

The role of consumers' personal values in accessing food well-being

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This qualitative research explores the manifestation of food well-being (FWB) using consumers' memories of lived experiences. Following the grounded theory process (Glaser and Strauss, 1967), emerging findings highlight the role of basic human values (Schwartz, 1992) in accessing FWB. We define a taxonomy of FWB according to four dimensions of values. This research exposes also the concept of food eudaimonia.

Introduction

Each of our intimacies feeds on the memory of a remarkable food experience that accompanies us throughout our lives and becomes a part of our personality, related to our well-being.

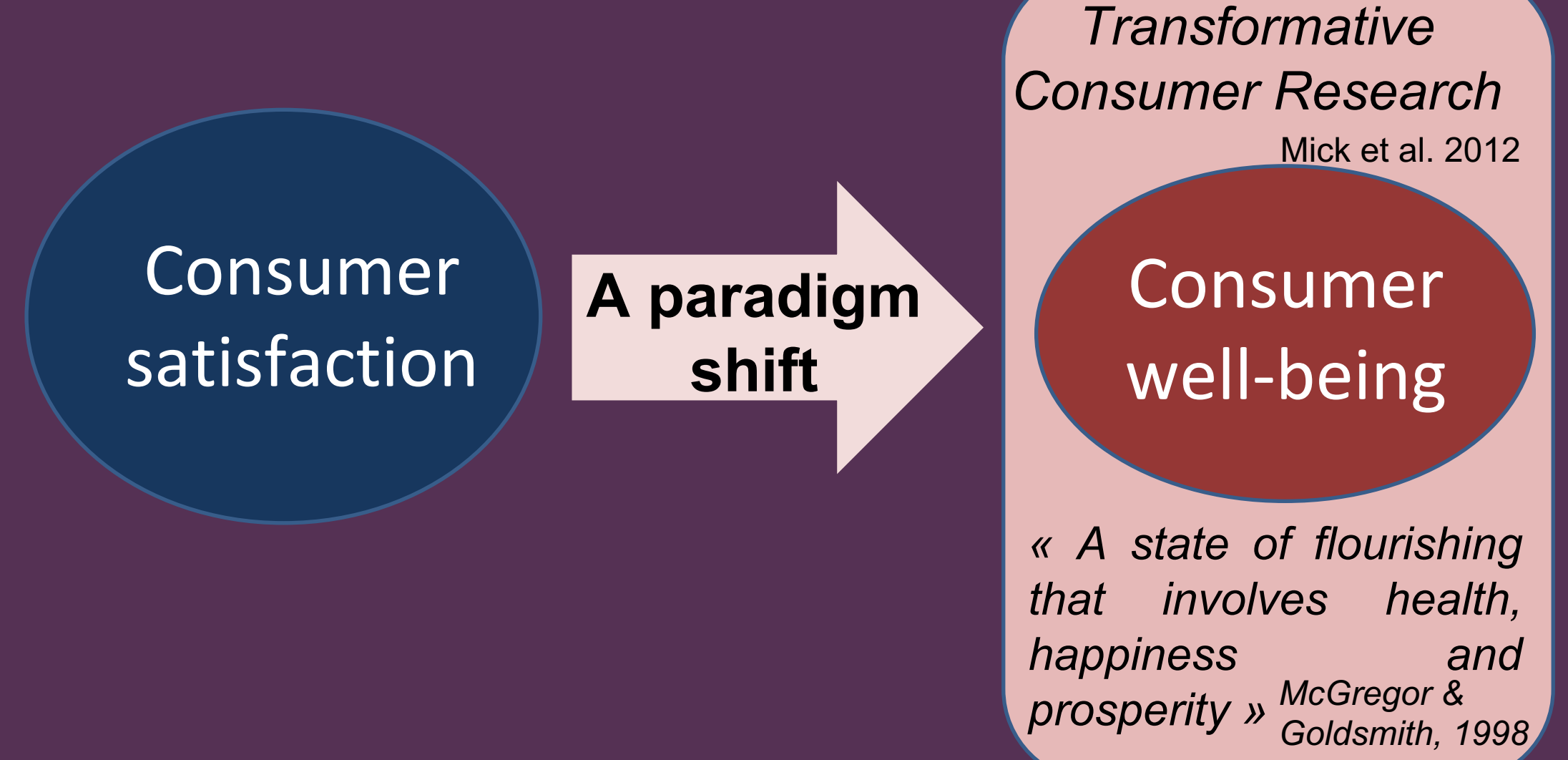
Research question:

How food well-being (FWB) manifests itself in consumers' lived experiences?
What is the role of values in accessing FWB?



