

Trabajo Fin de Grado

Consumer Boredom and the Organization of
Businesses in the Food Consumption Sphere

Aburrimiento del Consumidor y la
Organización de Empresas en el Ámbito del
Consumo de Comida

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Degree: Administración y Dirección de Empresas en Inglés (ADEi)

Abstract

This thesis investigates consumer boredom in the field of food service and the most relevant factors and strategies for companies managing this problem. Boredom is an aversive feeling of being unsatisfied with the current activity, yet not knowing what to do about it. It pushes people to branch out and look for something more engaging, which makes it crucial for companies to be aware of this and manage it to their advantage. The study combines a theoretical framework with empirical research, including a literature review, an interview with a boredom expert, and a quantitative survey. This paper contributes to the fields of consumer psychology and business management.

The methods of this study resulted in the following being determined as the main causes for consumer boredom: overall underutilization of the consumer's cognitive abilities, poor quality of customer service and a lack of variety. Based on that, suggestions were formed for companies to navigate this challenge. The central solutions were for organizations to prioritize the customers' comfort over change and excessive innovation, to invest in the other aspects of the service experience rather than only the product and to ensure the personalized treatment of customers.

Resumen

Este Trabajo de Fin de Grado investiga el aburrimiento del consumidor en el ámbito de los servicios de consumo de comida y los factores y estrategias más relevantes que las organizaciones deben tener en cuenta para gestionarlo. El aburrimiento es un sentimiento aversivo de insatisfacción con la actividad realizada en el momento, pero sin saber qué hacer al respecto. Empuja a la gente a buscar algo más atractivo, por lo que es crucial que las empresas sean conscientes de ello y lo gestionen para su propio

beneficio. El estudio combina un marco teórico con una investigación empírica, que incluye una revisión bibliográfica, una entrevista con una experta del aburrimiento y una encuesta cuantitativa. Este trabajo contribuye a los campos de la psicología del consumidor y la gestión empresarial.

Los métodos utilizados en este estudio permitieron determinar como causas principales del aburrimiento del consumidor los siguientes aspectos: infrautilización general de las capacidades cognitivas del consumidor, mala calidad del servicio al cliente y falta de variedad. Teniendo esto en cuenta, se formularon sugerencias para que las empresas afronten este reto. Las soluciones principales fueron que las organizaciones deben dar prioridad a la comodidad de los clientes frente al cambio y la innovación excesiva, que inviertan en los demás aspectos del servicio además del producto y garantizar el trato personalizado de los clientes.

Table of Contents

1. Introduction.....	4
2. Literature Review.....	5
3. Methodology.....	7
3.1 Interview.....	7
3.2 Survey.....	8
4. Results.....	10
4.1 Interview Results.....	10
4.2 Survey Results.....	11
4.2.1 Sample Description.....	11
4.2.2 Consumption Habits.....	12
4.2.3 Influence of Boredom in Consumption.....	14
4.2.4 Reaction to Innovation.....	15
5. Discussion.....	16
5.1 Consumer Psychology.....	16
5.2 The Effect of Culture.....	17
5.3 Innovation vs Customer Comfort.....	19
5.4 Strategic Recommendations for Organizations.....	20
6. Conclusion.....	22
Bibliography.....	26
Table of Figures.....	29
Appendix.....	30
A.1. Interview.....	30
A.2. Survey.....	44

1. Introduction

Recent food consumption reports indicate a shift in consumer behaviour regarding eating habits among Spanish consumers. Especially young people are looking for increasingly innovative options, with different marketing approaches or different diets. For this reason, brands have to understand the characteristics and values of this generation in order to direct their marketing strategies in the most effective way (REBOLD, 2023).

Boredom is a state of mind characterized by a lack of interest, stimulation, or challenge (Ndetie et al., 2023). Society is in an era of constant change; people are seeking instant gratification and always searching for something new. Trend cycles have become so fast that what was trending yesterday is already out of fashion today (O'Donoghue & Rabin, 2000). This becomes a real headache for companies that have a persistent feeling of always being behind the constantly reinvented consumer (Fernandez Trejo et al., 2024).

In Spain there are several examples of companies that have not been able to adapt to these social changes and have lost great power in the market; some have even disappeared. A recent example is La Nevera Roja, a Spanish technology startup from the home food delivery sector created in 2010. In the preliminary stages, they obtained power by having considerable discounts and a significant range of restaurants partnered with the app. However, after being acquired by the German company Rocket Internet in 2015, they drastically changed the strategy, eliminating promotions, which ended up in a lack of differentiation from their competitors and being unable to respond to customers needs or expectations (Otto, 2016). All these problems resulted in La Nevera Roja being absorbed and discontinued after being sold to the main rival in Spain at the time, Just Eat (Bayón, 2016).

The aim of this thesis is to analyze the phenomenon of consumer boredom within the food service sector and its business implications. Specifically, the study seeks to, on the consumer side, understand what are the main causes for growing boredom of the food consumed as well as to see what effect this customer boredom has on the brands and products. On the company side, the goal of this paper is to find out what could be effective strategies for managing this phenomenon and to offer firms recommendations for what can be done to mitigate its effects.

This study provides future applications as it offers valuable insights into the fields of Business Administration and Management and Consumer Psychology. The study concentrates specifically on consumer emotions, which is a topic that is currently on the rise and has several entities increasingly interested in investing into it. Furthermore, besides being directly applicable for the experts of the food service industry, this study could also inspire entrepreneurs in many other industries to combat similar difficulties regarding consumer boredom.

