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The Experimental Cafe: An Exploratory Study On Consumers' Behaviour Towards Food Information In A Natural Consumption Context

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Abstract:

On November 21st-23rd, 2017, the Center for Food and Hospitality Research of the Institut Paul Bocuse participated in Food Matters Live. During the event, a live experiment on the effect of information on food choices was set up in partnership with Levy Restaurants and Food Matters Live. During the three days of the experiment, data were collected at the lunch break. The information of the set menus was slightly modified every day, with the rest of the context and food offer being kept constant. 188 conference attendees, took their meal at the experimental café during the three days of the event and participated in the experiment. The data collected allows exploring the impact of context factors (information) on consumer decision-making for food. Moreover, the performance of a study in a real-life setting brought us several insights concerning this type of experiments.

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