

CONSUMERS’ ASSOCIATIONS WITH FEELING GOOD IN A FOOD CONTEXT: CANADA, US, AND CHINA.

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INTRODUCTION:

The original ESN study of 14 countries across 6 different continents was to investigate the association of well-being with feeling good, food & beverages, beauty product and home-care products. ACCE International conducted an identical study on Canadian consumers. The main objective for the study in Canada was to compare Canadian respondents to US ones. As will be shown later, Chinese respondents showed the biggest differences vs. the other 13 countries in the original ESN study in their associations with well-being. For this reason, China was chosen as a third country to compare against the US and Canada.

- A total of 1,461 respondents were surveyed online across Canada, the US and China for the Food & Beverage Category.
- Respondents were balanced within each country for gender (50/50 split) and age (3 groups, 18-34, 35-44, 55-65).
- Respondents had to be long-term residents of their respective countries.
- Alongside a series of standard demographic questions, there were 5 main questions posed to the respondents in the original survey but only the first 2 were considered for this poster presentation.

1. Write down the first 4 words that come to your mind when thinking about feeling good
2. Write down the first 4 words that come to your mind when thinking about food and beverages and feeling good

METHODOLOGY:

- All the unique words used by respondents were first categorized into more broad categories depending on their meaning.
- Then those categories were collapsed into more general ones called supra-categories.
- Finally, the supra-categories were further collapsed into very broad dimensions of well-being.
- Based on these categories and dimension, the proportions of mentions in each country was calculated and compared.

RESULTS:

General Associations to Well-Being:

- Respondents in the US and Canada showed a similar distribution in the proportion of dimensions associated with feeling good.
- The emotional dimension had the highest proportion in all three countries, although China had the highest proportion among all.
- Top 3 words associated with feeling good were “Happy,” “Healthy,” and “Family” in two North American countries.
- 5 of the top 6 words associated with feeling good in China translate to “Happy” in English.

Figure 1: Write down the first 4 words that come to your mind when thinking about feeling good.

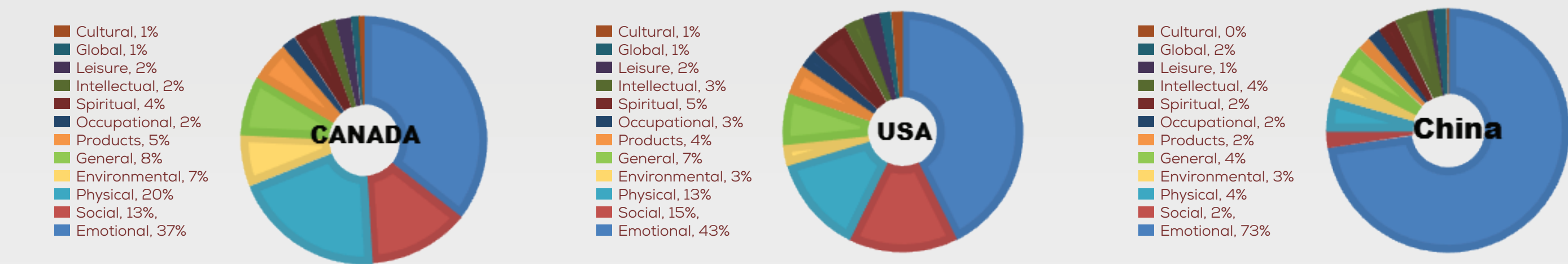
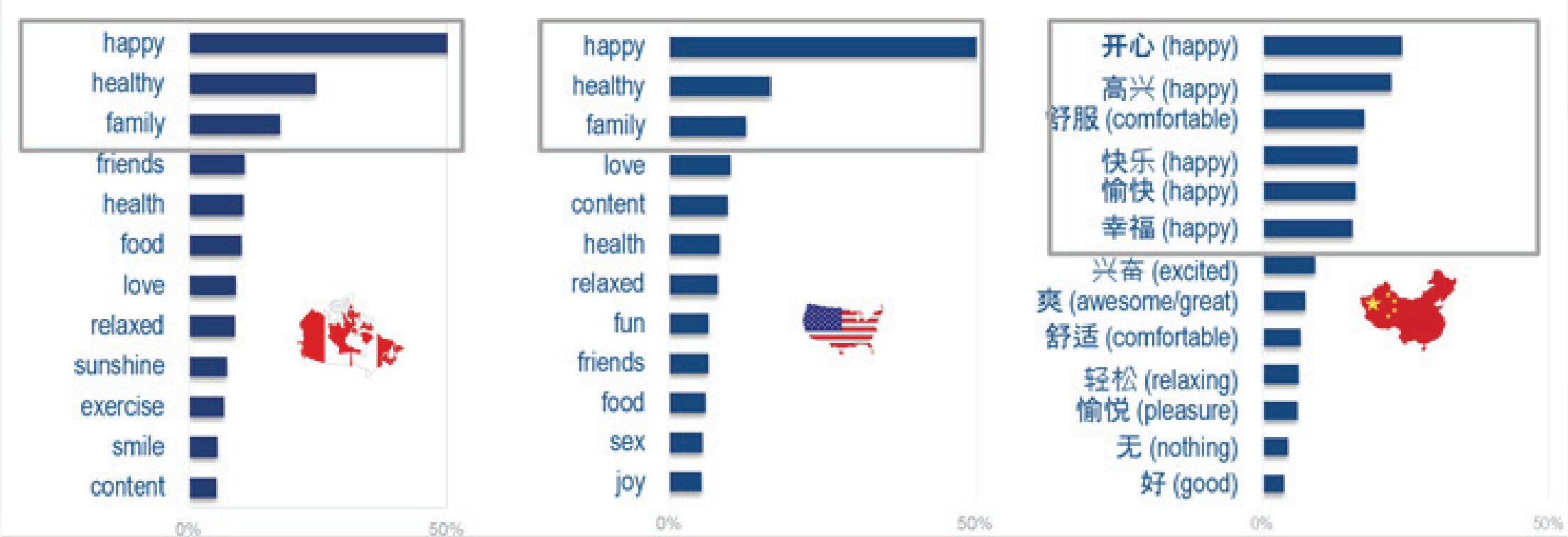