To effectively conduct a study into this topic, the following steps were taken. First, a literature review was done to better understand the functions of boredom and prior research regarding this subject. Then, two methods were applied: an interview with a specialist of boredom psychology and an online survey. The results section showcases the outcomes of the methods and their significance is further evaluated in the discussion. In the conclusion section the main findings of this thesis are specified and the main questions answered. The bibliography and appendices can be found at the end of the paper.

2. Literature Review

As a starting point for this study, it was considered necessary to conduct a literature review of prior research in order to have the strongest possible basis of information to build upon. In addition, it would offer the necessary foundation to plan the interview of an expert in the field of boredom with sufficient quality and accuracy.

Boredom is understood by many researchers to be a motivational signal, not only a passive emotional state. Bench & Lench (2013) argue that boredom functions to redirect attention and behavior when current goals or activities cease to be beneficial. Based on emotion theory, they position boredom as a discrete, aversive feeling that encourages the exploration of alternative goals. Physiologically, boredom is associated with increased arousal, it is an internal push toward behavioral change when existing engagement is weak. This is relevant for food consumption, where repetitive and uninspired options may lead consumers to seek new alternatives.

The psychological mechanisms behind boredom are further studied by Westgate & Wilson's (2018) MAC model, which presents boredom as a mismatch between attentional capacity and task demand (either overstimulation or understimulation), combined with a lack of meaningful engagement. In the food context, this may occur

when consumers feel both unchallenged and unfulfilled by their habitual eating routines or uninspired products. According to the MAC model boredom does not only disengage the person experiencing it but also pushes them to search for something more meaningful.

Lieberman et al. (2022) offer an attention-matching framework that demonstrates that boredom is particularly likely when a task leaves cognitive resources underutilized. Importantly, they find that pairing these “boring” behaviors like brushing teeth or eating with attentional tasks like listening to a podcast can increase persistence and reduce boredom. These findings have clear implications for product and service designs in the food sector, where attentional engagement may serve as a buffer against boredom.

From a marketing standpoint, Ha & Jang (2015) explore how boredom directly influences food service behavior. Their study finds that when consumers become bored with a restaurant, be it the menu, environment, or customer service, they are more likely to engage in novelty seeking and look for alternative options. The extent of this behavior is dependent on personality traits such as loyalty and risk-taking as more loyal consumers are less likely to act on boredom, while risk-takers are faster to seek other options. These results suggest that businesses in the food sphere must account for both consistency within their provided services and variation in customer experiences in their customer retention strategies.

Zandstra et al. (2004) provide more empirical evidence for boredom-induced decline in food satisfaction. The authors conducted a study on the effects of repeated soup consumption at home. The participants of the study experienced a clear decrease in both desire and liking during three weeks of daily soup consumption. Interestingly, the consumers failed to predict this boredom, expecting to continue to enjoy the soup throughout the experiment. The study also critiques cognitive boredom measurement tools, suggesting that behavioral indicators like desire to eat more may offer better insights for businesses in the food sphere.

Finkelstein (2003) discusses boredom within a broader cultural critique of modern food systems. Using the lens of McDonaldization, the author argues that the rationalization, standardization, and industrialization of food production has taken away important aspects of eating like experiencing new things and forming identity. As food becomes predictable and homogenous, it is stripped of its capacity to entertain or surprise and

thereby causes customers to become bored. This structural view shows business practices themselves can contribute to consumer disengagement.

Finally, the paper by Siró et al. (2008) touches upon consumer boredom in its review of functional foods. While the primary topic of the paper is health-driven innovation, the authors mention that product acceptance depends not only on nutritional claims but also on taste, variety, and perceived benefit. They highlight that consumer demand is shifting toward food experiences that deliver both functionality and engagement, a goal that may be partially motivated by the customers' desired avoidance of dietary monotony and the pursuit of new sensory experiences.

On the other hand, one article that argued consumer boredom to be already extinct was Buchanan (2017). As the author states, "by conquering boredom consumer capitalism has extinguished its most potent critic." (p. 277). In this piece, the author conducts a critique of how today's capitalist society has made consumer boredom disappear through constant stimulus. This is also relatable and happening constantly in the area of food service with methods of ordering food online, customization of offers or constant menu updates, all with the same purpose, to eradicate boredom from the customer's mind.

The discussed literature agrees on a view of boredom as a dynamic emotion with a clear relevance to food consumption. Whether driven by a psychological lack of stimulation, cultural standardization, or a lack of new innovations, boredom consistently leads to decreased satisfaction. This means that for businesses operating in the food sphere, managing consumer boredom is not only a matter of appealing interesting but a key strategic concern affecting product design, customer retention, and long-term brand engagement.

3. Methodology

3.1 Interview

The second step of the study after conducting the literature review was to do an interview with an expert in the field of boredom psychology. It was relevant to utilize this method for a number of different reasons, one of which was that it would provide the study with an overview of how boredom affected the consumer directly from an expert in this area of psychology. The survey together with the literature would also serve as a basis for the next and last method that was going to be used in the study, the

survey. The interview would help to decide which questions to ask and in what manner in order for the respondent to be able to provide the information on which the conclusions could later be based on.

The interview was conducted with Thekla Müller-Boysen, a psychologist completing her doctorate on the psychology of boredom at the prestigious University of Aarhus in Denmark. She has worked with some of the world's leading boredom psychologists, such as James Danckert, Stefan Pfattheicher and Erin Westgate. Having the opportunity to interview Thekla provided the thesis with many benefits and her specialized insights offered deep contributions to the analysis.

