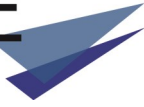




30-09-2021

IREGE

INSTITUT DE RECHERCHE
EN GESTION ET ECONOMIE



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Balancing the big picture and the details: consumer information processing strategies used on food-decoding apps

Food-decoding apps (e.g.: Yuka) claim several million users but have been the subject of a limited number of studies. This research investigates the ways consumers process apps information on nutrients and additives, disaggregated or aggregated. An online experiment on health perception of pizzas has been run with 277 participants, with a 2 (product information type: nutrients vs. additives) x 4 (aggregation: none, average, one good reason - take the best, one good reason - avoid the worse) x 27 (disaggregated information on 3 attributes with 3 possible evaluations) mixed experimental design. Results indicate that consumers' aggregation process depends on the type of information (nutrients vs additives) about the product and, that aggregated information does not influence the health perception of the product when displayed with disaggregated information.

Keywords: Food apps; information processing; nutrition; additives; health perception.

12h30 — Salle 103 — Comodal

Participer à la réunion Zoom :

[https://zoom.us/j/99328444342?](https://zoom.us/j/99328444342?pwd=eQJpTWpKTOZHTTBzQ2xLdngydUJFUTQ9)

[pwd=eQJpTWpKTOZHTTBzQ2xLdngydUJFUTQ9](https://zoom.us/j/99328444342?pwd=eQJpTWpKTOZHTTBzQ2xLdngydUJFUTQ9)

ID de réunion : 993 2844 4342

Code secret : 4Rx09R

Agenda

07/10/2021, Cédric FAVRE (USMB, IREG),
Analyse des facteurs de réussite et d'échec
du transfert d'entreprise à une équipe de
reprise en SCOP : le regard des experts

Calendrier des séminaires

<https://urlz.fr/gvi5>

