

Food Consumption Confusion: understanding the process

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Abstract

Consumers are increasingly torn apart between their health, the environment, producers' working conditions, and their budget, when making food decisions. In the meantime, overloading information do not help them to have a clear view on which food to buy. This could have detrimental consequences on consumers' food literacy and perceived effectiveness, and eventually deter them from buying sustainable and healthy food. Therefore, we investigate consumer confusion in the food context, which seems to be underconsidered. Through an exploratory qualitative study, based on in-depth-semi-structured interviews, we aim at determining the process of food consumption confusion (FCC) (i.e., its causes, objects, manifestations, consequences, and coping strategies). We provide consumers, managers, and public-policy makers with potential solutions, while contributing theoretically to consumer confusion, perceived consumer effectiveness and food literacy literatures.

Subject Areas: *Cognition, Consumer Behaviour, Decision-Making, Information Processing, Public Policy*

Track: Consumer Behaviour