



INSTITUT
PAUL
BOCUSE

École de Management
Hôtellerie
Restauration
& Arts Culinaires

CENTRE
DE
RECHERCHE

Professional Seminars of the Institut Paul Bocuse Research Centre

Context effects on consumer judgments

Herb Meiselman & Agnes Giboreau

June 6th 2014

Lyon, France



Objectives The objective of this one-day workshop is to share published knowledge on context effects and to address methodological key-points to be questioned in current practices.

The day combines plenary talks presenting synthesis of scientific papers, case studies exercises and practical demonstrations.

This workshop is held in the ideal place to address context: the Institut Paul Bocuse as the Institute promotes consideration of the whole eating environment and provides different settings in which to study the whole eating environment.

Context

Eating context has a major influence on food appreciation, as reported for various situations (Meiselman 1992, Cardello *et al.* 1996, Hartwell *et al.* 2007, Meiselman 2007, Giboreau 2012). The impact of the environment in non-laboratory settings, with its methodological and theoretical basis, is an interesting scientific challenge and an important practical challenge for those evaluating foods.

The location has a significant influence on both the appreciation of a particular food as well as on overall acceptability of a meal (Edwards *et al.* 2003, Edwards & Gustafsson 2008). In a restaurant, music, décor, lighting level, the presence of other foods and other people can have an impact on food choices and food perception (Meiselman 2006, Stroebele *et al.* 2004, 2006, Woods *et al.* 2010, Jacquier *et al.* 2012).

Closer to the food itself, the way the food or drink is presented is also of great importance (Hurling *et al.* 2003; Zellner *et al.* 2012, Piqueras-Fiszman *et al.* 2012). Tableware and dishes not only contribute to create expectations of food liking (Zellner 2007, Spence *et al.* 2012) but also modulate food intake through serving size based on expected satiety (Brunstrom 2011, Marchiori *et al.* 2012; van Kleef *et al.* 2012).

On the social level, Edwards *et al.* (2005) studied verbal social influence in a natural eating environment. More specifically on the role of language, Hugol-Gential (2012) described how service in a restaurant contributes to the reassurance of the customers facing a new or unknown food.

Thus, general models of food perception attempt to take all interactions into account from the physical surrounding of the food to its presentation and the social environment (e.g. Mojet 2001, Edwards *et al.* 2006). However, integrating this knowledge in innovation or evaluation processes is not easy and requires using new or complementary methods. Sharing knowledge and discussing methods related to the topic of context is thus the aim of this workshop.

Speakers

Herb Meiselman is an internationally known expert in the fields of sensory and consumer research, product development and food service system design and evaluation. He is Co-Editor of the journal *Food Quality and Preference*, and was a founding Editor of the *Journal of Foodservice*. He is an Advisory Editor for the journal *Appetite*. He has held Visiting Professorships at both Reading University and Bournemouth University, UK, and Orebro University, Sweden. He is currently on the Research Committees of the Institut Paul Bocuse, Lyon, France, and of the Culinary Institute of America. He retired as Senior Research Scientist at Natick Laboratories where he was the highest ranking Research Psychologist in the U.S. government. His accomplishments were recognized with a 2005 Presidential Award. Dr. Meiselman is the author of over 170 research papers and 4 books, and has lectured extensively in the United States, Latin America, Europe, New Zealand, Australia, the Middle East and Japan.

Agnès Giboreau is the head manager of Research of the Institut Paul Bocuse. Agnès Giboreau has a PhD in Food science and a Master in Cognitive psychology. She is recognized for research supervision from the University of Lyon in Neurosciences. She first developed her career in international companies working on sensory and consumer questions, relating perception to judgments and choices and helping Marketing and R&D departments in designing and developing new offers. Now she dedicates her research to sensory perception and affective judgment in real context and more specifically regarding food and beverages consumed out of home.

PROGRAM

Following the international research Symposium held on June 5th

A one-day Conference on eating at workplaces

(see program on www.institutpaulbocuse.com/us/food-hospitality/research_symposium)

Friday, June 6th 2014

8:30 *Welcome and coffee*

9:00 Introduction of participants

9:00 **Introduction to context;** Micro contexts and macro contexts. Mental context, Stimulus context, Environmental context, Social context, Economic context, Culinary context, Meal context.

10:00 **The physical or environmental context;** Ambience; Natural contexts; Imagined contexts, Table settings
Case studies and Exercises– Designing a protocol to study environmental influences.

11:00 *Break*

11:30 **The social context;** social facilitation; family; eating alone.
Case studies and Exercises – Designing a protocol to study social influences.

12:30 *End of the morning session*

12:45 *Lunch at F&B restaurant, Institut Paul Bocuse*

Experiencing contextual effects linked to food presentation, information or table settings

14:00 **The culinary context;** The presentation on the plate, the name of the dish, the serving accessories. Case studies

15:00 **The cultural context;** The role of the meal; Meal structures, Worldwide eating habits.
The International Observatory of culinary practices and meal

16:00 *Break*

16:15 **Methodology** – One variable at a time in controlled contexts, or many variables in natural contexts? Comparing research in different contexts. . Bringing catering/food service into context research. The role of observation. The risk of interfering with the natural context.
Exercises of design experiments. Key points to address.

17h15 *Questions and Discussion*

18h Farewell drink - End of the workshop

18h15 **Optional visit of the Institut Paul Bocuse**

This program may be subject to minor adjustments

Attendance

This seminar is targeted mainly at R&D and marketing professionals interested in innovative methods for the measure of consumer judgment and or product evaluation. While the context of the seminar at the Institut Paul Bocuse may call in priority for professionals from the food, beverage or foodservice industry, the seminar is open, more widely, to professionals and academics from both the private and public sectors.

Organization

- Date:** June 6th, 2014
- Official language:** English
- Location:** Institut Paul Bocuse Research Center Ecully (Lyon), France
- Fees:** 650 €
[covering registration, coffee breaks, reprints of the presented material, lunch]
- Deadline for registration:** **May 21st, 2014**
[the number of participants is limited]

Contact and queries: recherche@institutpaulbocuse.com

Accommodation - List of possible hotels:

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| - Campanile Ecully | www.campanile.fr/ecully |
| - Cool and Bed, 32 quai Arloing 69009 Lyon | www.coolandbed.com |
| - Resid' Hôtel Lyon Lamartine | www.residhotel.com/lyon-lamartine.html |
| - Holiday Inn Lyon Vaise | www.holidayinn.com/hotels/fr/fr/lyon/lysvv/hoteldetail |
| - Ibis Lyon Perrache | www.ibishotel.com/fr/hotel-2751-ibis-lyon-centre-perrache/index.shtml |
| - Mercure Beaux Arts | www.accorhotels.com/fr/hotel-2949-mercure-lyon-beaux-arts/index.shtml |
| - Hôtel Le Royal | www.mgallery.com/Lyon |
- (Hotel school of the Institut Paul Bocuse - ask us for partnership fare)*

OTHER WORKSHOPS

- Date:** September 2014 – in French
- Topic:** Design d'expériences de service inspiré de l'hôtellerie
- restauration haut de gamme -
- Key speakers:** L. Body (X+M) & C. Tallec

Did you know?

The Institut Paul Bocuse Research Center aims at better understanding the pleasure of eating in various sectors. Its experimental platform comprises a modular restaurant and kitchen. Its original *in situ* approach on meal experiences is part of EnoLL, the European network of **Living Labs**.