

Consumers' Perceptions of Weight Loss Food Programs

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Abstract

Three studies reveal that, within the context of healthy food consumption and weight loss, consumers differentiate among food programs (i.e., meal-kit delivery, counting calories, pre-packaged meals) on at least eight dimensions: involvement, choice/flexibility, education, consumption monitoring/accountability, ingredient quality, taste, healthiness of food, and its impact on mental health. Furthermore, findings highlight the structural differences among the food programs in terms of food preparation (cooking vs. ready-to-eat) and consumption (calorie/fat counting vs. mindfulness) practices. Food preparation impacts program effectiveness perceptions through education and control. Mindful consumption impacts effectiveness perceptions through education whereas calorie/fat counting affects perceptions through control over consumption.

Keywords: *Healthy Food Consumption; Food Preparation; Weight Loss*

Track: Consumer Behaviour