

In the Pursuit of Healthy Food Consumption: Consumers` Strategies of Control

Meltem Ture
Royal Holloway
Sukriye Atakan
Siena College

Cite as:

Ture Meltem, Atakan Sukriye (2020), In the Pursuit of Healthy Food Consumption: Consumers` Strategies of Control. *Proceedings of the European Marketing Academy*, 49th, (64298)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



In the Pursuit of Healthy Food Consumption: Consumers' Strategies of Control

Abstract

As healthy living has become the new obsession in contemporary marketplace – reflected in increasing sales of self-monitoring devices, popularity of consumer blogs providing health advice or the high consumption of organic and bio products – healthy food takes the center stage in debates about consumer wellbeing. Our two-step qualitative study explores consumers' perceptions and practices of healthy cooking and eating. Netnography on six food and cooking related forums (consisting a total of 4000 consumer posts), and 25 in-depth interviews with dieticians as well as consumers provide the data set. Findings reveal that consumers, who are overwhelmed by the amount and variety of information about healthy food, try to establish some control through five main tactics. These tactics not only help them manage their food consumption but also reign over their general wellbeing and life in the long term.

Keywords: *Food Consumption; Health; Self-control*

Track: Consumer Behaviour