
Menu 1 - Paper 2

Menu, Journal of Food and Hospitality Research
Volume 1, 2012, Pages 18-26

Defining pleasure toward individual familiarity level: The case of gourmet meal

Philomene Bayet-Robert

Lyon III University (Research Center in Management Magellan), Institut Paul Bocuse Research Center and Relais & Chateaux

DOI: <https://doi.org/10.26048/q5as-pt72>

Abstract: This paper deals with pleasure and presents results from a doctoral research interested in meal experience in the context of fine-dining restaurants. Consumption experience is defined as an interaction between an object and a person (Filser, 2008), providing emotions, sensations and meaning to consumers. We wish to explore in this paper one specific experiential topic, pleasure. Thanks to the analysis of a double collection of qualitative data, results show a significant difference between categories of consumers according to one characteristic: individual familiarity level. Pleasure seems to be a major descriptor of a meal experience for more familiar customers (experts). Concerning less familiar customers (novices), pleasure is considered as a global and physical feeling, related with discovery, newness and rarity of an unique experience process. Results may help restaurant managers and Chefs to understand better their customers, and provide optimal pleasure to their different categories of clientele.

Keywords: pleasure, gourmet meal experience, individual familiarity, qualitative data

[Read the article](#)

Page One

[International Symposium on Altered Taste - 3rd Edition - 14 & 15 September, 2023](#)

Institut Paul Bocuse

Château du Vivier - Ecully - France
Tel: +33 (0)4 72 18 02 20

20, place Bellecour - Lyon - France
Tel: +33 (0)4 78 37 23 02

Contact

Raphaëlle Mouillefarine
Partnerships Development
[Send an email](#)
+33 (0)4 26 20 97 63

Career

- > [PhD Position - HealthFerm - Social Science](#)
- > [Social Science Research Scientist F/M](#)
- > [PhD Position - Computational Neuroscience - Cognitive Neuroscience](#)

Download PDF

- [Download Paper](#)
- [Download Volume 1](#)