



Routledge Interpretive Marketing Research

FOOD AND EXPERIENTIAL MARKETING

PLEASURE, WELLBEING AND CONSUMPTION

Edited by
Wided Batat



“This wide-ranging book, with contributions from well-known scholars, provides a timely reminder that food marketing, by focusing on pleasure (not health!) can, in fact, be the ally of healthier eating.”

– **Pierre Chandon, *The L'Oréal Chaired Professor of Marketing—Innovation and Creativity at INSEAD. Director of the INSEAD-Sorbonne Université Behavioural Lab***

“This book brings together an impressive range of international experts in consumer research to explore the connection between food and wellbeing. We know that the over consumption and under consumption of food impacts on consumers' wellbeing. But in this collection of essays, researchers focus on the pleasure of food to highlight the central role that consumers' experiences play in promoting health and wellbeing.”

– **Julie L. Ozanne, *Professor of Marketing, University of Melbourne***

“Professor Batat with her book “Food and Experiential Marketing” offers an incredible collection of insights related to food, pleasure, and marketing in promoting healthy eating behaviors. With 14 chapters this book reveals the importance of different theoretical and methodological perspectives if the goal is to help consumers achieve personal and social wellbeing. This book is a must read for anyone interested in food marketing, the role of pleasure in eating, and consumers' wellbeing.”

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“Food and Experiential Marketing addresses an important and timely issue for societies worldwide: How can we integrate experiences of food pleasure with the need to adopt healthy eating habits? This book provides important research to help move societies towards enhanced individual and societal food wellbeing.”

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Pleasure plays a significant but often neglected role in the creation of consumer wellbeing and the relationship between the food consumption experience and healthy eating. This innovative collection focuses on the experiential and hedonic aspects of food and the sociocultural, economic, ideological, and symbolic factors that influence how pleasure can contribute to consumer health, food education, and individual and societal wellbeing.

Food and Experiential Marketing uses a holistic perspective to explore how the experiential side of food pleasure may drive healthy eating behaviors in varied food cultures. It questions: Is food pleasure an ally or an enemy of developing and adopting healthy eating habits? Can we design healthy offline and online food experiences that are pleasurable? What are the features of food consumption experiences, and how do they contribute to consumer wellbeing?

Providing an overview of experiential and cultural issues in food marketing, this book will be invaluable for consumer behavior and food marketing scholars, public policy professionals, and the food industry in understanding the importance of pleasure in promoting healthy eating behaviors.

Wided Batat is Professor of Marketing and Founder of B&C Consulting Group. She is also an internationally renowned expert and speaker on experiential and digital marketing, specializing in the fields of retail, luxury, food, wellbeing, youth cultures, generation Z and Y, Millennials and post-Millennials, and tourism.

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Pleasure, Wellbeing, and Consumption

**Edited by
Wided Batat**



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Contents

<i>List of illustrations</i>	ix
<i>Preface</i>	xi
<i>List of contributors</i>	xvi
1 Introduction to the experiential pleasure of food: How does pleasure advance consumer wellbeing and promote healthy eating behaviors?	1
WIDED BATAT	
2 From food services to food experiences: Eating, wellbeing, and marketing	16
MICHELA ADDIS AND MORRIS B. HOLBROOK	
3 Food consumer trends: food experience, pleasure, and policy in the United States: Emerging trends to watch for in American food consumption for researchers, policymakers, and consumers	38
ANNE T. BYRNE AND DAVID R. JUST	
4 TV cuisine therapy through narrative cooking programs: How does culinary journalism contribute to food pleasure and wellbeing?	57
JULIE ANDRIEU AND WIDED BATAT	
5 Cultural pleasures of eating and healing: Contributions to food wellbeing	71
NANCY N. CHEN	
6 The coffee-drinking experience: Contributions to pleasure, wellbeing, and consumer engagement	81
DANIELLE L. EISEMAN	

