

2022 AMA WINTER ACADEMIC CONFERENCE

Reconnecting and Reconciving the Marketplace



February 10-11 | Virtual
February 18-20 | Las Vegas, NV

PROCEEDINGS

Volume 33

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Ashlee Humphreys

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Medill School of Journalism

Grant Packard

York University
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2022 AMA Winter Academic Conference

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Editors

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SUSTAINABLE DESIGN TOWARD CONSUMER WELL-BEING

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Keywords: sustainable design, consumer well-being, food socialization, food literacy, food policy,

Description: In the empirical study, the influences of perceived sustainable design for food well-being to consumer well-being are analyzed and summarized for business practice, public policy, and researches.

EXTENDED ABSTRACT

Research Question – The core research question of this study is as follows: does perceived sustainable design for food well-being positively influence consumer well-being? The consumer perceived sustainable design for food well-being in this study focuses on portion-controlled design, nutrition information on packaging, and labeling schemes.

Method and Data - This research is based on an empirical study involving 382 respondents from an online survey. The research background and a short instruction were given to the participants to ensure understanding and answering properly. It uses partial least squares structural equation modeling to examine relevant hypotheses derived from research questions.

Summary of Findings – It shows that the perceived sustainable design for food well-being has a strong impact on consumer well-being. In particular, food literacy and food policy have positive effects on the perceived sustainable design for food well-being that further leads to consumer well-being. Food literacy involves knowledge, skills, and application. Food policy relates nutrition, carbon footprint, and genetically modified food labeling.

Key Contributions - This study provides a new model for perceived sustainable design toward consumer well-being to account for the complex relationships among consumers' perception, product/service design, policy design for sustainability, and food industry practice. It implicates the food industry can meet consumer satisfaction by improving their sustainable design practices for food well-being, especially in portion-controlled design, clear nutrition information on packaging, and appropriate labeling schemes.