The questions formed for the interview were based upon the understanding of consumer boredom gained from the papers of Bench & Lench, Ha & Jang and Westgate & Wilson. These papers presented boredom as an aversive feeling that encourages the search for alternative objectives. The interview was divided into two sections, the first section was composed of questions regarding boredom as a whole, not only focusing on the specific topic of this thesis. The second section of the interview was intended for gathering information related to how boredom is represented in the field of food service and what companies could do in order to minimize its effect. Before the beginning of the interview, the interviewee was given a brief summary of the topic of the thesis so she could have a context to base her answers on.

The data obtained from this qualitative research was analyzed per question and not as an entirety. The key points from each answer were extracted to base the advice for companies on as well as to improve the understanding of boredom as a psychological concept to be able to better structure the survey questions.

3.2 Survey

Following the interview analysis that strengthened the basis of this study, the subsequent step was to collect quantitative information through an anonymous online survey in order to attain numerical results to later be analysed with the goal of informing future organizational decisions. The aim was to obtain the perspective of a large number of people and the most realistic manner to achieve that goal was to carry out a quantitative survey.

The Computer Assisted Web Interviewing (CAWI) self-administered questionnaire made it possible to reach the highest possible number of people in a short period of

time. The only limitation set for the target population was the frequency of consumption, since there was no interest in the responses from people that never consume meals outside their home or order home-delivered meals. This was because the answers that they could provide were not going to be beneficial for the understanding of consumer behaviour in the context studied. In order to avoid this, the survey started with a question regarding the frequency of consumption and in the case the participant answered that they never consume meals outside of their homes or order from delivery services, the questionnaire would end with a message thanking the participant for their time and explaining that the survey is targeted to people of another profile.

As for the sampling method, for its ease, convenience sampling was chosen. The distribution was done by sending the questionnaire to friends, family and workmates as well as posting it on different social media platforms such as LinkedIn, to be able to reach more respondents. Also, the participants were asked to spread the questionnaire to more people in order to obtain a larger, and therefore more representative, sample. By doing this, snowball sampling was also utilized. This was the selected method to carry out the study not only for its simplicity but also because it allowed the questionnaire to reach the targeted demographic, Spanish customers. While nationality was not explicitly asked in the survey questions, the survey was only distributed in Spanish and primarily to Spanish citizens (in the convenience sampling phase), so it can be assumed that the results obtained are representative of that specific group.

The questionnaire was divided into three different sections; consumption habits, influence of boredom in consumption and reaction to innovation. The first section was composed of questions aiming to find out the participant's consumption habits (how often they eat out or order food, type of service they frequent...). The second and most extensive part was made up of questions which addressed how boredom affects consumption decisions (if the respondent is easily bored, if the surveyed has been overwhelmed by too many options when choosing food...). The last section consisted of questions that evaluated the consumer's reaction to new implementations (what strikes them when a store innovates, etc.). A series of demographic questions were also added at the end of the survey in order to be able to segment and analyze the patterns of responses by varying demographics when carrying out the analysis of the data.

4. Results

4.1 Interview Results

The main questions were answered by the interviewee at length and in a comprehensive and thoughtful manner. A lot of insight into the functions of boredom and its potential effects on customer behavior in the food industry was gained. The knowledge Müller-Boysen offered was very much in line with the previously conducted literature review, ensuring a solid base understanding of boredom and its effects on consumer behavior.

The interview began with a simple but key question of how Müller-Boysen would define boredom from a psychological point of view. She compared boredom with the feeling of something itching your body yet not really knowing how to make that feeling stop. She also gave the working definition of boredom which is an aversive feeling of being unsatisfied with the current activity you are doing but not knowing where to go to. It is an aversive emotion that people are generally unhappy to experience and they instead wish for it to stop, the problem is that they don't really know how to make that feeling stop.

The next point to be analyzed was the role that boredom plays in human behavior and why the feeling exists. Müller-Boysen argued that all emotions have a purpose even though some of their causes are still being studied, for example grief. Regarding the role of boredom, she explained that the function is to signify that something being done in the moment of feeling bored is not in line with our goals and we should try to do another thing. The goals are not necessarily conscious aims we have, they can also be unconscious ideas that we would like to achieve or carry out at some point. She continued to explain that boredom is our body and mind telling us to look in another direction.

After this explanation of the purpose of boredom, Müller-Boysen continued to explain whether she thinks boredom is increasing in today's society. She concluded that this is not necessarily the case, modern people just have different ways of being bored than previous generations but the emotion normally appears nearly the same amount. Nevertheless, she also mentioned that nowadays we might have more opportunities to be in a boredom state without realizing it. For example, when we are doing things like

scrolling on Instagram or watching television, we might feel that we are not doing anything of importance and therefore feel bored.

Focusing more on the topic of food consumption, she explained how an excess of options, such as in delivery apps, influence the emergence of boredom and if there is the possibility that abundance can end up generating demotivation in the customers' approach. She answered that a good variety of different products could be beneficial for the customer and can have a good result on minimizing the boredom in the customer experience. She also mentioned that nowadays the layout, logo or idea of the establishment are more important than the products themselves.

In order to prove her idea, she decided to mention an example of a kebab restaurant in Berlin that is becoming more and more famous just for having a layout inspired by the famous Spanish Netflix show called "Money Heist". This was related to the idea that perhaps nowadays we are looking more for the sensation rather than the actual food and that might quite often be driven by boredom.

Focusing next on the role of novelty and whether it is a sustainable business strategy in the long term or rather just a short-term solution, Müller-Boysen believed that it could help companies to keep customers engaged, especially for the products that might be not that well known or liked. Based on this idea, she explained that boredom could be a smart initial point for organizations to carry out their strategies in order to achieve their objectives. People are likely to try the new and exciting things that seem to be the opposite of boredom, which is a key aspect that firms have to bear in mind.