7	The method of creative ethnography: Exploring food consumption and pleasurable experiences	95
	ZAFEIRENIA BROKALAKI AND JEFF B. MURRAY	
8	Cooking, food experiential learning, and connectedness: Food wellbeing construction from Lebanese villages	119
	GHINA CHAMMAS AND NADINE A. YEHYA	
9	Exploring bicultural (Japanese and American) food experiences: Food aesthetic, pleasure, and wellbeing	142
	EMILY M. MOSCATO	
10	Food storytelling, pleasure, and wellbeing: Narratives from food cultural experiences	164
	ADRIENNE F. MULDROW AND JAMIE L. GRIGSBY	
11	Fusing East with West: How Asian epicurean experience evolves and embraces wellbeing	181
	STEVEN CHAN	
12	The food gastronomy experience: A French perspective on food wellbeing	197
	GWARLANN DE KERVILER	
13	Food shopping experience on the periphery of the supermarket: A social media-afforded quest for Whole30-compliant foods and wellbeing	217
	ANA BABIĆ ROSARIO	
14	Hungry eyes: How food porn affects wellbeing	229
	ANTHONY PATTERSON, ROBERT KOZINETS AND RACHEL ASHMAN	
	<i>Index</i>	242

Illustrations

Figures

2.1	From food services to food experiences	19
2.2	Integrated food experience at Eataly	23
3.1	Current trends in American food pleasure and wellbeing	46
4.1	The <i>Julie Cuisine</i> TV cooking show	64
4.2	The <i>Fourchette et sac à dos</i> TV show	66
4.3	<i>Les Carnets de Julie</i> TV show	68
9.1	Mix of influences. Japanese and Western-style serving and eating materials. Foods include (left to right): boiled <i>gyoza</i> (dumplings), Chinese-influenced; <i>Nabe</i> (hot pot), traditional Japanese meal for colder times of the year; and spring rolls with dipping sauce, Vietnamese-influenced. Credited to the author	149
9.2	Presentation at a Tokyo fine-dining restaurant: appetizer plate (front) and <i>chawanmushi</i> (steamed egg custard; back). Credited to the author	150
9.3	<i>Temaki sushi</i> dinner. Credited to the author	156
9.4	Helping to cool sushi rice. Credited to the author	157
10.1	Bush's brand story	172
10.2	Chipotle's successful storytelling around an important feature of their brand	174
12.1	The evolution of French cuisine	198
12.2	French cuisine historical heritage	201
12.3	Haute cuisine process of creation	203
12.4	Gastronomy in between frugality and gluttony	205
12.5	Dimensions of eating well in France	208
12.6	Generating a holistic experience with food	209
12.7	Chefs provide authenticity and discovery	210
12.8	Conceptualizing taste	213
14.1	Typical #foodporn burger	234
14.2	Glorious kebab (with irate friend just out of shot)	237

Tables

1.1	Key determinants of the experiential pleasure of food	5
9.1	Prototypical materials in Japanese and American food practices	145
9.2	Examined Japanese food practices	149
10.1	How to tell a story effectively: 4 Cs for good storytelling	169
10.2	The art of telling food stories by medium	170
12.1	Overview of French gastronomy as asocial, cultural, and economic fields	206
12.2	Comparison between Anglo-Saxon and French approaches	207

Boxes

10.1	A remembrance food story	164
12.1	Extract from interview with Guy Savoy, French chef of the 3 Michelin-starred restaurant La Monnaie de Paris	202
12.2	Extract from an interview with Eric Frachon, chef of the famous Parisian hotel Le Bristol with 3 Michelin stars	204
12.3	Interview with the director of “Club des Croqueurs de Chocolat” – Jacques Pessis	206
12.4	Extract from an interview with Christian Le Squer, 3 Michelin-starred chef of the restaurant Four Seasons Georges 5	209
12.5	Extract from the interview of Eric Frachon – chef of 3 Michelin-starred restaurant Le Bristol	213

Preface

This book results from several years of joint research and practice on experiential marketing, food consumption, and consumer wellbeing conducted by the editor who has gathered eminent scholars and food actors to explore the food experience realm. The book offers a deep examination of experiential and cultural issues in food marketing to help scholars, public policy, and the food industry to study the important role of pleasure in promoting healthy eating behaviors which is a general approach to eating, where the diet may be more appropriately described as balanced/varied, is pleasurable, and does not enhance anxieties (controlling calories, carbs, etc.). The contributions in this book seek to expand the research conducted to date, and approach the relationship between food consumption experience and wellbeing through a broad lens – focusing on experiential and hedonic food consumption as well as other sociocultural, economic, ideological, and symbolic factors that influence the experiential pleasure of food and its contribution to consumer health, food education, and individual or societal wellbeing. Therefore, the objective of this book is to deliver a comprehensive framework to examine how the experiential aspect of food that is shaped by different food cultures modifies the research agenda of scholars investigating the role of healthy eating in promoting food wellbeing.

