

Marketing healthy food to children

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Agenda



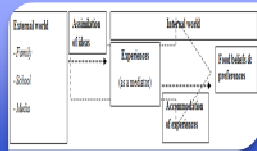
Motivation



Research direction



Research



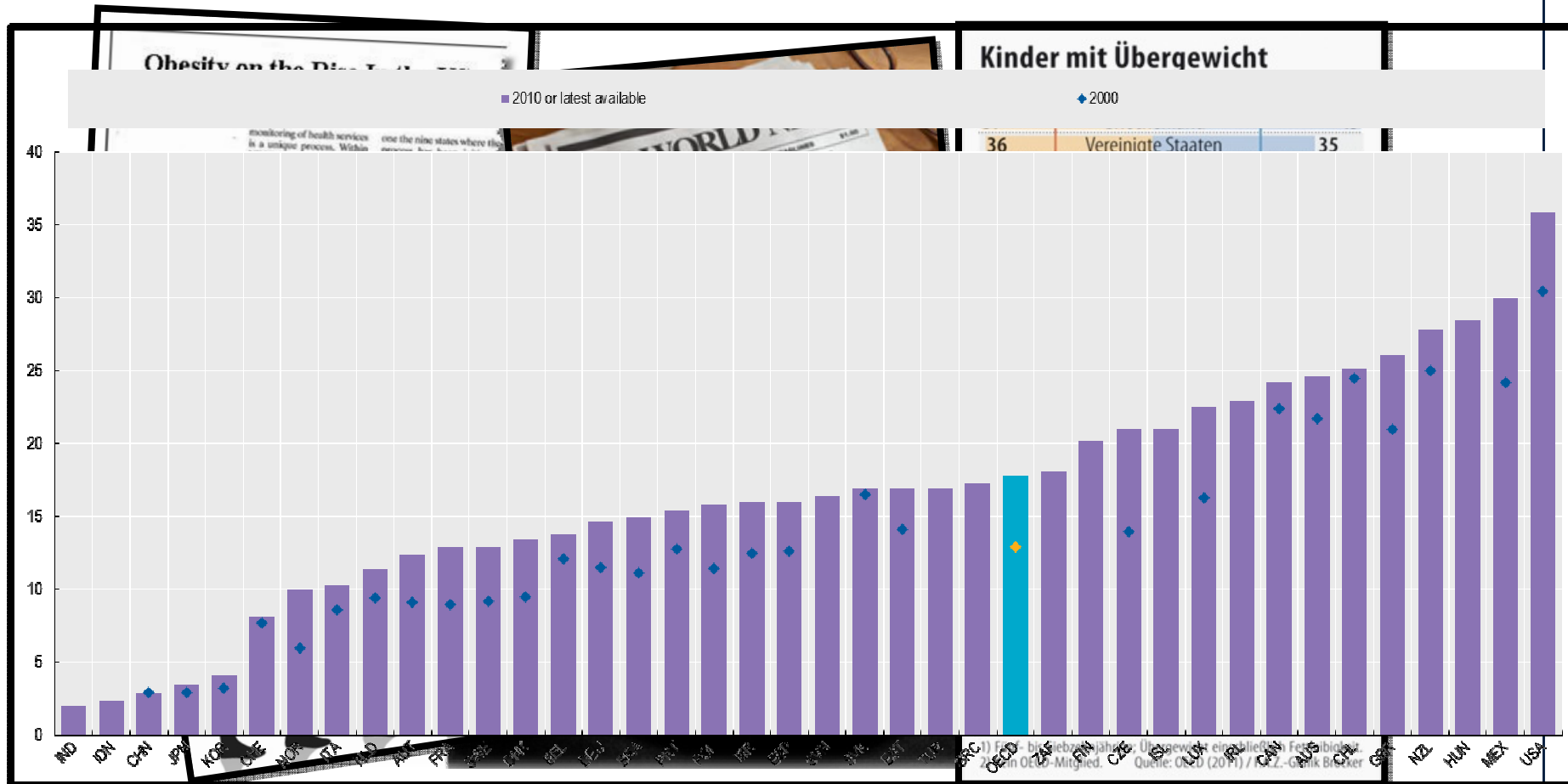
Results



Implications

Investigate to help!

