

# INVITATION

## XIII. INTERNATIONAL CONFERENCE ON NUTRITION MARKETING

*'Eating consciously or unconsciously. Strategies to influence the consumers' nutrition behaviour on corporate and community levels'*

### Organizer

University of Debrecen, Faculty of Business and Economics, Institute of Marketing and Commerce

### Cooperating partners

MTA DAB Agrártudományi Szakbizottságának Agrár- és Élelmiszeripari Marketing Munkabizottsága

TÉT Platform Egyesület

Magyar Dietetikusok Országos Szövetsége

Poznan University of Life Sciences, Faculty of Economic and Social Sciences, Department of Economics and Economics Policy in Agribusiness

### Date

17 April 2019 (Wednesday)

### Place

Great Forest Stadium (VIP room)

12 Nagyerdei Park, 4032 Debrecen

### Motto

*„Safeguarded health is a bigger treasure than the overcome illness!”*

*(Nikolett Szabó researcher)*

For most consumers the attributes of ‘natural’ and ‘functional’, so the message that the product is ‘naturally healthy’, mean value collectively. This correspondence is in close link with the trend of food consumption which considers as important not only the health, but environment protection as well.

Consumers of today are looking for personalized product advantages which is efficiently supported by the technological advancements. While in 2015 ‘only’ 500 million people used some kind of application on health, according to calculations in 2018 more than 1.5 billion people downloaded some type of health application. Nowadays several devices and applications are available which support a

more conscious nutrition. Such kind of device is the food scanner which is able to demonstrate nutrients and their special components in the food products, or the smart fork (HAPIfork) which gives a vibration sign if we eat too fast. The Google cooperating with Novartis is developing contact lenses that can check the blood sugar in the tear. The application of Deadline is going even further beyond, because it informs the patient that considering his present habits how many years he can live. These examples, which could be further listed, all prove that technology can serve the consumer need of ‘personalization’ at higher and higher levels.

A lot of people think that the 21<sup>st</sup> century will be the period when we change our behaviour. As a part of this, we are going to change our eating habits and exercise poor lifestyle, the individual will realize that he is also responsible for his own health. While the medicine in the 20<sup>th</sup> century was to cure diseases, in the 21<sup>st</sup> century it will be to further develop the healthy people. Researchers of the Imperial College London calculated the expected lifespan at birth by 2030 in each country based on 35 industrialized countries. Thus, for instance in South Korea the expected lifespan at birth for women will be 90.8 years, and for men 84.1 years, while French women will live for 88.6 years on average and the Swiss men for 84.0 years. Moreover, the difference between genders is equalizing slowly, since more and more men are giving up their harmful habits.

In spite of the fact that almost unlimited information is available for the customers on healthy lifestyle, chronic diseases due to the inappropriate lifestyle are so high as it has never seen before. According to WHO data of 2016 2.5 times more people die of type 2 diabetes than because of violence and local conflicts. Based on the survey of OECD (2017) most overweight and obese people live in the United States, Mexico, New Zealand and Hungary, while Japan and South Korea are among the ones having the lowest risk. Hungary is certainly the ‘heaviest’ nation in Europe.

Research has shown that inappropriate nutrition is the primary risk factor in the global spread of obesity, however, the lack of physical activity plays also a significant role. Nevertheless, little is known about how the external environmental stimuli influence the choice and the amount of the consumed food products. Such external stimuli are the food assortment or the company’s eating behaviour which is a reference point on how much to eat or drink. Similarly, bigger packages, dishes and plates, installation of the pantry can increase the quantity of the consumed dish even by 10-45%.

Basically, there are two strategies to change the eating habits. The conventional behaviour change strategies mean intervention by generally the state, enterprise and other civil guidelines at organizational level. The other group consists of the novel behaviour change strategies which represent rather the corporate or individual execution. The following groups of assets belong to the conventional behaviour change strategies: raising awareness ('education'), economic incentives or prohibitions, labelling and marking. Several research call the attention to the fact that the use of conventional behaviour change strategies (and tools) has low efficiency, so their application could improve the population's health status only a little, and decrease the consumption of 'less useful' food products. It shows that paradigm shift is needed on the field of strategy applications as well. On the one hand, among the novel behaviour change solutions

there are the self-regulating strategies building on consciousness. At the same time, the less health-conscious emotional and impulse eaters are influenced primarily by their senses, therefore, we can impress them rather through senses and perception.

The most important objective of the conference is to bring the experts in the health industry, the researchers, the representatives of the food industry and commerce, the decision-makers, and the professionals of nutrition and gastronomy. Together, by lighting the topic from many aspects, maybe we can understand consumers of today more, so we can step up in a more effective and efficient way to educate the population concerning their health.

*(Literature references are available at the organizers.)*

**The conference is seeking for the answers to the following questions:**

- What kind of new technologies and trends form the food consumer behaviour?
- What sort of technological solutions help the spread of personalized nutrition?
- What kind of role does the artificial intelligence play in forming the conscious nutrition?
- What kind of environmental factors have an effect on the eating behaviour?
- By which tools can we influence the emotional and impulse eaters?
- What can the companies and social organizations do on this field?
- How to address the youth whose eating behaviour can be formed?
- What role does the regular physical activity have in safeguarding our health?
- What chances do the sustainable food consumption have?
- How to sell successfully in the digital food economy?

There is an opportunity to present **electronic poster** during the program (landscape-oriented, 135 cm width, 80 cm height) in the topic of the conference. (Posters submitted after 12<sup>th</sup> April cannot be accepted!)

During the event **tasting** will be continuous at the stands **from exhibitors of food industry**, for which the application deadline is 12 April 2019.

**Participation at the conference for the audience and the exhibitors is free, but registration is needed!** Registration can be only done by clicking on the following link (by 12 April 2019)!  
<http://taplalkozasmarketing.hu/konferenciak/xiii-nemzetkozi-taplalkozasmarketing-konferencia-0>

Any questions concerning the conference are being waited by **Virág Ágnes Bakosné Kiss and Mihály Dr. Soós**. E-mail: kiss.virag.agnes@econ.unideb.hu, soos.mihaly@econ.unideb.hu, Tel: (20) 226-9068, (20) 299-8310