The contributions support the logic that pleasure plays an important, but often neglected role in the making of personal and social wellbeing. Applying pleasure to future educational food programs and campaigns calls for synergistic, theoretical, practical, and methodological approaches that will lead to interesting new ideas related to food experiential marketing and wellbeing. The book develops this new perspective by exploring the experiential aspects of food, such as discovering novelty, nostalgia, epicurean eating, tasting, experimenting, hedonism, estheticism, and symbolism. This new approach seems particularly relevant, since it finally helps to provide a more practical and applied vision of the food experience: How do we define a food experience? How can we structure and build a pleasurable and healthy food experience? What are the determinants of the experiential pleasure of food? Chapter 1 provides the reader with a conceptual introduction to a new paradigm: the experiential pleasure of food and its contribution to wellbeing. This chapter examines how the experiential pleasure of food may offer key insights into new approaches to

promoting healthy eating amongst contemporary societies by considering an experiential approach to food consumption. In this chapter, Wided Batat identifies and discusses how the determinant of the experiential pleasure of food can enhance consumer wellbeing and explore public policy implications and future research areas through a perspective that views food pleasure as a source, rather than a deterrent, of health.

Chapter 2, written by Michela Addis and Morris B. Holbrook, deals with the shift from food service to a food experience logic. The authors underline that, nowadays, the food industry is subject to the new widespread trend toward a big interest in experiences, which promises to revolutionize the whole industry. On one hand, consumers search for enjoyable and pleasurable offers that evoke strong emotions not only through the quality of food but by means of a broad range of components. On the other, brands and companies experiment with new formats, offers, and business models in an effort to reach these experience-seeking consumers. The trial-and-error approach that has been adopted so far indicates a few recurring mistakes by firms and raises two key strategic issues that they must solve. Specifically, in order to transform food services into successful food experiences, companies should (1) design holistic experiences, focusing on the integration of all relevant elements instead of searching for an excellent level on just a single driver, and (2) balance the two opposing goals of any food-experience investment – namely, scalability and perceived authenticity of the consumption experience. Only by offering consumers memorable food experiences can providers produce higher levels of individual and societal food wellbeing and thereby create increased happiness.

In Chapter 3, Anne T. Byrne and David R. Just explore food consumer trends and their contributions to food experience, pleasure, and public policy in the United States (US). This chapter uses seven current trends to explore how Americans eat for pleasure and wellbeing. The US is a geographically large country that is ethnically, racially, and economically diverse; the experience of one American can look quite different from the experience of another. Rather, the two authors have focused on phenomena and behavior that are of particular interest given the current policy climate and challenges.

Chapter 4, written by Julie Andrieu and Wided Batat, explores the rise of TV cooking programs, their typologies, and their evolution. In this chapter, the two authors explore how culinary journalism contributes to food pleasure and wellbeing by analyzing three successful French culinary programs led and produced by the French iconic culinary journalist and food critic Julie Andrieu herself to show how these shows are constructed in a way to provide viewers with closeness, simplicity, and the pleasure of cooking and developing a healthy approach to food.

In Chapter 5, Nancy N. Chen explores the cultural pleasure of eating and healing. In this chapter, the author shows that the pleasures of food are deeply embedded in cultural life and social engagement. The first part addresses new spaces of engagement with food for Chinese middle-class consumers. In the second part, the chapter considers medicinal foods as a critical intervention to

address the connections rather than divide between food and medicine as separate categories. Through recent ethnographic research on contemporary Chinese foodways, this chapter will examine how pleasure through nourishing bodies may offer key insights into new formations of thinking, aging, and being well.

