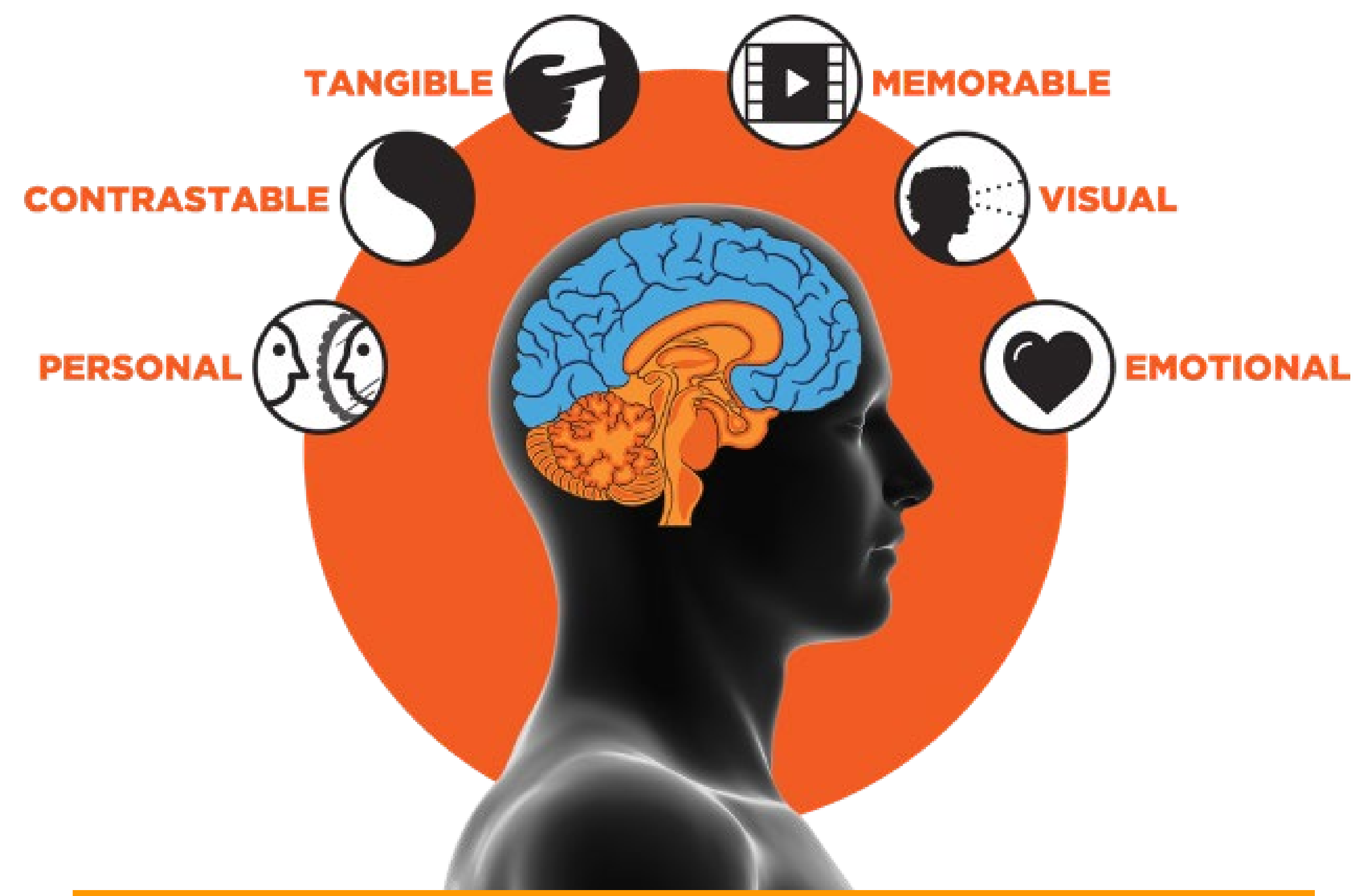


Upcycled Food Products: The Effects of Mental Stimulants on Consumers' Willingness to Purchase (WTP)

