *Seeing is misbelieving: Consumers wrongly believe that unhealthy food tastes better when there is more of it*. Talk presented at the DGPs ÖGP congress, Vienna, Austria.
- 2023 Kunz, S., Haasova, S., Pivecka, N., Schmidt, J., & Florack, A. *Food is all around: How contexts create misbeliefs about the health-taste relationship*. Talk presented at the ESCON transfer of knowledge conference, Nijmegen, Netherlands.
- 2023 Kunz, S., Haasova, S., Pivecka, N., Schmidt, J., & Florack, A. *Food is all around: How contexts create misbeliefs about the health-taste relationship*. Poster presented at the 19<sup>th</sup> General EASP meeting, Krakow, Poland.
- 2022 Kunz, S., Haasova, S., Pivecka, N., Schmidt, J., and Florack, A. *Food is all around: Why the unhealthy = tasty belief might be an illusory correlation*. Poster presented at the Association for Consumer Research (ACR) conference, Denver, CO, USA
- 2022 Kunz, S., Haasova, S., Pivecka, N., Schmidt, J., and Florack, A. (August 2022). *Food is all around: Why the unhealthy = tasty belief might be an illusory correlation*. Talk presented at the ESCON transfer of knowledge conference, Milano, Italy.
- 2021 Kunz, S., Florack, A., Koch, T., Haasova, S., & Alves, H. *The differentiation principle: Why consumers often neglect positive attributes of novel food products*. Talk presented at the ESCON transfer of knowledge conference, Salzburg, Austria.

### Reviewing Activities

Reviewer for Psychology & Marketing, the British Food Journal, Appetite, Food Quality and Preference, and the Journal of Trial and Error

### Membership in Professional Bodies

German Psychological Association (DGPs), Association for Consumer Research