Chapter 6 by Danielle L. Eiseman, highlights the coffee-drinking experience and consumer pleasure and engagement. This chapter is a conceptual piece that explores the potential of experiential marketing approaches for engaging the public on the issue of climate change. More specifically, the chapter examines the coffee-drinking experience as the mechanism for communicating the potential risks and need for action on mitigating and adapting to climate change. The coffee-drinking experience is a pleasurable, emotive, and multisensory activity that enhances feelings of wellbeing. These elements of the coffee-drinking experience could potentially break through tightly bound political ideologies and identities when discussing polarizing topics. Furthermore, given that coffee is often consumed between work and home, the notion of “third place” is discussed. This chapter first examines the emotions and senses activated during the coffee-drinking experience, the coffee house as third place, as well as potential avenues for connecting the consumer with the impacts of climate change through the coffee-drinking experience with links to social marketing.

In Chapter 7, Zafeirenia Brokalaki and Jeff B. Murray introduce creative ethnography as a research method to exploring food consumption and pleasurable experiences. In this chapter, the two authors explore ethnography as a method to research food consumption and pleasurable experiences. Through a play consisted of three acts, authors discuss the genealogical development of creative ethnography. First, they review the meaning, role, and purpose of classical ethnography in relation to food culture, family, and identity. Classical ethnography is designed to help the researcher engage cultural contexts through participation with the ultimate purpose of achieving empathetic understanding. Due to market demands for quick turn-around and practical implications, classical ethnography has been adapted by market research firms and used in a corporate context. Thus, the second act presents contemporary ethnography using illustrative examples from the food retail industry. Ethnography has also been used recently to help researchers comprehend sensual stimuli, emotion, and movement. This third type of ethnography focuses on embodied approaches to food-related market research. The chapter concludes by discussing some of the strengths, challenges, and evaluation criteria for ethnographic food research.

Chapter 8 by Ghina Chammas and Nadine A. Yehya, on cooking, food experiential learning, and connectedness explores the dynamic experiential food learning and socialization processes of traditional Lebanese cuisine among 60 mothers living in rural Lebanon. Cooking is more than just healthy food provision, it is an activity, which allows women to become more than just mothers with regards to sociocultural expectations. Women essentially take up cooking after marriage as a life-long skill to bring about and fuel family happiness and wellbeing. The chapter positions cooking as grounds to juggle modernity, traditions, and lessons learned from mothers. Rather than focusing solely on old traditional

recipes, mothers tend to add a Westernized touch to cater to current food trends. Through the understanding of the chapter, the contribution of food cooking experience to consumer wellbeing and food marketing is also discussed.

In Chapter 9, Emily M. Moscato examines bicultural (Japanese and American) food experiences. This chapter explores food practices and their implications for pleasure and wellbeing through the perspective of a bicultural Japanese and American family. It seeks to understand what food practices increase experiences of pleasure and how elements of these practices enhance wellbeing. Special attention is paid to the contrast of cultural orientations towards food in the situated lives of the participants. Aesthetics, appreciation, and engagement are identified as three areas in which practices foster pleasure; the cultural antecedents and mechanisms of these practices are examined. The US has poorer health outcomes and less pleasure-based food orientation than Japan. Pleasure-enhancing routines in Japan can illuminate ways to infuse greater pleasure and wellbeing into American food practices.

Chapter 10, written by Adrienne F. Muldrow and Jamie L. Grigsby, explores food storytelling and narratives from food cultural experiences. For authors, storytelling is an important part of individuals' lives. Telling stories about food is a normative part of US culture. The chapter begins with a discussion about the origins of storytelling and narrative structures. In the next part of the chapter, an in-depth discussion about the importance of telling stories and current storytelling research in the marketing discipline are discussed, including the benefit of narrative transport and the use of brand biographies. The next section explores the many ways that food stories can be told and by whom. The latter section is followed by a discussion on how food consumers can use stories to improve the wellbeing of those around them.

In Chapter 11, Steven Chan examines the fusion between East and West by discussing how the Asian epicurean experience evolves and embraces wellbeing by asking the question: Do Asian cultures present a unique perspective for understanding epicurean experience? The chapter tackles this question by applying cultural psychology research findings to reveal how East Asian cultures, as compared to Western cultures, interpret their world as a more holistic, interdependent, and changing environment. These differences influence the epicurean experience in myriad ways, ranging from food aesthetics to food nostalgia. Ultimately, the effect of these differences results in enjoyment and food wellbeing more defined by a collective interdependent group self-identity, versus a more independent individual self-identity. Understanding these cultural differences allows us to segment the marketplace and cater to each segment more effectively, ultimately elevating epicurean enjoyment and wellbeing for all.

