

How Personalization and Green AI Shape Empowerment, Trust, and Well- Being in AI Food Recommenders

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Cite as:

Hosseinchi Sarrafi Farnazsadat, Meyer-Waarden Lars, salgado stéphane (2026), How Personalization and Green AI Shape Empowerment, Trust, and Well- Being in AI Food Recommenders. *Proceedings of the European Marketing Academy*, 55th, (131914)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



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Abstract

Artificial intelligence (AI) recommender systems increasingly guide consumers toward healthier and more sustainable food choices. Yet, personalization in AI-based recommendations demands intensive computation and data processing, raising environmental concerns. This study examines the personalization–Green AI trade-off by exploring how personalization (high vs. low), Green AI framing (Green vs. non-Green), and recommendation orientation (sustainable vs. healthy food) shape psychological empowerment, cognitive trust, well-being, and behavioral intention. A $2 \times 2 \times 2$ between-subjects online experiment ($N = 394$) showed that both high personalization and Green AI framing independently enhanced empowerment, which in turn increased trust, well-being, and intention to use. Green behavior strengthened responses to Green AI, while privacy concerns showed no significant effect. Results reveal a value-congruence mechanism: Green AI framing fosters trust in personalized systems among eco-conscious users. The study advances understanding of sustainable AI adoption and offers implications for designing responsible, value-aligned recommender systems.

Track: Digital Marketing & Social Media