

# Calorie (Mis)estimation: A Literature Review and Guiding Framework

**Jaehee Son**

Seoul National University

**Junghoon Moon**

Seoul National University

Cite as:

Son Jaehee, Moon Junghoon (2025), Calorie (Mis)estimation: A Literature Review and Guiding Framework. *Proceedings of the European Marketing Academy*, 54th, (126423)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



# **Calorie (Mis)estimation: A Literature Review and Guiding Framework**

## **Abstract**

Calorie misestimation impacts dietary behavior, driven by cognitive biases, sensory cues, and contexts. Food labeling, while a key informational tool, often triggers heuristic judgments, leading to underestimations. Labels like “organic” or “low fat” skew perceptions, emphasizing the need to study trust-consumer judgment dynamics. This review synthesizes insights from consumer behavior, psychology, and nutrition science to identify drivers of misestimation, including sensory stimuli, contexts, and individual traits. It addresses gaps, such as labeling trust’s role, and proposes a framework to advance knowledge. Findings offer actionable insights for researchers and policymakers to align labeling practices with consumer cognition, reducing biases and promoting healthier eating. This review aims to advance theoretical understanding and strategies to improve dietary decisions.

**Keywords:** *Calorie estimation; Misleading; Systematic literature review*

**Track:** *Consumer Behavior*