
Impact of gastronomic and culinary incentive strategies to change the eating habits of consumers at home and increase the consumption of dried vegetables.

PhD :

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Preview :

Pulses are under-consumed in France and the national recommendations are far from being followed. This may be due to their outdated image and a lack of culinary skills among consumers. The JACK project aims to identify ways of changing eating habits using a gastronomic approach. Eating habits are difficult to change and although communication can play an important role, it is far from sufficient. French gastronomy, which provides exceptional multi-sensory experiences, offers a number of levers that have already been identified as playing a part in changing behaviour, combining gustatory pleasure, culinary skills, knowledge of the benefits and personal and social motivation. This research is based on the theory of behavioural change and explores levers such as hedonic value, knowledge, image, beliefs, the imitation of renowned chefs and belonging to a community. It will use a model built on the basis of the literature. The aim of this thesis is to evaluate the effectiveness of a gastronomic approach in changing dietary behaviour, by measuring the consumption of dried vegetables before and after the interventions. The thesis will be carried out in several stages, including a qualitative study to identify the levers for change, followed by a longitudinal study of a cohort of consumers over the course of a year, who will be offered gastronomic experiences and support at home. The aim of this research is to contribute to a better understanding of the mechanisms involved in changing eating habits and to identify the role of gastronomy in changing eating behaviour. This will enable strategies to be proposed to encourage higher consumption of pulses, which are sources of vegetable protein.

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