Near the end of the interview, she explained that boredom decreases with age. This is because when one advances in age, they become more sure of what to do in different situations and normally learn how to regulate their feelings in a more efficient way, whereas young people and kids do not fully know how to do these things and are still unsure of what they actually like. She mentioned that other different physiological aspects are currently being studied to determine why some people are more prone to growing bored than others.

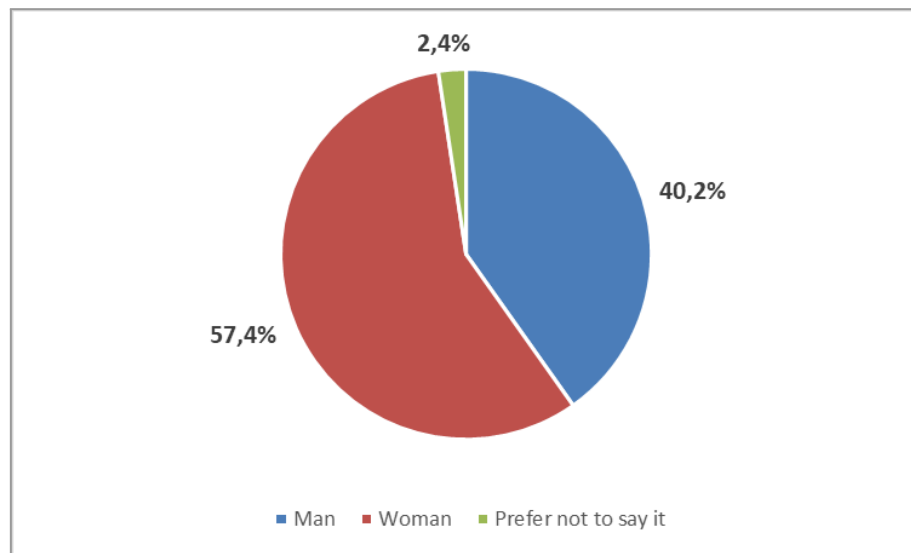
4.2 Survey Results

4.2.1 Sample Description

The final sample, composed of 174 participants, is very varied in terms of age, sex and employment status. The percentage of women who responded to the questionnaire was

57.4%, while men represented 40.2% of the total sample. The remaining 2.4% of the participants preferred not to indicate their gender. In terms of age, the sample includes participants ranging from fourteen to seventy-five years of age, with two large distinct groups: 18-25 and 42-52 years of age, representing a total of 41.7% and 34.5% respectively of the total sample. Finally, as mentioned above, the employment status of the respondents is also very balanced with the percentage of students at 40.8% and employees at 53.3%. The rest of the participants are fairly evenly distributed among unemployed people, self-employed, retired people and those who carry out unpaid domestic work.

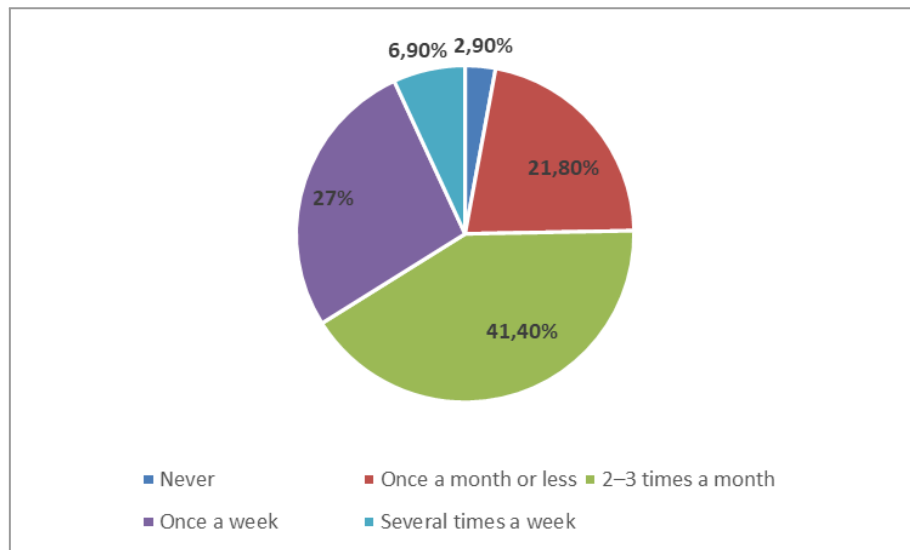
Figure 4.2.1.1 Gender Distribution of Survey Participants



4.2.2 Consumption Habits

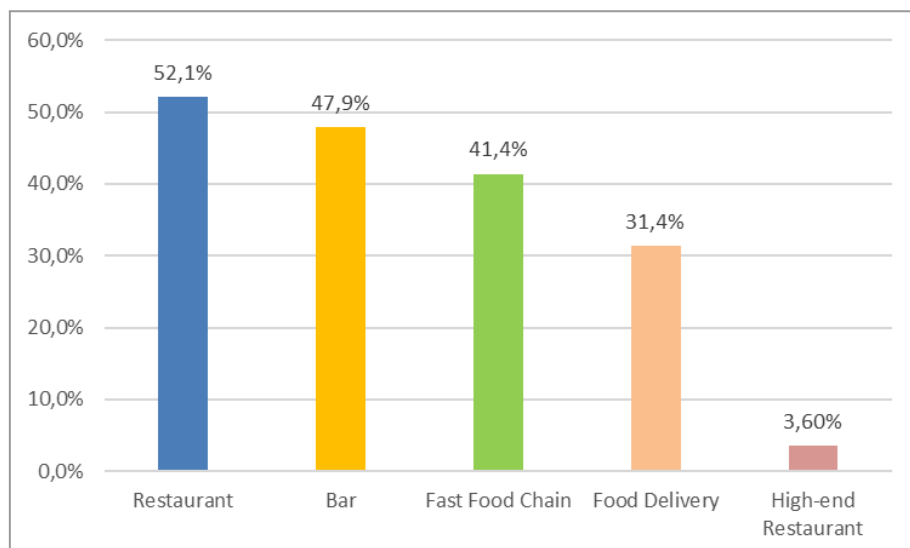
The responses of the participants in relation to the consumption of food outside the home or through home delivery, shows a higher degree of habit of using this type of service 2 to 3 times a month with 41.4% of the population surveyed. It is followed by 27% of the respondents who indicate consuming in this way once a week. The rest 21.8% make use of these services once a month or less, while 6.9% consume in this way several times a week. Finally, 2.9% stated that they never use this way of consuming food.