Rising "Globesity"



Source: "Increasing obesity rates among adult population", *OECD.org* (2012)

Research objectives

What **factors** influence people most in their **development** of food consumption behavior?

Current view

- Multiple stakeholders
- Research in laboratories
- Neglect experiential aspect

Mahr et al. (2013, pp.437-438):

“...healthy food experience as an **augmented service offering** that **includes both** the healthy food item and its accompanying **service experiences**”



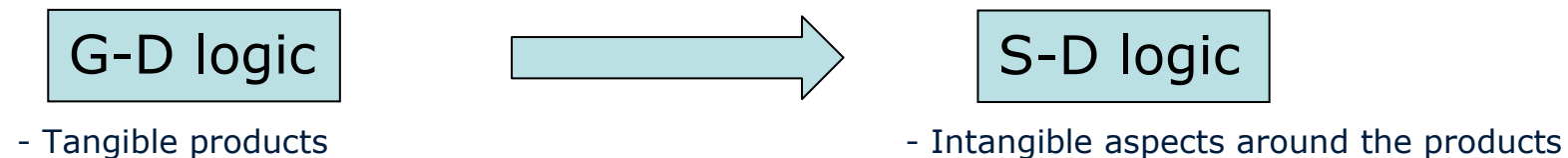
ELT & S-D logic

- **Experiential learning theory** (Kolb, 1984)



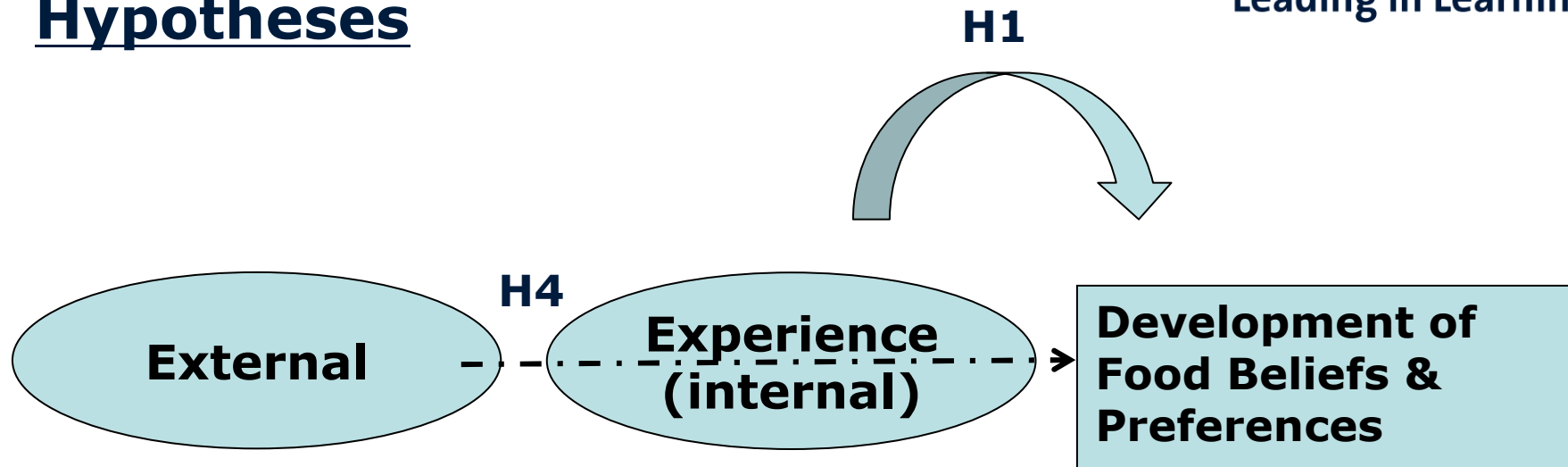
"[...]the process whereby knowledge is created through the transformation of experience. Knowledge results from the combination of grasping and transforming experience" (Kolb, 1984, p.41)

