Coffee or Margarita: Impact of ambiances on beverage choices in a bar

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Food consumption behavior

Rozin & Tuorila 1993, Food Quality & Preference, Simultaneous and temporal contextual influences on food acceptance.

Context

Food → Consumer

Intrinsic properties
- texture, flavor, color...

Extrinsic properties
- Brand, price, claims...

Biological
- sensitivity, homeostasis...

Socio-economic

Cultural

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Effect of context on liking

Meiselman et al. 2000, Appetite, Demonstrations of the influence of the eating environment on food acceptance

Student cafeteria

Restaurant

Dislike
extremely

Like
extremely
Consumer tests

Products comparison

知识产权
control of experimental conditions

Prediction of consumers behavior

知识产权
ecological validity
Consumer tests

CLT / Lab Test

Home Use Test

Experimental Conditions

Ecological Validity

Boutrolle et al. 2007, Food Quality and Preference, Central location test vs. home use test: Contrasting results depending on product type

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Consumer tests

CLT / Lab Test

Home Use Test

Experimental Conditions

Ecological Validity


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Consumer tests

<table>
<thead>
<tr>
<th>Experimental Conditions</th>
<th>Ecological Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLT / Lab Test</td>
<td>✓</td>
</tr>
<tr>
<td>Home Use Test</td>
<td>✓</td>
</tr>
<tr>
<td>Immersive approach</td>
<td>✓</td>
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</tbody>
</table>

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Objective

Could a consumption situation be evoked with a few contextual elements?

→ Beverage consumption in bars

↖ Liking & Wanting

Bar evocation

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Bar evocation: Ambiances

Traditionnal ambiance

Modern ambiance

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Bar evocation: Video-clips

cold ——— warm

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Context: eating episode

Bisogni et al. 2007, Appetite, Dimensions of everyday eating and drinking episodes

FOOD

Location

Activities

Recurrence

Social setting

Mental processes

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Context: « BAR » episode

- Spectacle place
- Ambiances
- Special event
- FOOD
- With friends + others
- Leisure
- Emotions

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Experimental procedure

- **Participants**
  
  92 traditional bar  
  82 modern bar  

- **Vidéo-clips ≈ 1 min 30**
  
  - Blue
  - Desertic landscape
  - Black & White
  - Icebergs
  - Red
**Questionnaire 1/2**

What do you would like to drink? (check one)

<table>
<thead>
<tr>
<th>Hot drinks</th>
<th>Fruit juices</th>
<th>Cocktails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee</td>
<td>Orange</td>
<td>Bloody mary</td>
</tr>
<tr>
<td>Deca</td>
<td>Grapefruit</td>
<td>Electric blue</td>
</tr>
<tr>
<td>Tea</td>
<td>Pineapple</td>
<td>Margarita</td>
</tr>
<tr>
<td>Chocolate</td>
<td>Grape</td>
<td>Pina Colada</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Soft drinks</th>
<th>Beers</th>
<th>Spirits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Still water</td>
<td>Heineken</td>
<td>Whisky</td>
</tr>
<tr>
<td>Perrier</td>
<td>Desperados</td>
<td>Vodka</td>
</tr>
<tr>
<td>Coke</td>
<td>Leffe lager</td>
<td>Gin</td>
</tr>
<tr>
<td>Diet coke</td>
<td>Leffe Dark</td>
<td>Cognac</td>
</tr>
<tr>
<td>7 up</td>
<td>Hogaarden W</td>
<td></td>
</tr>
<tr>
<td>Ice tea</td>
<td>Freik</td>
<td></td>
</tr>
<tr>
<td>Schweppes</td>
<td>Chimay rouge</td>
<td></td>
</tr>
<tr>
<td>Orangina</td>
<td>Guinness</td>
<td></td>
</tr>
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</table>

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3-ways ANOVA: bar (2) + video-clip (5) + participant(bar) + bar*video-clip

NS                 ***                       ***                       NS

Warmth

- Related to the video-clips but not to the bar
- Warmth differences according to video-clips confirmed
Emotions: Liking & Arousal

- Related to the video-clips not to the bar
- Video-clips elicited different emotions (mental processes)

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3-ways ANOVA: bar (2) + video-clip (5) + participant(bar) + bar*video-clip

NS     ***        *        **

Harmony

Figurative video-clips: no impact of bar
Abstract video-clips: bar impacts the harmony

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Drink choices

F1 - 42%
F2 - 28%

- Iceberg
- Hot_drink
- Desert
- Red
- Blue
- N&B
- Whisky
- Gin
- Vodka
- Electric_blue
- Cognac
- Fruit_juice
- Soft_drink
- Still_water
- Coffee
- Leffe_blonde
- Kreik
- Hogaarden_blanc
- Guiness
- Leffe_brun
- Bloody_Mary
- Heineken
- Pina_Colada
- Margarita_Desperado
Conclusion

- Figurative video-clips evoked contrasted ambiance warmth
- Abstract video-clips also evoke different ambiances
- Ambiance induce specific beverage choices based on evoked temperatures, semantic & cognitive associations
- Potential of immersive approaches for consumers' studies
- Declarative approach to be confirmed by behavioral studies
THANK YOU