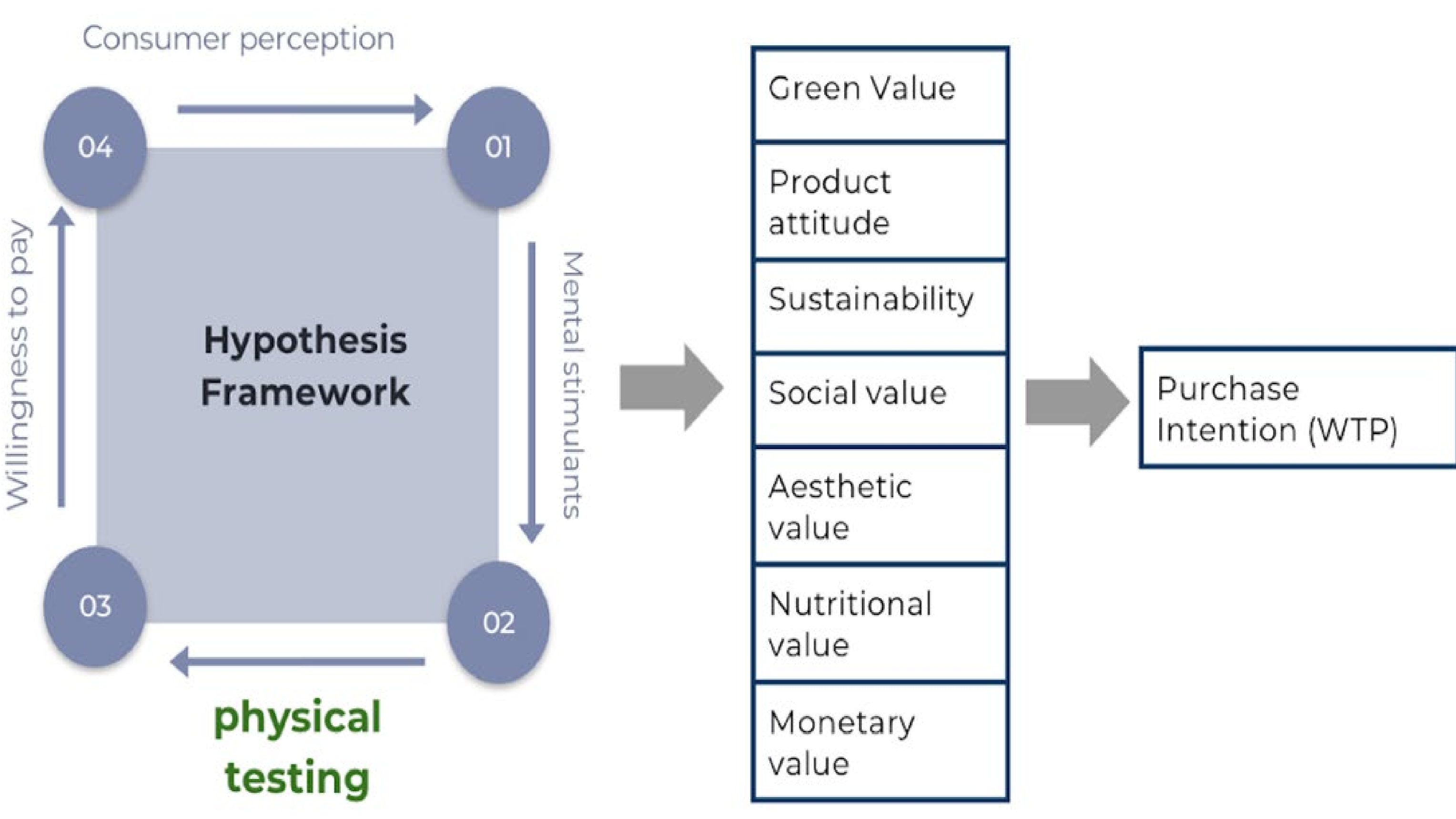
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Background
The study aims to evaluate the effectiveness of mental stimulants on consumers' willingness to purchase upcycled or waste-to-value food products through mental cues and physical product testing. Consumers' main values in regard to purchasing upcycled foods will be examined in relation to environmental benefits, nutritional content, and societal responsibility. A group (A,B and C) divided e-survey will be conducted with the aid of mental-stimulants such as product packaging and advertisements as well as a home-use test kit. This research was supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (UGC/IDS(R)25/20).



Findings

- 3 groups revealed that mental simulation was effective in increasing consumers WTP of upcycled food.
- Mental stimulants = More effective than blind tasting and real-time product testing
- In contrast to prior studies, our findings were not only restricted to WTP, but also to customers' functional acceptability of upcycled food which is beneficial for future research inclusive of variables studies affecting consumers.



Methodology

- E-survey: 150 volunteers
- Sensory Analysis; Home-use test kit: 30 volunteers
- Hypothesis (1,2,3) tested out on Group (A,B,C)

Data Analysis:

- Regression Analysis
- Correlation Analysis
- One-way ANOVA

Ingredients:
Organic Fair Trade Dark Chocolate (Organic Cacao Mass, Organic Dried Cane Syrup, Organic Cacao Butter, Organic Sunflower Lecithin), Organic Bananas, Organic, Tapioca Syrup, Organic Gum Arabi Natural Glaze



Research Objectives

1. To study the impacts of mental stimulants used on Hong Kong consumers affecting their consumption practises.
2. To measure consumers' Willingness to Purchase (WTP) upcycled food products over conventional counterparts.
3. To showcase a distinction in consumers' sensory understanding and acceptance of novel food products while viewing the legitimacy of independent thinking over imposed communication mediums available in the market.



Conclusion

- The findings imply that providing consumers with accurate information about the environment and health features of products through unambiguous labelling could enhance market uptake, reduce food waste & contribute to the agricultural sectors circular economy goals.