
Call for papers 2024- *Recherche et Applications en Marketing*

Special issue: Food and marketing: new practices, new challenges**Submission deadline: January 12th, 2023****Les manuscrits peuvent être soumis en français ou en anglais.****Guest editors :**

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Even though consumers' budgets for food have been decreasing since the 1970s in Western countries (Statista, 2020), food remains central. In France, for example, the French gastronomic meal was placed under the protection of the Unesco universal heritage in 2010. Governed by the principle of incorporation, according to which we become what we eat (Rozin, 1994), food is a source of pleasure and conviviality (Fischler and Masson, 2008; Flandrin, 2007; Rozin, 2005; Rozin et al., 2006). But eating well (Fischler and Masson, 2008) today also means, for 70% of French people, reconciling several motivations in order to eat healthily AND with pleasure, thanks to a varied diet (Les Echos, 2020). It also involves taking into account the consequences of food consumption (Dyen et al., 2021) for the environment (Dekhili, 2021) and animal welfare (Bertrandias et al., 2021).

The first articles on marketing and food were published in RAM in the 1990s (e.g., Sirieix, 1999). They specifically showed the influence of marketing on food consumption by deciphering the effect of the actions of the food industry and distributors on price, communication, or sales promotion. Today, different cognitive, motivational, and contextual factors influencing consumers' food decisions have been studied by marketing research, especially abroad (e.g., Shiv and Fedorikhin, 1999; Chandon and Ordabayeva, 2009; Chernev and Gal 2010; Dhar and Simonson, 1999; Haws et al., 2017), but also in France (e.g., Bouillé et al., 2014; Gallen et al., 2019; Laporte et al., 2015)

Despite the substantial amount of research in this area, the subject is constantly renewed by the evolution of food-related issues and the practices of producers, the agri-food industry, and distributors, sometimes under the effect of regulations. In particular, food is at the heart of current sustainability issues while being strongly influenced by sanitary and/or economic crises.

The recent IPCC report (Pörtner et al., 2022) emphasises the role of food in the development of greenhouse gases (GHG). It proposes various solutions to limit the deleterious consequences of our eating habits. Thus, the consumption of animal products is responsible for 14.5% to 20% of global GHG emissions (Xu et al., 2021), and the search for alternatives seems inevitable. Therefore, consumers are moving towards new diets and a preference for local products, actions that impact the supply logic of distributors and restaurant owners. According to the Ministry of Ecological Transition in France, food waste represents 10 million tons of products per year, with a commercial value estimated at 16 billion euros according to the Ministry of Ecological Transition (<https://www.ecologie.gouv.fr/gaspillage-alimentaire-0>), and generates 3% of all GHG emissions on a national scale. Marketing has a major role in the fight against waste by raising awareness of this practice and fighting it on an individual and collective scale, via applications such as Too Good to Go or Frigo Magic.

Food is also implicated in the onset and development of many chronic diseases (type 2 diabetes, obesity, hypercholesterolemia). Still, consumers have difficulty knowing and understanding what constitutes a sufficient, balanced, and diversified diet, especially the most vulnerable populations (<https://www.inserm.fr/dossier/nutrition-et-sante/>). In this respect, initiatives such as Vivons en forme (<https://vivonsenforme.org>) aim to promote actions favoring a healthy diet and physical activity that encourage well-being via techniques derived from social marketing and nudges. Finally, new technologies allow consumers to access food products' information directly at the point of sale via QR codes or mobile applications. Research is needed to better understand the impact of this type of tool on consumer eating behaviour.

This special issue aims to stimulate new scientific advances on the connection between "food and marketing" by exploring the sometimes conflicting concerns related to food consumption and the current practices of the actors. Potential research topics may include the following:

- The role of new technologies used during food purchases and post-purchase, during the representation of lived experiences via social media, for example;
- How consumers take the environmental dimension of food consumption into account, whether upstream or during the choice (in supermarkets or restaurants) or in the prevention/management of food waste;

- The role of well-being in consumers' food decisions (exploring the balance between health and pleasure, how consumers balance different activities and injunctions, etc.);
- The role of public policy actions in influencing consumers' food decisions;
- Marketing and food (re)education;
- Marketing practices of food retailers and their impact on purchasing behaviour;
- The dynamics of adopting and changing supply channels (short circuits, online food trade, etc.), arbitration between distribution channels;
- The dynamics of innovation and product packaging in food;
- Interpretation and effects of environmental indicators related to food products and packaging;
- The role of social marketing in promoting more sustainable and/or healthier food;
- Decision bias and naïve theories influencing food consumption;
- The use of nudges to influence food behaviour.

This list is not exhaustive, and any other questioning related to the theme of the call is, of course, welcome. Articles may be empirical or conceptual, proposed in the form of a "research article," a "research note," or a "review," or a "new perspective" paper.

Submissions must comply with RAM's guidelines. Proposals must be submitted directly on the platform <https://mc.manuscriptcentral.com/ram>, no later than January 12th 2023. The submission platform will be open from November 20th 2022.

Articles can be submitted in both French and English. The special issue will be published online in the 3rd quarter of 2024. Accepted manuscripts will be published in French and English.

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