Figure 4.2.2.1 *Frequency of Eating Out or Ordering Food Delivery*



In relation to the specific type of services the participants tend to frequent most often, the most popular two options, restaurant and bar, have been selected by 52.1% and 47.9% of respondents respectively. These two options are followed by the use of fast food chains and food delivery with about 40% and 30% respectively. Finally, the use of high-end restaurants is not as frequent among the participants with only 3.6% of people stating that they frequently use this category of restaurants.

Figure 4.2.2.2 *Preferred Types of Food Services*



The last question from this section was to determine if the respondents consider themselves to bore easily. 36.1% of the population stated that they feel bored sometimes. This option was closely followed by a difference of just 1.8% with a total of

34.3% of respondents selecting the option of rarely feeling bored. After these clearly leading options, there was a draw representing 13.6% of the sample for both people that feel easily bored and the people that nearly never have this emotion. Finally, only 2.4% of the participants selected to say that they get bored very easily.

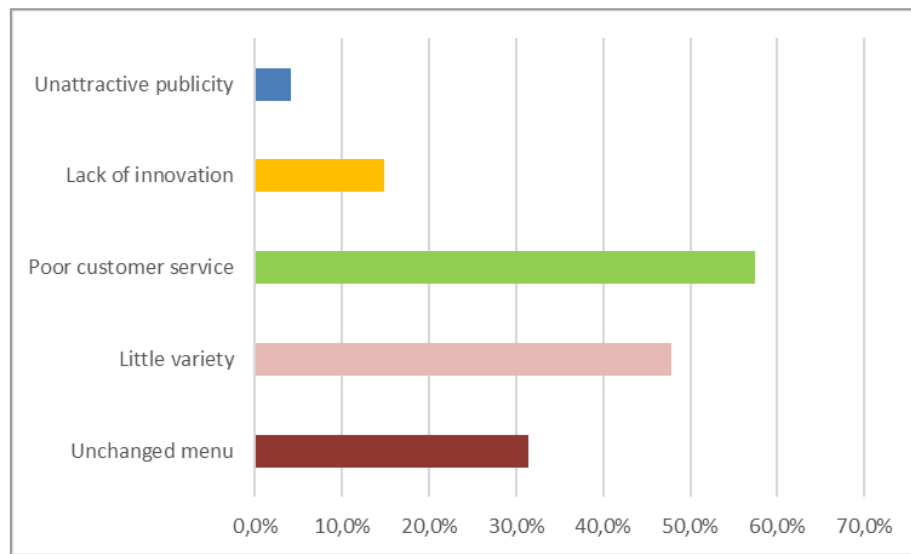
4.2.3 Influence of Boredom in Consumption

The first question from this section was to determine the frequency of the respondent consuming the same products or visiting the same establishments. More than half of the answers (63.3%) stated that they consume the same and visit the same establishments nearly always. The second most selected frequency was to repeat sometimes with a total of 33.1% choosing this option. The next two options of nearly never and nearly always were tied with 1.8% of the sample answering each. Finally, not a single participant stated that they never consume the same thing or repeat to visit the same establishment.

The first yes or no question was in order to discover if the research participants have stopped visiting an establishment or consuming a product only due to boredom or for being too repetitive. The results showed that 59.8% have never done this while the rest stated that they have done it at least once in their lives.

Regarding the factors that might have made the participants feel boredom, the majority of the respondents (57.4%) noted bad customer service as one of the reasons for this emotion to appear. A limited variety of products was the next most voted option with 47.9% followed by the 31.4% that selected that a menu without changes is what makes them feel bored. The two last reasons that questionnaire respondents chose were lack of innovation and poor publicity with a 14.8% and an 4.1% respectively.

Figure 4.2.3.1 *Main Causes of Consumer Boredom in Food Services*



After feeling bored with their food options, the answer that respondents chose as the main solution for this problem with 60.4% support from participants is to try new places. The following three options have very similar percentages with 36.7%, 33.7% and 32% for stopping consuming that product for some time, changing products inside the same businesses and trying new dishes at home respectively. Finally, only 4.7% of the sample decided to continue eating the same after they felt bored of it.

