

December, 2019



PAUL
INSTITUT
BOCUSE

RESEARCH
Science & Innovation

MENU

**JOURNAL OF FOOD
& HOSPITALITY
RESEARCH**

**SPECIAL ISSUE
COOK AND HEALTH
CONFERENCE**

www.cookandhealth.org

Invited editors
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ISSN 2275-5748

Aims and Scope

MENU, Journal of Food and Hospitality Research aims to publish articles on food behaviors, in link with culinary arts, foodservice and hospitality. Its scientific ambition is both thematic and methodological.

Firstly, it proposes to publish the work of researchers and PhD students interested in food, culinary arts and gastronomy, who place people –cooks, consumers, waiters... - at the centre of their works.

Secondly, from a methodological standpoint, the journal gives priority to ecological studies of these activities, promoting the development of *in situ* approaches.

Thirdly, as multidisciplinary approaches are at the heart of the journal, Menu aims to maintain the dialogue between behavioral and experimental sciences, social sciences and humanities together with food and nutrition sciences. As a scientific journal, it also aims to bring the academic, public and private sectors together, through the diffusion of applied research to a wide reading audience.

The journal publishes various types of articles:

- **Research articles** reporting accomplished or exploratory research works. (max. 4000 words).
- **Book / Literature reviews** are short articles presenting a critical view on recently published books or papers on a given research question. (max. 4000 words).
- **Fieldnotes** presenting ongoing research works (max. 2000 words).
- **Summary of symposia** on food behaviors and hospitality research (max. 4000 words).

MENU: Journal of Food and Hospitality Research (ISSN 2275-5748) is annually published by the Institut Paul Bocuse Research Centre, Château du Vivier, 69130 ECULLY, FRANCE (<http://research.institutpaulbocuse.com/>).

This special issue publishes the abstracts of the 2019 Cook & Health Conference are:

- **Ana I. A. Costa**, Católica Lisbon School of Business & Economics - CUBE
- **Cláudia Simão**, Católica Lisbon School of Business & Economics - CUBE
- **Xavier Alliot**, Freelance scientific editor

To cite a paper from this issue use the following citation:

Menu, Journal of Food and Hospitality Research (2019), Vol 8.

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Understanding the motivational antecedents for adopting a cooking app

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In the last years, there has been an increasing interest in using technology to promote human-food activities, especially home-cooking. Cooking is one of the most effective ways of fighting the obesity epidemic and stimulating a healthy lifestyle. However, many have been the cooking apps that were designed to leverage healthy eating but not necessarily succeeded. One of the reasons is that there is a dearth of accurate, comprehensive, systematic and up-to-date information about digitally-mediated at-home meal consumption. Thus, we conducted a survey to decode the motivational antecedents that users value the most when adopting a cooking app. Among the 567 Portuguese participants, from 18 to 45 years-old, 75% reported a likelihood higher than 50% of adopting a cooking app. When questioned about their motivations, participants identified four distinct motivational antecedents, that altogether explained 54% of the variance for adopting a cooking app: 1) online community sharing, 2) meal-preparation and planning, 3) information about healthy eating and 4) professional advice (e.g., chefs or nutritionists). Learning about the features that users value, their motivations and preferences, will help to better design digital apps and will promote a more accurate and successful adoption behavior of a cooking app.

Home cooking, Human-computer interaction, Motivations