



Marjolaine BEZANÇON, Guillaume LE BORGNE, Caroline MORRONGIELLO  
(IREGE, USMB)



When technology meets nutrition: do apps contribute to food well-being (FWB)?

Food consumption is increasingly mentioned as a fundamental of health, but also as a major source of health risks. Harmful consequences of overeating fat, sweet and salty food and of ingesting undesirable additives and pesticides have been scientifically established and are understood by an increasing number of consumers. Eating healthy is a primary concern for consumers, but beyond their will, it requires knowledge and time to look for and to process all the information about the numerous food products they compare and choose everyday. In this context, nutritional apps seem to be a solution to simplify information processing and decision-making. Literature on nutritional apps focuses on the consequences of using these apps on health or diet. Yet, the well-being attached to food consumption cannot be reduced to its dietary and functional aspects. Therefore, the objective of this article is to characterize the impact of using nutritional apps on food well-being (FWB), as conceptualized by Block et al.(2011). To this aim, a qualitative study based on semi-directive individual interviews was led on 14 French users of the major French nutritional app, Yuka. Our results reveals that nutritional apps are not fully consumer-oriented and only partially contribute to FWB. Indeed, they are not adapted to consumers' special needs and focus on health instead of embracing the diverse dimensions of consumer's FWB.

Key words: Food well-being, nutritional app, food consumer behaviour.

## Séminaire de recherche

12H30—Salle 103 (IAE SMB Annecy)

<https://doodle.com/poll/brd4spn98ifxb9yn>

## Agenda

16/01/2020, Sophie MARTINS (IREGE, USMB),  
Une approche de la consommation durable  
par la théorie des pratiques : une approche  
aux comportements « zéro déchet »

## Calendrier des séminaires

<https://urlz.fr/aB9N>