Chapter 12, written by Gwarlann De Kerviler, deals with the French food gastronomy experience and its contribution to wellbeing. This chapter provides an in-depth understanding of the features of French gastronomy and the unique association that French consumers attach to food and wellbeing. The study identifies the specificities as well as considering the explanatory factors for French consumers' approach to cuisine and healthy eating behaviors. The

chapter also includes interviews with renowned French chefs with three Michelin star restaurants to explore how they contribute to consumer well-being in the gastronomy sector.

In Chapter 13, Ana Babić Rosario examines the food-shopping experience on the periphery of the supermarket and wellbeing. Indeed, understanding the effects of food consumption on health and consumer wellbeing has been identified as a topic of significance in recent years, both amongst scholars and food marketers. This chapter adopts a practice theory approach, and is based on ethnographic accounts of the Whole30 dietary program in North America from 2015 to 2018. Of specific interest in this chapter is the influence of social media affordances on consumers' shopping habits and sensemaking of marketplace discourses, as well as interactions with the various spaces of the market – in the supermarket and online. Additionally, attention is paid to food pleasure and ways in which consumers negotiate the meanings of hedonic food consumption in the pursuit of wellbeing.

Finally, Chapter 14, written by Anthony Patterson, Robert Kozinets, and Rachel Ashman, closes the book by taking a deep look at food porn and the way it affects consumer wellbeing. From a netnography of consumer self-representations of food consumption, this chapter uses theory derived from Lacan to conceptualize the iMirror to explore how people seek self-development and the cultivation of their wellbeing through the practice of digital culinary voyeurism, vicariousness, and adventurism. Contrary to what some extant literature suggests, we assert that consumers can “have their cake and eat it,” that creating, sharing, and viewing food images online allows them to eat incessantly, virtually at least, while never gaining an ounce of weight. This study also shows that food photo fans gain almost as much nourishment from their practices as they do from eating the actual food. They enhance their wellbeing by catering to basic human needs to be involved in competition, collaboration, the tendency to gather in consumer tribes, and the universal appetite to be appreciated by peers for making valued contributions to that tribe.

This book was part of a great experience involving contributors working on the topic of food from different perspectives. I would like to thank the authors who have contributed with very insightful and inspiring chapters to this edited book. Thanks!

Contributors

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Wided Batat is a marketing professor and an internationally renowned expert and speaker on experiential and digital marketing specializing in the fields of retail, luxury, food, wellbeing, youth cultures, generations Z and Y, Millennials and post-Millennials, and tourism. She has published dozens of books in English and French and articles in top-tier academic journals that have received several awards. Professor Batat introduced an innovative and disruptive approach to global and digital customer experience by providing a strategic framework of the customer experience offline and online and the new experiential marketing mix (7Es). An entrepreneur, Batat is also a bilingual (French and English) international professional trainer and the founder of B&C Consulting Group, an innovative market research and consumer insights company specializing in global and digital customer experience design, buying behavior, and consumer trends. Follow her on LinkedIn and Twitter.

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1 Introduction to the experiential pleasure of food

How does pleasure advance consumer wellbeing and promote healthy eating behaviors?

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The introduction of the “experiential pleasure of food” is a new paradigm that promotes the epicurean consumption of food and its contribution to healthy eating, thus improving consumer wellbeing. The logic in this chapter goes beyond a visceral food approach based on biological needs to provide scholars, public policy, food industry, and marketers with a new epicurean approach based on enduring pleasure by identifying the key determinants of the experiential pleasure of food and their contributions to promoting healthy eating behaviors and consumer wellbeing. The prevailing dominant paradigm driving research and recommendations for promoting healthy eating behaviors is a visceral and rational eating pleasure. Cornil and Chandon (2016) define visceral eating pleasure as the short-lived hedonic relief created by the satisfaction of eating impulses. Visceral eating pleasure is the by-product of relieving a visceral urge, often beyond eaters’ volitional control, and it can be summarized by its valence (pleasant or unpleasant) regardless of the rich aesthetic experience of eating.