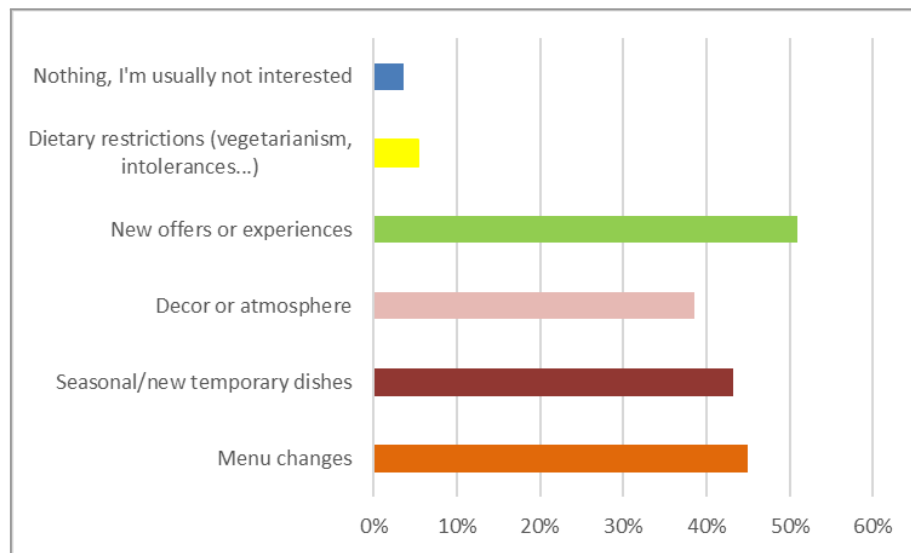
The last question from this section was in order to know whether the participants have felt overwhelmed by an abundance of options when wanting to order something to eat. 44.4% stated that they have felt overwhelmed but that in the end they always ended up choosing something. The following most selected answer with a total percentage of 23.1% was the response saying that they don't feel overwhelmed and actually prefer to have many different options to choose from. Only 18.9% consider this problem to have no effect on themselves and on the other hand, 13.6% confirm that they have felt so overwhelmed that sometimes due to the excessive amount of options, they have not been able to choose what to consume.

4.2.4 Reaction to Innovation

The final section of the survey was aimed to know what reaction the survey participants have to innovation. The first out of the two questions proposed was in order to know what is the most appealing factor when establishments try to be innovative. The highest voted option was offers and new experiences with 50.9% of respondents supporting this option. The menu changes and new seasonal dishes are connected ideas and have a

similar amount of support with 45% and 43.2% respectively. Decoration as an innovative idea was chosen by 38.5% of the sample. Finally, the least supported innovative ideas from companies were dietary restrictions with a 5.3%. Only 3.6% considered themselves to never be interested in the efforts companies make to be more creative.

Figure 4.2.4.1 *Consumer Preferences for Innovation in Food Services*



Finally, the last non-demographic question was to find out if the respondents believe companies should innovate more so that boredom is avoided. More than half of the respondents (53.8%) believed that companies should do it to some extent. This option was followed by 24.9% of the sample that believe that innovation is a must. 15.4% do not really consider that it is necessary to avoid boredom by innovating and 5.9% were not really sure whether firms should do it or not.

5. Discussion

5.1 Consumer Psychology

The interview enriched the understanding of the typical human behaviour in regard to boredom and allowed the survey to be created and carried out with more precision. The concept of understanding boredom as an itch you do not know how to scratch, was able to provide an approachable perspective to boredom and should be used for helping companies understand the customers' feelings of being bored with food consumption.

When customers decide to consume food outside of their homes or by ordering delivery at home, they often have one goal: to enjoy and relax. For the mutual benefit of both

parties, the company should aim to minimise the difficulties the customer faces in attempts of achieving that goal. This can be connected to Maslow's Hierarchy of Needs Theory, where food consumption in these contexts often satisfies not just physiological needs, but also emotional needs like belonging and esteem (McLeod, 2025).

The knowledge from Müller-Boysen in regard to the fact that variety and novelty decrease the likelihood of boredom appearing, is one of the most interesting and beneficial concepts provided by the interview. That along with the survey result that 86.4% of the respondents do not experience any difficulty choosing from a large selection of options, shows that having a lot of variety is a good choice for companies to consider. This reflects the idea from Kotler's Consumer Behavior Model, where both consumer psychology (in this case, the feeling of boredom) and marketing stimuli (available variety and novelty) shape decision-making (Kotler, 1968).

While having a lot of variety can help with the marketing stimuli experienced by the customer, the consumer psychology aspects also require attention from companies. As discussed by Lieberman, boredom often appears when cognitive resources are left underutilized during monotonous tasks, like eating. As is shown by the survey results, the consumers place a lot of importance on the overall experience of eating in a restaurant and not only the food itself. Therefore, the companies should consider adding more engaging aspects to their service in order to maintain the interest of the customers and prevent boredom.

5.2 The Effect of Culture

According to Müller-Boysen, people do not experience boredom in increased amounts in comparison to previous generations despite how it might seem. This means that it is not something that companies have to deal with for the first time, they have always been challenged with customer boredom, only the way of combating it has to now be adapted to this newer generation.

The interview also highlights the importance of having a clear target audience. There is some difference depending on if the target customer of a company is an adult or a young person. These groups have differing perspectives as they experience boredom at different paces. That is why one of the aspects companies should develop when planning a strategy to mitigate consumer boredom, is the targeted audience and from

there, the decision making will be easier. As Müller-Boysen stated, boredom is a key aspect on which companies could base almost their entire decision making process.

The survey was aimed to have numerical support for the ideas that the interview was able to transmit. This study needed a broad sample of different ages in order to be able to compare the responses from young people and adults. After that, the objective was to confirm that the Spanish population boredom acted the same way as Müller-Boysen described and from there, the final conclusions of the important aspects the companies should aim for could be drawn.

The data obtained on the type of food service frequented by the participants suggest different findings. The first is that for the respondents, the consumption of food outside their homes or from home delivery is not an often used service, rather it is used occasionally. The percentage of participants who consume once a week or less, which could be considered occasional use, represents 93.1% of the respondents. This may be due to different factors such as the purchasing power of the participants, since most of them are young students (40.8%) that are more likely to have lower income, or simply due to the daily routine of both work and academic life, which leaves them too busy to enjoy these services. The fact that 64% of the Spanish population only move out of their parents house after the age of 25, can also affect this as most families eat together at home rather frequently (Olcese, 2024).