Theoretical background

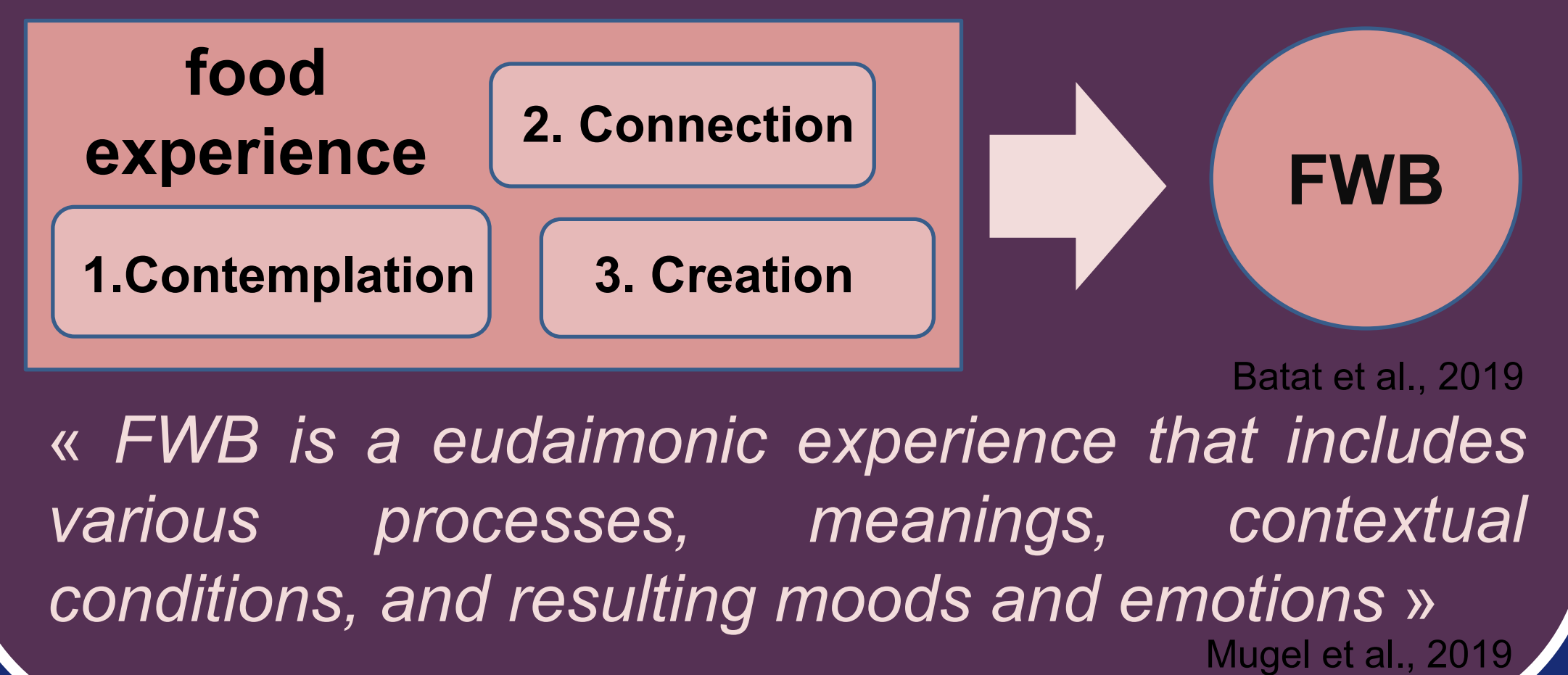
1. From consumer satisfaction...



2. ... to consumer “food well-being” (FWB)

« A positive psychological, physical, emotional, and social relationship with food at both the individual and societal levels » (Block et al., 2011, p.6).

The stages in food experience that lead to consumer's FWB:



Methods

This interpretive research is based on three data collections that focus on the consumer's impressions on his/her own experiences of well-being related to food:

Photo-elicitation (PE)	In-depth interviews (I)	Personal diary (PD)
Participants were asked to send by email a photograph they had taken that matched the following description: « I feel good when I eat... »	29 in-depth interviews with consumers in order to record their own definition of well-being and how well-being related to food manifests itself in their life	Over a period of 7 days, we asked by SMS each evening 12 participants if there was any food experiences during the day that allowed them to feel good, and if they could describe it.