The existing rational and normative model of the relationship to food pleasure and health does not take a holistic and sociocultural perspective to explore the role of pleasure in food consumption and reveal how the experiential side of food may drive healthy eating habits. Indeed, food pleasure that can drive healthy eating behaviors depends on the sociocultural context and the food culture where it has been shaped. For example, in the North American food culture, the notion of pleasure (Alba and Williams, 2013) is separated from an individual’s daily life and is limited to special times where guilty pleasures (e.g., indulging in chocolate) are a moral failing. In the European food culture, especially in the French context, food education is based on everyday pleasurable food experiences. Besides, the concept of epicurean eating is applicable to consumers of all ages. Thus, instilling this type of approach amongst families with young children and adolescents who are developing their independence with significant discretionary spending on food and drink would seem really valuable for the future wellbeing of society. In this chapter, I propose a fundamental restructuring of the dominant paradigm from “food visceral pleasure” to “food as experiential pleasure.” Through a multi-disciplinary analysis of the literature in human sciences as well as in marketing and

consumer research on contemporary food behaviors, this chapter examines how the experiential pleasure of food may offer key insights into new approaches to promoting healthy eating and food wellbeing amongst contemporary societies by answering two major questions: What does the experiential pleasure of food mean? And how does it contribute to consumer wellbeing?

Food pleasure in consumer research

The analysis of the literature on food pleasure (carried out by using the database Web of Science Core Collection including only literature in English from 1995 to 2017 and the keywords combining “pleasure,” “experience,” “health,” and “food” in psychology biological; psychology clinical; psychology applied; sociology; business; psychology experimental; psychology; psychology social; or business finance) showed that amongst a total of 695 articles about food pleasure, published from 1995 to 2017, only 109 articles focused on food pleasure as it relates to the psychology, sociology, and business fields. Three of the articles focused on exploring food pleasure and its influence on purchase intentions (Nowlis and Shiv, 2005; Shiv and Nowlis, 2004), one analyzed food pleasure as it relates to eating intentions, while the remaining article focused on the relationship of food pleasure and portion control (Cornil and Chandon, 2016).

In their research on the relationship between food pleasure and purchase intentions, Nowlis and Shiv conducted experiments to test whether distractions affect the pleasure experienced during food sampling, and thus have a subsequent effect on consumer purchase intentions of the sampled product. Nowlis and Shiv found that the ultimate pleasure that a consumer derives from the taste of a food sample depends on two components, an informational component and an affective component. The findings suggest that distraction affects the subsequent choice of the sampled item by increasing the impact of the affective component on subsequent choice or by decreasing the impact of the informational component on subsequent choice (Nowlis and Shiv, 2005). Other research on the effect of food pleasure on eating intentions conducted by Moore (2014), who examined whether individual differences in affect intensity predict consumer’s responses to food advertisement, revealed three mediators (i.e., emotional memories, weak impulse control, and the intensity of pleasure anticipation) that indirectly link affect intensity to food cravings and behavioral intentions and two moderators (i.e., vividness of advertisement, dieting status of participants) of the relationship between affect intensity and consumption-related outcomes. The study conducted by Cornil and Chandon (2016) on the role of sensory pleasure on portion size choice had two main goals. The first objective was to explore ways to make people who have already decided to eat a hedonic food actually prefer (not just choose) smaller food portions, at no hedonic cost to themselves and no economic cost to producers. A second aim was to test whether sensory imagery increases the influence of sensory pleasure expectations over hunger satiation expectations in portion size choice. However, little is known about the experiential pleasure of

food, and how it influences consumer preferences. Further, psychological studies of food choices and eating habits typically focus on the individual consumer, with bodily experiences conceptualized as separate events, underestimating the role of food consumption to the feeling of pleasure (Wiggins, 2002).