On the other hand, as for the participants who use these services several times a week, a rather clear profile can be seen: they are employees between 35 and 55 years of age. This further enforces the idea that purchasing power plays an important role in the frequency of food consumption, suggesting a perhaps excessive price of food services outside the home.

The deep-rooted Spanish culture in bars and restaurants could explain the results of the most frequented services. Even though it may seem that nowadays the average Spanish citizen tends more towards these relatively new ways of consuming such as fast food chains and home-delivered food, bars and restaurants remain as the leaders.

The broad age sample the survey was able to reach, which considerably enriches the results, was helpful to avoid biased results and because it makes it easier to compare the different responses between young people and middle-aged adults. Despite the idea from Müller-Boysen that boredom works differently in young people and adults,

according to the survey, their experiences of boredom are very similar, both groups have all kinds of varied answers.

Despite the response profile not following a clear pattern, two evident things can be contemplated; one is that respondents are not limited to only one specific type of service, they like to vary between more traditional and modern options, possibly depending on the convenience at the time of consumption or the context. The second thing that is evident is the consumer profile of a high-end restaurant, an employed adult, most likely due to the high prices of this form of dining.

Against the overall perception that young people have a greater preference for fast food options, they continue to use bars very frequently, supporting local commerce, which contributes positively to the overall local economy. This indicates that the generation shift has not displaced traditional habits and young people remain entrenched in the colloquially named “bar culture” (COPE Catalunya, 2024). It is clearly seen that even though we think our behaviour is very different from previous generations, the results from the interview and the questionnaire are negating this idea and showing how it really is.

5.3 Innovation vs Customer Comfort

The survey results show that the younger generation is not as innovation-seeking as one would have expected. Much like the older generations, they also seek familiarity. The fact that most of the respondents would rather continue consuming the same products or visit the same establishment is a clear sign that if something works well, they are not willing to change it. This along with the fact that nearly 60% of the sample does not consider themselves to have ever felt bored towards an establishment or product, we can say that innovation is not what they are looking for, instead it is comfort and familiarity.

The search for comfort is a very interesting point extracted from the results, not only from the previous point, but also because the factor that respondents reported as the main cause for boredom was bad customer service. As previously mentioned, the product is very important, but it is not everything. People look for places in which they feel accepted and respected, and that is an aspect that companies have to develop and work on in order to be able to attract and retain the largest possible number of customers.

Despite innovation not being the top priority for the survey respondents when choosing a food service, it is still integral for the proper development of a brand. When it comes to companies innovating, the customers' needs and wishes should be kept as the central guideline. As participants stated they prefer to frequent the same places, companies should be aware that while they innovate, the customers are not looking for completely new unfamiliar ideas. The customers want to maintain their "comfortable bubble" and enjoy the familiarity of their favorite services. New offers, menu changes or seasonal dishes were the most appreciated innovative ideas by customers in the survey.

All of this also relates to the paper by Ha and Jang, where the authors explain how differences in personality traits affect the customers' quickness of growing bored. The companies should be aware of their target audience's traits and qualities to be able to optimize the services to their needs. Understanding their customers is crucial for finding the right balance between innovations and familiarity according to that consumer group's traits and preferences.

5.4 Strategic Recommendations for Organizations

The evaluation of all these aspects was intended to lead to the key question of this thesis: what actions can companies take to avoid customer boredom. There are several approaches that organizations could take to ease this problem they are facing. Below are three of the most effective solutions or approaches for decreasing customer boredom in the field of food service: comfort, quality service and personalization.

The first key aspect that organizations have to bear in mind is that they should prioritize customers' comfort over excessive innovation. Customers would rather stay in a familiar environment in which they feel comfortable. We have too much stress and anxiety in our society nowadays, which makes it difficult to be comfortable with ourselves (AXA, 2025). Food consumption is the "comfort bubble" for many consumers and companies have to aim to make their services as comfortable as possible for them.

This goal could be achieved through a few different methods; as customers prefer the familiar services, changes have to be treated more like an addition to prior services rather than a full transformation, for example by introducing temporary or seasonal dishes while keeping the usual menu the same. Additionally, an aspect to bear in mind is Spanish culture. As Spaniards are very attached to their roots, companies should use familiar elements such as traditional flavours or well known local products in their new

innovation proposals. This could offer the customer a feeling of belonging and consequently of comfort (INNOVA MARKET INSIGHTS, 2024).

The second aspect for organizations to consider is that for modern consumers the product is not the only important thing, both methods confirm that the treatment received and the service atmosphere are actually as important as the final product itself. According to the survey, sometimes even more important. Actions that companies could take to achieve this are for example live music that's adapted to the time of the day or the staff wearing costumes customized to the theme of the establishment. Anything that stimulates the customers' cognition and keeps them engaged is beneficial for avoiding boredom. Customer service plays a crucial role, the businesses have to make the customer feel warmly welcomed, the atmosphere should be inviting and the customers must be treated with respect.

The design of the establishment is also important, the marketing team has to be able to create welcoming and visually pleasing establishments, where the customer feels accepted. At the same time the branding should always be kept in consideration. This means that the target audience, product sold and culture of the brand have to be included in the decision making process. Additionally, the organizations need to make the client feel like they are a part of something bigger, not just a regular customer. Memberships or loyalty programs where the customers receive discount benefits and feel more included and heard by the company are valuable methods for achieving that aim.

As previously mentioned, the customer service team in an organization has a fundamental role in today's society for the efficient development of a firm. This relates directly to the Customer Relationship Management Theory (CRM), which promotes more relationship-building between the customer and firm rather than having pure transaction-based thinking (Mughuntan & Kalaiarasi, 2017).

