

PhD offer - 2023-2026 - JACK project

Impact of gastronomic and culinary incentive strategies to change consumer eating behaviour at home and increase pulse consumption.

Context :

The outdated image and the lack of culinary skills of consumers probably explain why the consumption of pulses is insufficient compared to the recommendations (PNNS 2019-2023, Melendrez-Ruiz, 2019). Changing consumer behaviour and food choices is difficult, as shown by the relative failure of national prevention campaigns to eat more healthily (Delormier et al, 2009). Communication plays an important role in changing eating habits, but it is far from sufficient (Snyder et al, 2007).

French gastronomy is known for highlighting the product and its environment. Beyond the recipe itself, the gastronomic approach integrates the moment, the intention, the place, the way in which the products and dishes are spoken of, the presentation of the table and the plate. UNESCO identifies the cultural specificity of the French in their relationship with food, in their way of eating and cooking.

The interest of a gastronomic approach to initiate a change in sustainable food behaviour could be based on several complementary levers:

- (i) the hedonic value and image of the products through a multi-sensory gastronomic experience (Didinger and Thompson, 2020);
- (ii) the memorization of pleasant experiences through their repetition (Berridge, 2004);
- (iii) the skills through a support towards the appropriation of recipes at home;
- (iv) the knowledge of the benefits of the products for human health and for the environment;
- (v) discovery of the diversity of pulses;
- (vi) motivation linked to the renewed pleasure of eating at home thanks to a strong congruence between the hedonic value of the dish, the social value and the impact on health and the environment;
- (vii) imitation of reference figures such as chefs and the associated social factor (Lahlou, 2005, Michie et al., 2014, FAO, 2019; Albors-Garrigós et al., 2013).

This approach, which offers consumers gastronomic experiences, followed by support in terms of know-how, knowledge and belonging to a community, is original and has not yet been tested.

Problem and experimental strategy

This PhD topic deals with the impact of incentive strategies to change consumers' eating behaviour at home to increase the consumption of pulses. These strategies are based on gastronomic experiences, information (nutritional and environmental benefits), culinary training and community building (around chefs via social networks). A thorough review of the scientific literature will help define the strategies to be evaluated during the thesis.

A qualitative study on the levers to be activated to promote the attractiveness of pulses through the gastronomic experience will be carried out in a real situation. The action levers to motivate the adoption of pulses at home, co-designed on this occasion with consumers and chefs, will then be translated into experimental factors to be implemented in the rest of the project.

A cohort of consumers will then be recruited in Lyon and one in Angers. Consumers will be selected according to their culinary habits and followed for one year. Three groups are envisaged: a control group without intervention, a group with gastronomic experiences favouring the consumption of pulses (intervention 1), a group with these same gastronomic experiences and also with support aimed at promoting and democratising the use of pulses at home (intervention 2). More specifically, intervention 2 will include culinary support in the form of information, animation of a community on social networks, culinary workshops or short videos presenting original implementations of pulses. The use and consumption of pulses will be measured at the beginning and end of the interventions and a few months later.

Key words: Legumes, qualitative study, consumer cohorts, gastronomic and culinary interventions, eating behaviour and psychology, social networks on cooking.

Main tasks:

- Coordinate the research action and the links between the different partners involved.
- Review the literature on incentive strategies to promote pulses.
- Formulate original research hypotheses, build a theoretical model of feeding behaviour, and develop a relevant experimental strategy.
- Conduct and coordinate a qualitative survey and experimental interventions with two cohorts of consumers (Lyon and Angers).
- Carry out the analysis of the results, including statistical analysis.
- Writing scientific articles for leading international journals.
- Participate in conferences, workshops, meetings, media events to disseminate research results.

Requirements:

- Master 2 in progress or acquired in food science, consumer science and/or psychology. Experience in research on food behaviour would be a plus.
- Statistical and leadership skills, interest in experiments with human subjects and experimental design.
- Good writing and communication skills, rigour, dynamism, team spirit.
- Fluent French, written and spoken English.

Working environment:

The PhD will be hosted by the GRAPPE research unit of ESA (Angers), a unit under contract with INRAE. The PhD will also be part of a collaboration with the research centre of the Institut Paul Bocuse (Lyon). It will be carried out mainly in Angers with regular visits to Lyon.

Supervision of the doctoral student:

The PhD student will be co-supervised by Ronan SYMONEAUX (HDR), Research Officer at ESA and Agnès GIBOREAU (HDR) Research Director at the Institut Paul Bocuse Research Centre and co-supervised by Isabelle MAITRE, teacher-researcher at ESA and Audrey COSSON, research officer at the Institut Paul Bocuse Research Centre.

Conditions and financing of the project:

- Duration: September 2023 to August 2026 - 3 years.
- Salary: 2100€ gross per month.
- Financing : ANR PIA4 Protleg Project Jack- France 2030 / Pays de la Loire Region.

Applications:

- Application deadline: 2 May 2023
- Interviews: a first interview of 10 minutes is envisaged by video on 2 June 2023. A 2nd interview of one hour will be held in person in Lyon or Angers (at the candidate's choice) on 15 June 2023.
- Applications should be sent to r.symoneaux@groupe-esa.com and should include a single pdf file:
 - 1) a letter of motivation (including the expected date of availability)
 - 2) a CV including research experience in relevant fields
 - 3) two letters of reference with names and contact details

For more information on this position, please contact Ronan Symoneaux, Research Officer at ESA r.symoneaux@groupe-esa.com.