- **Service-dominant logic** (Vargo & Lusch, 2004)



Hypotheses

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H2: S-D logic superior

H3: Active role of consumer

H5: True value embedded in intangible service offering

Research design

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[Aktuelles](#) | [Über Auberaine](#) | [Kindergarten & Schulesen](#) | [Gastronomie](#) | [Catering](#) | [Kontakt](#) | [Impressum](#)

KINDERGARTEN & SCHULESEN

GESUND, LECKER UND AUSGEWOGEN

[Unser Angebot](#) | [Onlinebestellung](#) | [Speisekarte](#) | [Bestellinformationen](#) | [AGB's](#)

NACH BESTIMMUNGSWEISEN

BIO

ONLINE BESTELLUNG
JETZT HIER KLICKEN

UNSERE SPEISEPLÄNE BETRIFTEN VOLLWERTIGE GESUND UND ERNÄHRUNGSREICHE BEIHAUFEN. HIER KLICKEN

Auberaine-Catering.de - Kindergarten & Schulesen

Auberaine Catering

CATERING

Sie planen eine Veranstaltung oder eine Feier? Stellen Sie sich aus unserem großen Angebot Essen und Getränke zusammen und schaffen Sie sich einen schnellen Überblick.

Der Auberainchen-Menüservice

Für eine gesunde Entwicklung benötigen unsere Kinder eine ausgewogene Ernährung, daher leisten wir für eine steigende Zahl an Kindergarten- und Schulesen unseren Beitrag dazu. Gesund und kindgerecht gehört zu unserer Tradition, wobei wir den wachsenden Anteil an Lebensmitteln aus kontrolliert biologischem Anbau als gesellschaftliche Verantwortung verstehen.

Wir liefern täglich mehr als 100 Kindergärten, Kindertagesstätten und Schulesen im ganzen Rheinland mit frisch zubereiteten Essen, das je nach Bestellung abgefüllt und heiß ausgeliefert wird. Der "Auberainchen-Menüservice" hat sich durch Qualität und Leistungsvermögen in der ersten Liga der regionalen Gemeinschaftsverpfleger etabliert.

HR ANDREASCHWITZES

Kindergarten- und Schulesen

Genine Grunewald
grunewald@auberraine-catering.de

Debra Arbaak
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Telefon 0228 670057

Sample characteristics

Children:

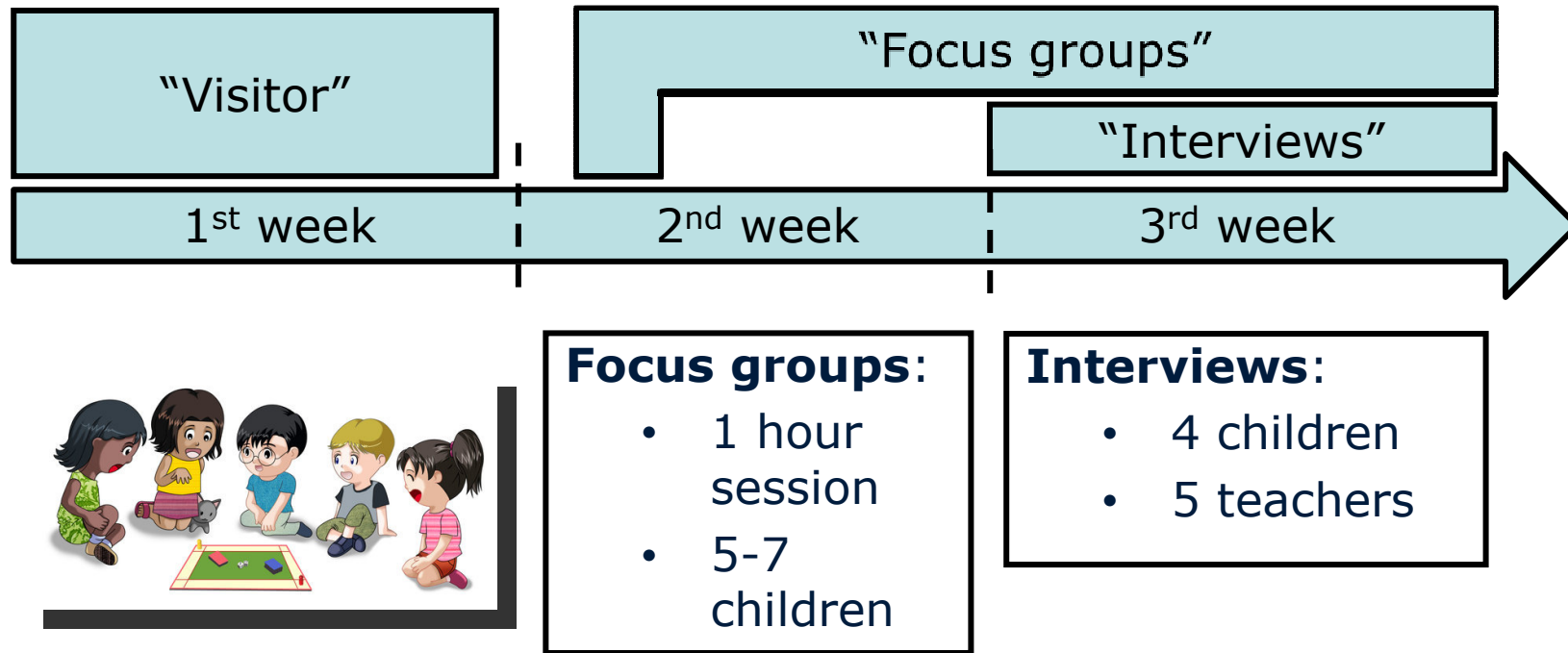
- 180 children
- Grades 1-4 (ages: 6-10)
- Boys and girls
- Diversity (culture & ethnic)
- Every social & income class
- 20-30% single parents



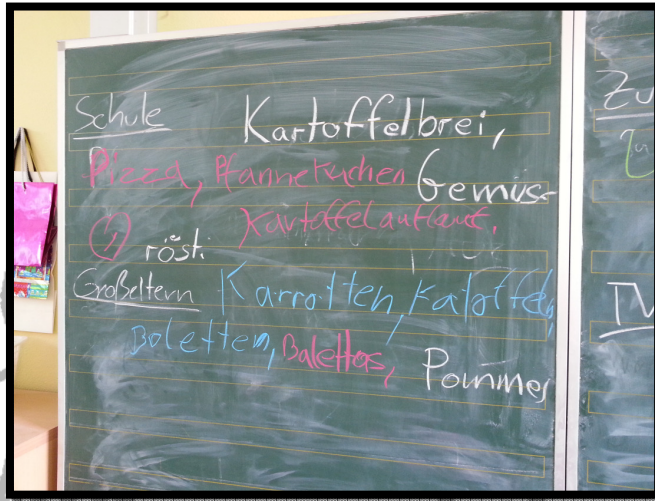
Teachers:

- 14 teachers, 5 students
- Ages 25-60
- All female
- Germany & Turkey

Data collection



Collection methods



Descriptive statistics

<i>Interviews</i>				
Identification	Gender	Age	Background	Length of interview
Julian P.	male	6 (1st grade)	Germany	12 min.
Yusuf A.	male	7 (1st grade)	Turkey	23 min.
Carla S.	female	9 (3rd grade)	Germany	20 min.
Li J.Y.	female	10 (4th grade)	China	18 min.

Table 1: Overview of Interviews

Project documents		
<i>Sessions</i>	Favorite dishes/ word association/ shopping lists	Photos, pictures, discussions, field notes, quotations, observations
	Role play	
<i>Interviews</i>	Children	Recordings, field notes, quotations, pictures
	Teachers	
<i>Day observations</i>	During lunch	Observations, field notes, quotations
	During free time (in- and outside)	
<i>Categorization into internal and external factors</i>	family	Photos, pictures, discussions, field notes, recordings, quotations, observations
	school	
	media	
	experiences	

Table 2: Overview of Project documents

Quotations

Carla S.: "I love to eat at home. My Dad has to work a lot. And this is the only time we are together as a family."



