

FOOD CONSUMPTION AND TIME: MEANINGS AND PROCESSES UNDERLYING CHOICES

Meltem Hut

Newcastle University

Danae Manika

Brunel University London

Josephine Go Jefferies

Newcastle University

Savvas Papagiannidis

Newcastle University Business School

Cite as:

Hut Meltem, Manika Danae, Go Jefferies Josephine, Papagiannidis Savvas (2021), FOOD CONSUMPTION AND TIME: MEANINGS AND PROCESSES UNDERLYING CHOICES. *Proceedings of the European Marketing Academy*, 50th, (94698)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



FOOD CONSUMPTION AND TIME: MEANINGS AND PROCESSES UNDERLYING CHOICES

Abstract

Time is an essential part of consumer life and comprises a multitude of meanings that are eminently personal. Given the effects of Covid-19 on daily lives (e.g., less commuting, childcare at home, less social time), understanding how time influences food consumption from a consumer's perspective is important. Prior literature has acknowledged the relationship between time and food consumption, particularly the "fastness" and "slowness" of the passage of time. This qualitative study involved conducting 25 in-depth interviews and applied thematic analysis. The preliminary findings outline three meanings of time in relation to food consumption; and four views of food consumption among consumers: functional, habitual, experiential and spontaneous. Managerial and public policy implications are discussed.

Keywords: *time; food; consumption*

Track: Public Sector and Non-Profit Marketing