



Contents lists available at ScienceDirect

# Food Quality and Preference

journal homepage: [www.elsevier.com/locate/foodqual](http://www.elsevier.com/locate/foodqual)

## The effect of product–context appropriateness on emotion associations in evoked eating occasions <sup>☆</sup>

Betina Piqueras-Fiszman <sup>a,\*</sup>, Sara R. Jaeger <sup>b</sup><sup>a</sup> Marketing and Consumer Behaviour Group, Department of Social Sciences, Wageningen University, Hollandseweg 1, 6706 KN Wageningen, The Netherlands<sup>b</sup> The New Zealand Institute for Plant & Food Research Limited, Mt Albert Research Centre, Private Bag 92169, Victoria Street West, Auckland 1142, New Zealand

### ARTICLE INFO

#### Article history:

Received 28 June 2014

Received in revised form 27 August 2014

Accepted 29 August 2014

Available online 8 September 2014

#### Keywords:

Eating occasions  
Contextual dimensions  
Emotion associations  
Appropriateness  
Consumer research  
Methods

### ABSTRACT

The aim of this research was to investigate the impact that perceived product–context appropriateness exerts on elicited emotion associations. The experimental approach consisted in creating eating occasions (as a multi-component entity) varying in appropriateness, which consumers were instructed to vividly imagine while they completed emotion surveys for selected products. Multiple studies were purposefully designed to include different products, contextual dimensions (comprising internal and external conditions) and presentation formats, consumer populations, test locations, and emotion survey formats. The results from 1336 consumers consistently revealed an effect of appropriateness on the emotion associations toward food products and eating occasions. The frequency and intensity of positive emotion terms was generally higher with more appropriate contexts, decreasing with the appropriateness ratings (and *vice versa* for the negative emotion terms). In addition, the impact of perceived appropriateness was asymmetrical, having a stronger impact on positive than on negative emotion terms. These insights support the idea that emotion responses are subject to a large number of contextual influences, and make a robust case for including appropriateness measures in context and emotion research.

© 2014 Elsevier Ltd. All rights reserved.

### Introduction

#### Background for the research

During eating occasions, three major factors intersect: the food product, the consumer, and the context. The joint study of these factors is necessary to comprehensively study eating and drinking (Jaeger & Rose, 2008; King, Meiselman, Hollenstein, Work, & Cronk, 2007). Yet, to date, most investigations into the importance of specific contextual features in eating occasions, such as the situation (Schutz, 1988), the time of day (Kramer, Rock, & Engell, 1992), the presence of others (Bell & Pliner, 2003; de Castro, 1994) or the environmental/atmospheric aspects of eating (e.g., see Edwards, Meiselman, Edwards, & Leshner, 2003; King, Weber, Meiselman, & Lv, 2004 for empirical studies) have typically focused on individual factors in isolation.

Extant research approaches for assessing satisfaction and enjoyment with food largely rely on the use of attitudinal measures, the most common ones being hedonic ratings (judgments of liking/disliking or preference in response to either a food name or a food that is tasted), and behavioural intent ratings (judgments of the probability of purchase or frequency of consumption). However, evaluative judgements made prior to, and during meals extend beyond liking and preference for food/beverage items: the consumption context gives rise to an array of emotions and feelings that influence food choices and modulate the enjoyment of the consumption experience/eating occasion (Desmet & Schifferstein, 2008; Hartwell, Edwards, & Brown, 2013; Richins, 1997). Hence, to better understand people's eating experiences, the context and the emotional dimension has to be taken into account (Piqueras-Fiszman & Jaeger, 2014a, 2014b, 2014c).

The appropriateness of a focal food/beverage for a specific eating occasion plays an important role in the enjoyment gained from eating and drinking (Schutz, 1988, 1994, 1999), and has been considered as a critical determinant of food choice behaviours (Köster, 2003). Cardello, Schutz, Snow, and Leshner (2000) described three studies conducted to compare consumers' ratings of preference, expected liking, and food appropriateness in ten different consumption situations, and to assess their contribution to the prediction of actual (post-test) food acceptance ratings, satisfaction, and

<sup>☆</sup> This paper focuses on presenting how the emotion profiles change with perceived levels of (in)appropriateness of eating occasions. It is beyond the scope of this paper to describe in detail the product-specific emotion associations. All relevant information is presented in the Figures for the interested readers to extract the insights they require, or contact the authors for further detail.

\* Corresponding author.

E-mail address: [betina.piquerasfiszman@wur.nl](mailto:betina.piquerasfiszman@wur.nl) (B. Piqueras-Fiszman).

intake. Measures of expected liking and pre-test food appropriateness ratings were highly correlated, and were better predictors of overall satisfaction and post-test appropriateness than were preference ratings. These results supported those of Cardello and Schutz (1996), who found high correlations between mean appropriateness ratings and hedonic ratings. Taken together, these findings are consistent with the notion that, for any consumption situation, foods that are of higher acceptance are considered to be more appropriate for that situation than are foods of lower acceptance (see also Lähteenmäki & Tuorila, 1995, 1997).