An experiential perspective on food pleasure

Although food meets a basic human need, it also has a strong influence on human emotion. It is commonly known to trigger positive emotions of nostalgia, comfort, and pleasure. For example, the sudden exposure to an enticing aroma can activate specific memories associated with the pleasures of food consumption (Moore, 2014). Yet, the same olfactory stimuli can also activate visceral impulses like a sudden urge to eat or drink, and in the absence of the restraining influence of cognitive deliberations, these visceral impulses can have a powerful impact on eating behavior that can lead to a wide range of psychological disorders such as anorexia nervosa, bulimia, overeating, and depression (Wong and Qian, 2016). Thus, the impact of food on consumers' physical and emotional health is significant. In contrast to an information-processing view of a consumer as an objective rational thinker, the experiential perspective focuses on a consumer's subjective experience (Holbrook and Hirschman, 1982). That subjective experience may not conform to the goals of economic rationality, where consumers maximize preferences or outcomes. Instead, consumers can value more subjective outcomes such as wellbeing or enjoyment. Holbrook and Hirschman (1982) outline an experiential research approach that examines more subjective variables. For the domain of food, the multiple modes of sensory experience provide rich data for examining food consumption. In examining food consumption, the enjoyment of food can be an end goal: A gourmand savors the taste of each bit. Or a Chinese family may enjoy both the preparation of and eating of dumplings for the spring festival as a symbol of prosperity. In each case the consumption serves hedonic goals more than a basic utilitarian need of hunger.

The experiential approach can apply such hedonic meanings to construct or shift existing meanings for food. In this way hedonic meanings can serve as a bridge in achieving more utilitarian goals such as health or moderation in eating. Hedonic consumption is defined as "facets of consumer behavior that relate to multisensory images, fantasies, and emotive aspects of product usage experience" (Holbrook and Hirschman, 1982: 82); consumption that "is (and is expected to be) pleasurable" (Alba and Williams, 2013: 4). While Holbrook and Hirschman emphasize subconscious and less accessible mental constructs in the experiential approach, why should thoughts and concepts easily accessible in memory be excluded from our view of experience? Both conscious and subconscious mental formations work together to give meaning to hedonic outcomes. Even in the case of consuming chocolate for a sensual experience, both conscious and subconscious thoughts derive meaning for the consumer. We can see this experiential approach applied to the eating experience in recent literature where eating for hedonic goals diverges into two categorically

different types called visceral and epicurean (Cornil and Chandon, 2016). Because these two types rely on different subjective meanings, an information processing approach would not easily identify their patterns. An experiential approach to food and pleasure employs this appreciation of symbolic meaning to decipher different consumer paths and outcomes.

Evidence shows that positive emotions can lead to an enhanced eating experience and choice of healthier foods (Macht, 1999). When discussing the experiential pleasure of food, it is valuable to take into account key determinants, food experiences, and activities; from production and distribution to eating and disposal that are embedded within a particular food culture and shaped by its history, social norms, values, beliefs, etc. Therefore, the experiential pleasure of food can be related to all food activities, is influenced by individual, micro, and macro determinants, and driven by both utilitarian and hedonic motives. For example, growing food can be a passion or an occupation, likewise cooking can be a beloved hobby or an undesirable obligation. There is no simplistic way of separating or examining the relative strength of these motives. What does endure is food consumption's experience association with pleasure. To increase the opportunity for greater food wellbeing, pleasurable nature of these activities must be increased by identifying the key determinants that can enhance the experiential pleasure of food and thus help consumers achieve their food wellbeing goals. Thus, I define the experiential pleasure of food as: the cognitive and emotional value that a consumer perceives from the multisensory, symbolic, and sociocultural determinants of food experiential activities. As Table 1.1 shows, I identified seven primary determinants that characterize the experiential pleasure of food framework: food aestheticism, food socialization, food sharing, food storytelling, food memory and nostalgia, food symbolism, and food taste and sensory.

These determinants will help scholars, marketers, food industry, and policymakers to develop new educational programs and marketing actions based on the promotion of healthy eating by considering one or several key determinants of the experiential pleasure of food. The following section will introduce and explain how each determinant of the experiential pleasure of food can contribute to consumer wellbeing.