Notable and daily experiences of well-being related to food

3 samples heterogeneous in terms of place of residence, family status, SES and age

1. longitudinal sample – n=12

2. cross-sectional sample n=50

3. cross-sectional sample n=17

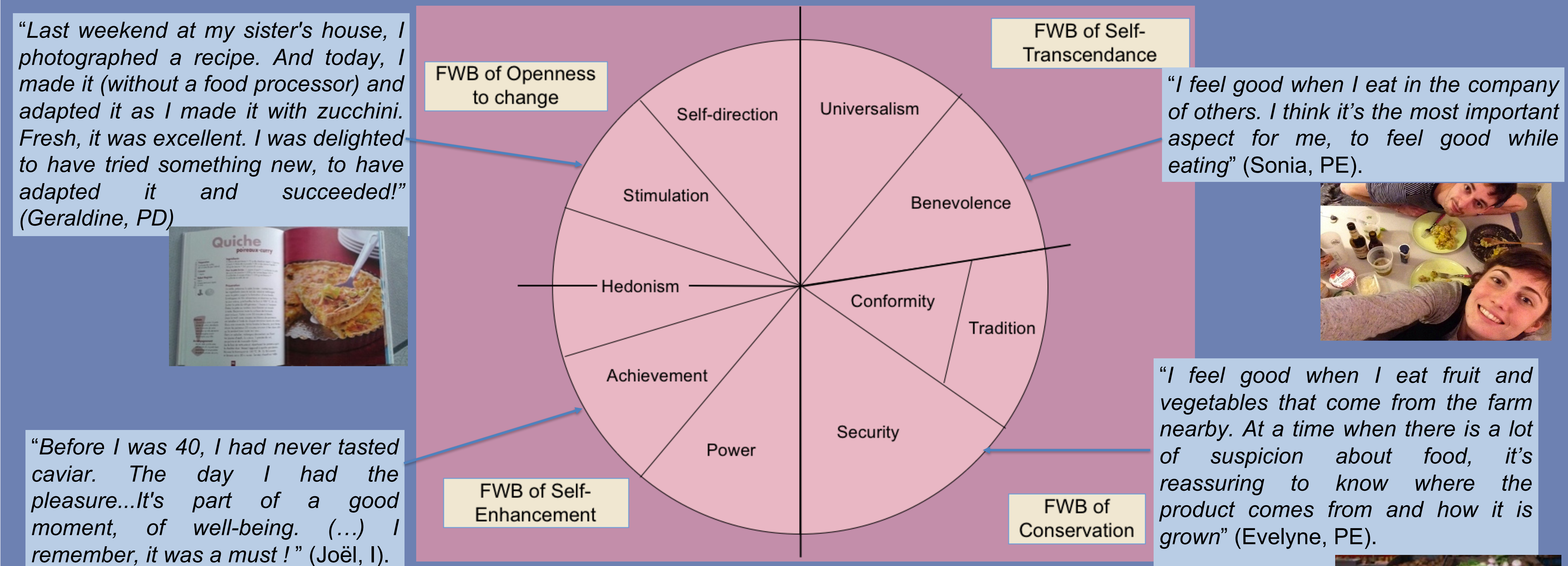
Analysis based on the Grounded Theory approach – Implementation of the **four criteria** of trustworthiness:

Glaser & Strauss, 1967

Credibility	Dependability
Transferability	Confirmability

Emerging Findings and discussion

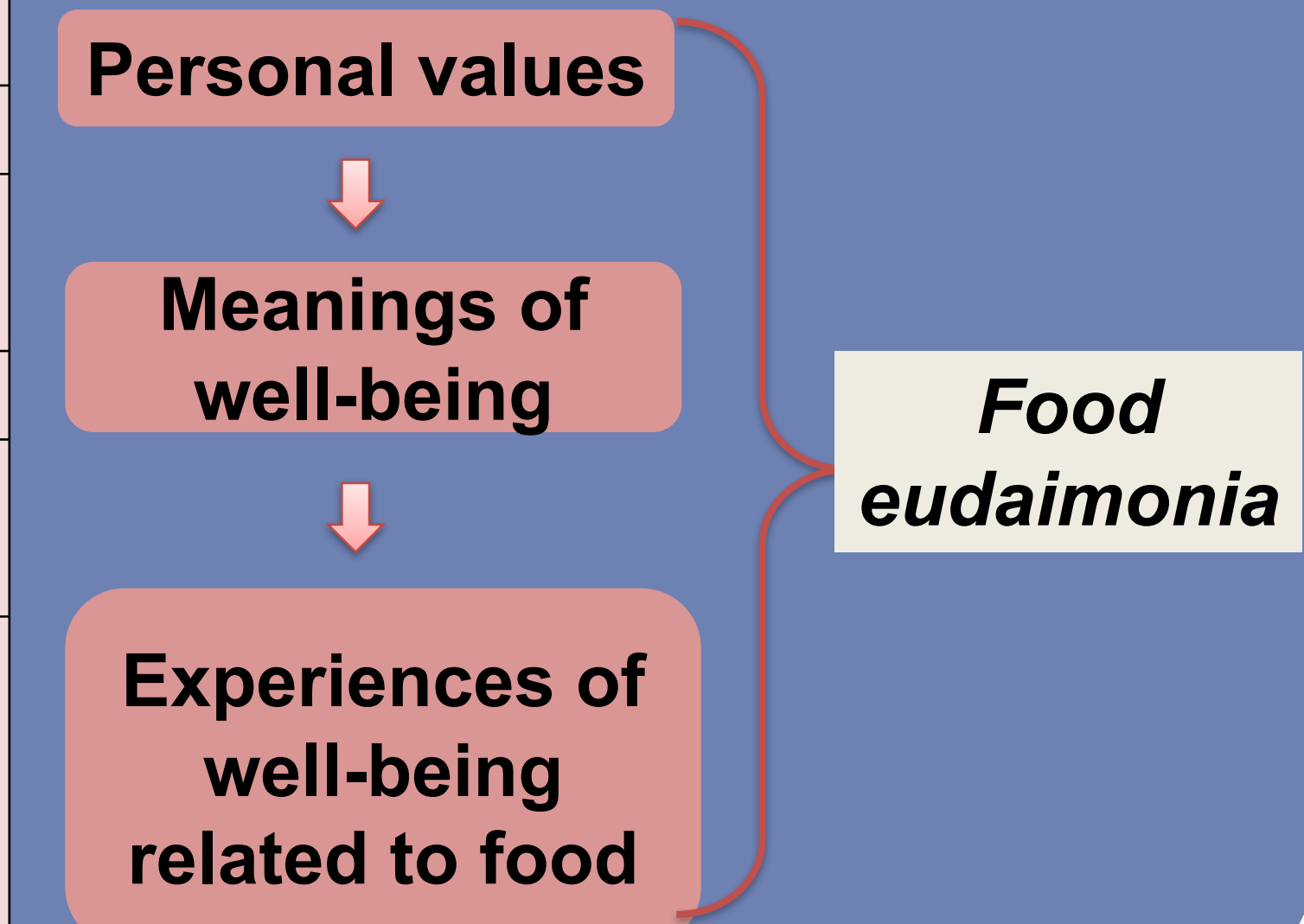
The findings highlight the expression of the ten basic human values (Schwartz, 1992) in experiencing FWB.



A proposal of a taxonomy of FWB

Types and definitions of FWB	Meanings of well-being	Experiences of well-being related to food
FWB of Conservation manifests itself when consumers reinforce a need for reinsurance and safety, orienting their choices towards culinary traditions or respecting nutritional standards, medical or religious prescriptions.	Safety state, comfort	Comfort food Reinforcing a need for reassurance Rebalancing diet Compliance with nutritional standards and requirements Eating a traditional dish from his/her region
FWB of Self-transcendence manifests itself when consumers express values of benevolence, honesty and ethics not only in the choice of products and dishes but also in food experiences that promote sharing and commensality.	Adequacy with environment, Nature, Thinking about future, Friendship, Family	Commensality Honesty in the acquisition of products, benevolence towards producers Oblative food practices (i.e. cooking for others) Fighting against waste
FWB of Openness to change is expressed itself through food and culinary discoveries, culinary curiosity and the enhancement of consumers' creativity (particularly when they are fully engaged in culinary challenges).	Freedom Happiness	Freedom of food choices Culinary creativity Food discovery Culinary challenge Pleasure of taste
FWB of Self-enhancement characterizes experiences related to sensory pleasure and as a feeling of social emancipation, which emanates from the quality and value of both the products consumed and the place where it is consumed.	A sense of accomplishment, independence Pleasure	Sensory and luxurious pleasure Competition and culinary success (individual or collective) Tasting of a rare dish Prestigious social status by enjoying a dish or drink in an extraordinary setting

The eudaimonic approach defines well-being as a process of agential flourishing, which appears when “a person successfully realizes their values and is stably disposed to do so” (Raibley, 2012, p. 1106). Our findings allow us to conceptualize **food eudaimonia**: an alignment between the consumers' personal values, their meanings of well-being and their food experiences.



Implications

This research offers new insights for managers who care about consumers' food well-being.

Using this taxonomy as a segmentation tool will better guide customer experiences and enhance his/her well-being, in line with it. It can go through the choice of dishes, recipes and ingredients but also the type of cooking, the choice concerning the experiential context (physical setting, decorum, choice of materials, platerie, etc.)

We suggest governments actions to help consumers to engage in food experiences, helping them to focus on the holistic eating experiences they are living.

Selected References

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