In previous research (Piqueras-Fiszman & Jaeger, 2014a, 2014b) we explored how evoked consumption contexts influence emotional responding (using a checklist emotion questionnaire) toward foods. In a series of studies we presented food products and written consumption contexts varying in appropriateness, and showed that the emotion associations can greatly differ when the products are imagined to be consumed in one context or another (e.g., breakfast, lunch, or dinner). Interestingly, we also found some evidence that the use of positive emotion terms was more frequent in those consumption contexts that were considered more appropriate, whereas negative emotion terms were more frequently selected when the context was perceived as less appropriate for the product. In addition, we segmented consumers based on their appropriateness ratings given for each product under each evoked context. Closer inspection of the appropriateness distributions revealed that, while certain distributions were skewed either toward higher or toward lower mean appropriateness ratings, some product–context combinations showed more evenly distributed appropriateness ratings. This was the case, for instance, of consuming chocolate brownie for a breakfast on the weekend and as an afternoon snack. Segmenting consumers based on their appropriateness responses and analysing the impact hereof on the associated emotions furthered our understanding of negative emotional experiences, which mostly occurred among the participants who deemed it inappropriate to consume the product in these contexts.

Furthermore, in subsequent similar studies in which the level of detail of the evoked consumption contexts varied (e.g., written vs. written with pictorial representation) we found that the appropriateness ratings differed (Piqueras-Fiszman & Jaeger, 2014c). When less detail was provided in the evoked consumption contexts, participants seemed to base their appropriateness ratings and emotion associations on previous experiences of those types of eating occasions, or similar ones. Taken together, these results suggest that the consumption context and its perceived appropriateness might contribute to specific emotion associations. The present research examines this proposition further and extends previous investigations by taking into account interactions between the multiple contextual dimensions that intervene in a real consumption situation. These interactions are important because while appropriateness may be high for consuming a particular food (e.g., cereals for breakfast), it may be lower when one has breakfast at the office, and may be even lower if one is surrounded with other colleagues. So, in this example, the appropriateness of consuming cereals at work might depend on the available privacy at the office. Consequently, consuming one's habitual breakfast cereals at work can be associated with either, e.g., calmness and joy (if alone or with close people), or on the other hand, with worry and embarrassment.

#### Overview of the research strategy

The aim of this research was to examine the impact that perceived product–context appropriateness exerts on elicited emotion associations. The experimental approach was to evoke eating occasions varying in appropriateness, which consumers were

instructed to vividly imagine as they completed emotion surveys for selected products. Seeking to achieve independence from the experimental conditions, multiple studies were conducted and these were purposefully designed to include different products, different contextual dimensions and presentation formats, different consumer populations, different test locations, and different emotion survey formats. Table 1, which presents an overview of the studies, shows that data were obtained through two composite studies (with a total of 1336 consumers). Study 1 was a Central Location Tests (CLT) taking place in Auckland (New Zealand), whereas Studies 2a and 2b involved online questionnaires completed by British consumers.

Eating occasions were conceptualised in accordance with the multi-attribute product perspective and hence seen as entities constructed through the combination of different factors/dimensions at different levels (Macht, Meininger, & Roth, 2005). Following this perspective, Macht et al. (2005) suggested that affective responses to food could be seen as reactions to combinations of stimuli of which the food itself is just one single component. Jaeger, Bava, Worch, Dawson, and Marshall (2011) previously tapped into this notion to develop the 'food choice kaleidoscope', a conceptual framework which promotes the systematic examination of product, person, and context factors in food choice research (see also Gutjar, de Graaf, Palascha, & Jager, 2014). We used several contextual dimensions (from Bisogni et al., 2007) to develop eating occasions ranging from appropriate to inappropriate for each of the focal product categories. To guard against differences in product liking/dislike affecting the appropriateness ratings and the emotion associations, the products for which the emotion responses were elicited were generally liked (and participants who disliked the products were excluded). One of the product categories was ice-cream (flavour not specified), which is indulgent and emotion-laden (i.e., that is not necessarily consumed for its nutritional value but rather as an emotional eating strategy or to satisfy cravings; Parker, Parker, & Brotchie, 2006). The other product category was fruit (kiwifruit or orange), a healthy food with functional benefits (Girard & Mazza, 1998) which to date has been rarely used in food-related emotion research.

It was a secondary aim of the research to explore how perceived appropriateness of eating occasions was influenced by specific variations in context dimensions, and the relative importance that consumers give to these when evaluating the appropriateness between the overall eating occasion and a food product. This was achieved in Study 2a by combining levels in a full-factorial experimental design and applying de-compositional data analysis techniques (similar to the principles of conjoint analysis).

## Study 1

### Materials and methods

#### Participants

Study 1 (a pre-test and main test) was conducted in Auckland (New Zealand) at the Plant & Food Research Sensory and Consumer Science facility. Participants were registered on a database maintained by a professional recruitment firm. Participants represented varying household compositions, income levels, educational attainment, etc., but were not probability samples drawn to represent the general population in Auckland. Participants gave informed consent and were compensated in cash.

To be eligible for participation consumers must like and regularly consume the focal product category (ice-cream or kiwifruit). This screening was operationalised through two questions, one for acceptability and one for frequency of consumption, using 7-pt scales. The extreme anchors "not at all" (1) and "very much"

Download English Version:

<https://daneshyari.com/en/article/4317062>

Download Persian Version:

<https://daneshyari.com/article/4317062>

[Daneshyari.com](https://daneshyari.com)