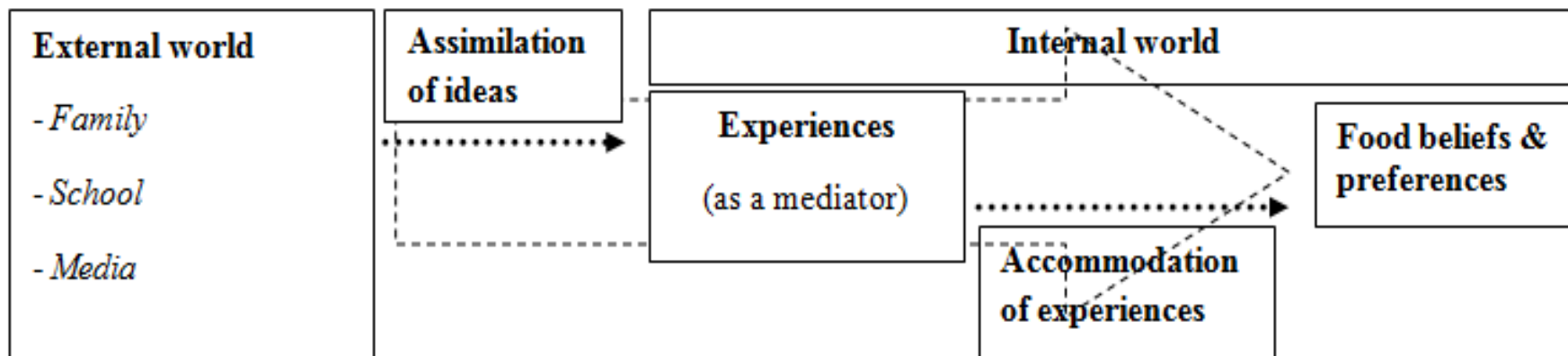
Sefa S.: "Boah, this is the first peach I have ever eaten. You have to tell my Mom. I want to be buried in peaches!"

Alexandra K.: "...a **process** to teach them [...] how to eat...tastes grow from **the way** they learned."

Results



Every child has a story to tell!



→ experiential aspect leads consumers to their belief and preference development of food; may be explained by the ELT (**H1**)



- external and internal forces need to work together to lead children to food beliefs and preferences (**H4**)
- Children take an active role (**H3b**); more than the beneficiary of the tangible food product (**H3a**)

Experiences

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Intangibility



Co-Creation



Value-in-use

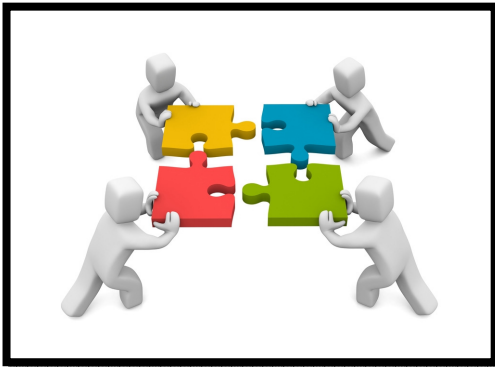
→ Foods true value may be embedded more in the intangible service offering (**H5**); S-D logic is superior (**H2**)

Theoretical implications

1. **Experiential aspect** in learning process of food preferences
2. **Intangible** features around food may be its true utility & should be focused on in further food marketing research
3. **S-D logic** may provide a superior perspective on food marketing
4. Advances multiple **stakeholder** model

Managerial implications

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References

Kolb, D.A. (1984), "Experiential learning: experience as the source of learning and development", Englewood Cliffs, NJ: Prentice-Hall

OECD (2012), retrieved from the World Wide Web, January 2013, from: <http://www.oecd.org/>

Mahr, D., Kalogeras, N., and Odekerken-Schröder, G. (2013), "A service science approach for improving healthy food experiences", *Journal of Service Management*, 24 (4), 435-471

Vargo, S.L., and Lusch, R.F. (2004), "Evolving to a New Dominant Logic for Marketing", *Journal of Marketing*, 68 (1), 1-17