Figure 2: Write down the first 4 words that come to your mind when thinking about feeling good.



Food & Beverage Associations to Well-Being:

- Top 4 dimensions associated with food & beverages and feeling good for all 3 countries were Food Sensory Properties, Specific Food & Beverage Items, Emotion and Body & Health.
- China showed high sensory properties followed by Emotion and to a lesser extent Body & Health and specific Food & Beverage Items.
- The US and Canada showed some similarities although Canada had a meaningfully higher proportion of Food Sensory Properties.
- The US respondents’ association with feeling good and food & beverages was further away from China than Canada was.
- “Tastes good” is the most commonly associated category in all 3 countries, but is much higher in China compared to other categories.

Figure 3: Write down the first 4 words that come to your mind when thinking about food and beverages and feeling good

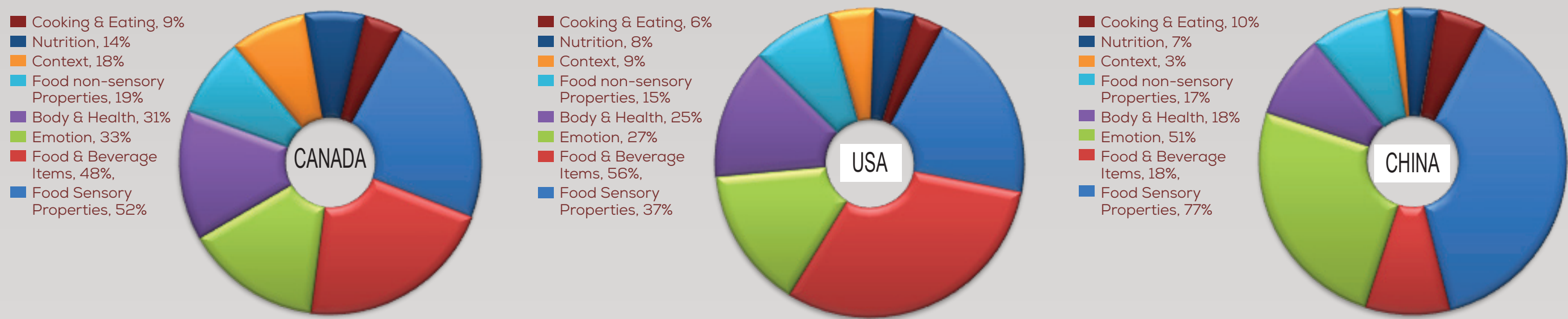
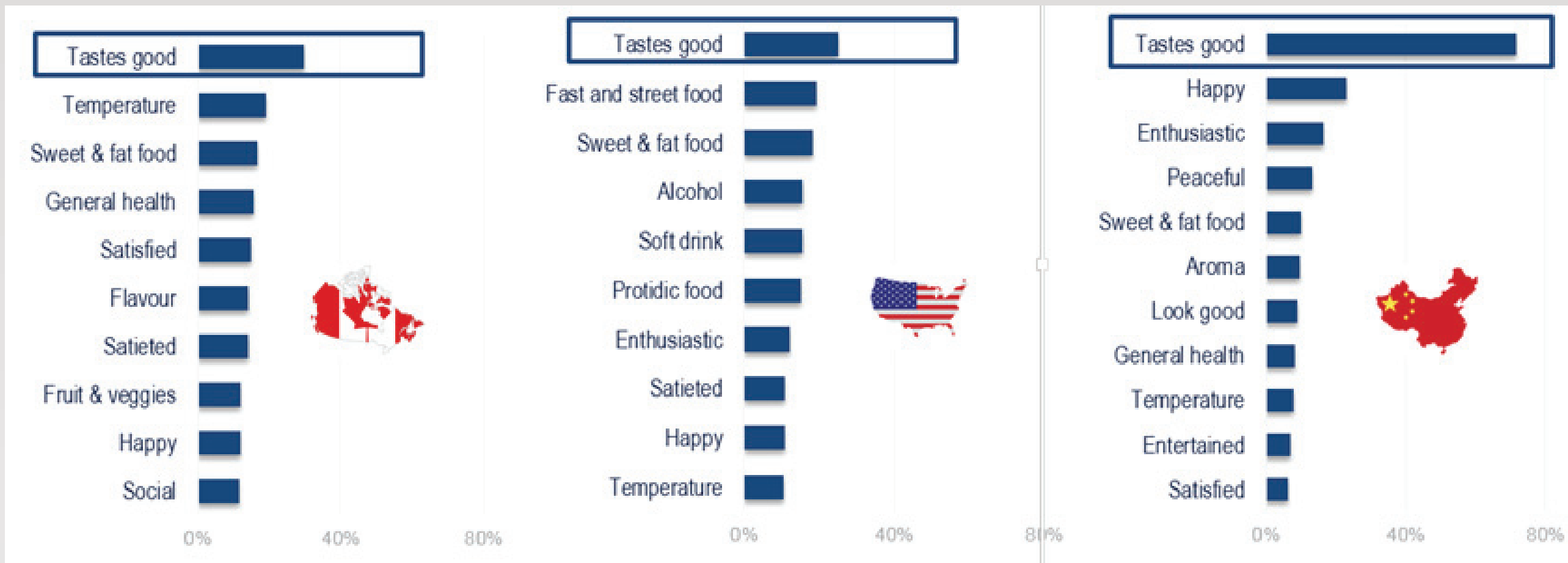


Figure 4: Write down the first 4 words that come to your mind when thinking about food/beverages and feeling good.



CONCLUSIONS

- Feeling good plays an important role in consumers’ decisions and their daily life and the three countries showed large differences in how respondents in these countries associate feeling good in general and as it pertains to food & beverages.
- Despite the differences, Canada and the US were much more similar to each other than they were to China, although in certain aspects Canada was more closely aligned with China than the US was.
- ‘Taste Good’ and other sensory properties of foods are significant contributors to feeling good which emphasizes the importance of cross-country research to guide product development efforts.

Literature:

Meiselman, H. (2016). Quality of life, well-being and wellness: Measuring subjective health for foods and other products. Food Quality and Preference, Volume 54, 101-109.
Ares, G. et al. (2015). Consumers’ associations with wellbeing in a food-related context: A cross-cultural study. Food Quality and Preference, Volume 40, 304-315.