Key determinants of the experiential pleasure of food

Food aestheticism

The sight of food causes a myriad of responses in consumers, ranging from the release of insulin and heart rate shifts to preparing the body for food ingestion (Wallner-Liebmann et al., 2010), to emotional responses compelling the consumer to ingest the food (Ouwenhand and Papies, 2010), to the retrieval of memories associated with the food and expectations of flavors based on prior experiences (Shin et al., 2009). Thus, food can provide experiential pleasure even before it is consumed, explaining why practitioners of the culinary arts

Table 1.1 Key determinants of the experiential pleasure of food

<i>Determinants</i>	<i>Focal concepts</i>	<i>Contribution to consumer wellbeing</i>	<i>Policy implications</i>	<i>Marketing and business implications</i>
Food aestheticism	Food appearance Food as art Multisensory food perception Food pleasure vs. food disgust	Positive relationship with food Opportunities for social connection More mindful choices	Enhance the appearance/taste congruence of healthy, socially responsible, and sustainable foods	Position healthy and sustainable food based on multisensory food aesthetics that is appealing to consumers
Food socialization	Modeling Explicit (e.g., family) and implicit (e.g., school) means of learning about food Cultural norms	Taste preference development Personal relationship to food Social norms	Consider how media portray specific foods to vulnerable consumers (e.g., low-literate consumers and kids) Formalized taste education	Position healthy and sustainable foods through marketing as socialization agent for food activities
Food sharing	Commensality Collaborative consumption Sharing economy	Enjoyment Affiliation Learning	Support community and school activities Initiate food safety laws Support alternative food networks Support family mealtime	Develop food sharing apps Involvement with consumption communities Increase of healthy, family-friendly eateries
Food storytelling	Food meanings Food symbolisms Food semiotics Food interactionism	Community Pleasure Comfort Kinship	Build food narratives that promote intersectionality in order to promote healthy and sustainable foods	Pursue more beneficial health alternatives and increase food wellbeing based on focal concepts related to food storytelling
Food memory and nostalgia	Positive and negative food memories (Gastro) nostalgia	Conscious awareness of food memories and nostalgia	Increase children's food preferences for healthier alternatives in adulthood	Increase use of nostalgia to promote healthier food products in adulthood

<i>Determinants</i>	<i>Focal concepts</i>	<i>Contribution to consumer wellbeing</i>	<i>Policy implications</i>	<i>Marketing and business implications</i>
Food symbolism	Food meaning as subjectively constructed but still embedded in a sociocultural context	New associations are formed related to the promotion of healthy and sustainable food	Initiate communications to change food meanings to complement school lunch programs	Promote healthier food choices consistent with new food meanings
Food taste and sensory	Individual senses Multisensory experiences	Interdisciplinary approach to understanding the pleasure of food	Inform healthy eating initiatives and food socialization interventions	Inform food marketing practices

spend much time and energy on developing skillful plating and food presentation (Carafoli, 2003). The ways in which food aesthetics can influence how much pleasure consumers experience can be explained by three factors comprising food appearance: optical properties of the food (like color), the physical form of the food (its shape), and its mode of presentation (arrangement) (Hutchings, 1977). Most of the studies on food aesthetics examine the first and last factor. There is some evidence that the presentation and arrangement of food can elicit pleasure on its own even before consumption, as a piece of art would elicit pleasure through the visual system. Consistent with the metaphor of food arrangement as visual art, scholars have examined whether there are parallels between what makes non-food art beautiful and what makes food arrangements beautiful, and whether that beauty translates to increased willingness to try or increased liking of the food.

One factor that contributes to the perceived pleasantness of still-life art is balance. A composition is said to have achieved balance when “its elements and their qualities are poised or organized about a balancing center so that they appear anchored and stable,” and the weight of an element is driven by its “size, shape, color, location within the composition, and implied directionality” (Zellner et al., 2010: 575). Another visual factor hypothesized to increase the pleasantness of an image is color; there is an “inverted U” relationship between complexity of visual stimuli and liking of visual stimuli, so moderate complexity from adding some color should increase liking for visual art (Cox and Cox, 2002). Likewise, among practitioners of culinary arts, balance and color are considered important components of food presentation (Hutchings, 1999). In a large-scale naturalistic dinner setting, Michel et al. (2015) replicated the positive effect that balance has on food perceptions by showing that diners were willing to pay more for an appetizer if it was presented in the center of a plate (balanced) versus if the food was placed off-center (unbalanced). Participants also indicated enjoying the food more and rated it as more artistic when it was presented in a balanced versus unbalanced manner.