

Food consideration of future consequences: definition, measure, and concept clarification

Laurie Balbo* and Andréa Gourmelen**

*Grenoble Ecole de Management (France)

**Montpellier University – Montpellier Recherche en Management (MRM) (France)

Abstract

• Objective

Consideration of future consequences (CFC) represents an individual's consideration of the potential and distant consequences of one's current behaviors and the fact that these behaviors are influenced by these consequences (Strathman *et al.*, 1994). Its application in the field of marketing is very limited, and its structure is the subject of debate. The first objective of this research is to quantitatively test different structures of CFC from the literature and adapt the concept to food. The second objective is to qualitatively deepen this concept by interviewing consumers and examining in depth the consequences that are important for them and those that they consider in their daily life.

• Methodology

Two studies were carried out: a quantitative study of 133 individuals that aims to test different structures for measuring CFC applied to food and a second qualitative study (three focus groups) on 28 individuals to deepen the notion of "consequences".

• Results

The results of the quantitative study suggest that a one-dimensional five-item measure of CFC-*Food* has good psychometric qualities and explains eating habits. The results of the qualitative study show that individuals spontaneously distinguish consequences for themselves and for others. A qualitative typology reveals six distinct profiles of individuals according to the importance and consideration of these consequences on a daily basis.

• Managerial implications

Taken together, the results enrich the literature on intertemporal choices and eating behaviors and offer marketing (for food brand managers) and societal (for public health policies) implications.

• Originality

The originality of this research lies in the mixed methodology (quantitative and qualitative studies) that has been adopted to deepen the concept of food CFC in light of what consumers think about it.

• **Keywords:** diet, eating behavior, consequences, future, CFC, measurement, typology, intertemporal choice.

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To contact the authors: laurie.balbo@grenoble-em.com ; andrea.gourmelen@umontpellier.fr

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