The third approach organizations should have is to adapt the stimulus that customers receive to their own personal psychological profiles. As the interview has explained, boredom does not appear the same way in every person and it is a feeling that is currently still being studied. Practical things that brands can implement in their establishments or delivery apps is for example internal surveys or feedback requests in order to be able to detect boredom signals from the clients as early as possible. Organizations with modern technology are also able to create client profiles that are personalized and specifically adapt their offers and visual content to the customers.

As firms should aim to personalize their services to each individual customer as much as they can and it has been demonstrated that readiness of novelty seeking is dependent on personality traits, companies could carry out studies to see how their target audience reacts to variety. This experiment to study the effects of variety could be carried out by a group of researchers hired by a company with the capacity to begin a controlled experiment in which they would have to create two different groups. One group would be exposed to an unchanging, repetitive restaurant or fast food chain menu while another group would be exposed to a constantly rotating menu including new seasonal dishes and plenty of offers. After having followed these two groups, the psychologists could monitor consumer satisfaction, involvement, and return over time. To obtain the results and feedback from the participants, surveys such as the one used for this thesis or well programmed biometric markers like eye movement trackers or reaction time meters could be used. This would allow the company to evaluate what influence straight forward variation and novelty have on customer retention within their target audience and reducing customer boredom.

An additional idea that could have benefits for the companies to carry out an analysis on, would be the impact of the digital environments on the customers and how food delivery apps, marketing on social media, and online ordering systems increase or reduce consumer boredom. There are many interesting aspects to study. These insights could be able to offer important and valuable guidance for companies that are aiming to become more engaging and adaptive to different kinds of consumption experiences.

Finally, people like to feel unique and receive something that is different from what others have. This is where companies have to implement small experiences such as special beverages or personalized packaging to stimulate the clients and therefore better maintain their support. A good, straightforward example of this is Starbucks' idea of writing the customer's name on the cup. This small personalization is able to make the consumer feel more special and therefore likelier to return as a customer.

6. Conclusion

This thesis has been carried out to explore the phenomenon of consumer boredom in the food service sphere, with the goal of identifying its causes and suggesting practical solutions for companies to address them. The findings of the study aligned with the initial objectives and the most central questions were able to be answered. The main causes for consumer boredom discovered from all the methods applied in this study

were discovered to be the overall underutilization of cognitive abilities, poor customer service and lack of variety. The main solutions suggested based on the findings from this study are: prioritize comfort over change, invest in the other aspects of service rather than only the product and personalized treatment of customers.

The literature review and methods, interview and survey, used in the thesis were executed in a straightforward manner and offered insightful results that were very useful for crafting the solutions for organizations to reduce consumer boredom. The literature review and interview were able to offer the bases for the solutions with interesting ideas and concepts and the survey provided numerical support to those ideas. However, there were also some inconsistencies between the concepts offered by the interview and the results of the survey. One of these was the idea of a generational difference in consumption habits caused by the changing effects of boredom when a person ages. Based on the interview, a larger difference in the preferences between younger and older respondents was expected but in reality, within the sample of the survey, their answers were rather similar.

The idea that consumers are not necessarily looking for constant innovation and rather searching for comfort, provided by Müller-Boysen in the interview, held the most weight out of the findings of this study. Other concepts were also fundamental in the search for solutions. The idea that boredom is subjective and influenced by both psychological and contextual factors is not necessarily always taken into account when companies carry out their strategies when it is actually one of the most important aspects to require consideration.

The role of culture and service quality is also central in terms of food service consumption. The survey has shown how Spaniards perceive boredom and what factors could help them to reduce and avoid that boredom. The study offers evidence that Spanish citizens are still interested in the traditional forms of food service like bars. Regarding customer service quality, the survey shows its importance on the satisfaction of the customer, which is central to the idea of customers primarily seeking comfort. This study was carried out in the Spanish market and with the goal of helping Spanish organizations within the sector. It can be used as a guideline but should not be directly applied to other countries and cultures.

Based on these concepts, several feasible alternatives can be implemented by companies that are attempting to mitigate consumer boredom in the food service sector. Firstly, the

top priority for establishments and online delivery services should be to give customers the comfort they are seeking. It is also essential for building environments, physical and online, that center simplicity, familiarity, and emotional safety. Secondly, businesses are advised to introduce minor changes like rotating menus or seasonal offers or dishes that are able to add variation without disrupting the comfort zone of the customer, instead of big innovations that might upset regular and loyal consumers.

Third, staff training is becoming essential as employees have to be prepared to not only deliver good service but also to establish relationships with customers by having a friendly approach and personalized interactions. Companies in the food service sector could also consider investing into more unique concepts and themes to stand out. Finally, companies should make use of the digital tools that are currently available to collect data and create individualized customer profiles, allowing them to modify offers and experiences to adjust to every customers' needs and wants as well as to regulate the boredom levels of clients.

Despite the importance and relevance of the findings, this study has some limitations. The sample, even though it was quite broad in regards to the range of age, was mainly composed of young students and individuals within one personal and professional network, which may introduce bias. Therefore the sample is also likely composed of individuals from a relatively small geographical area of Spain. As a result, the conclusions may not have been entirely representative of the whole Spanish population. Also, the interpretation of qualitative data, from the interview, has a degree of subjectivity that could have ended up influencing the results. These limitations should be considered when applying the conclusions of this study to broader business contexts.

This study was aimed to help companies to fix consumer boredom problems in the sector of food service consumption but it can also be used for further academic research regarding consumer boredom. While this thesis is set in the context of the Spanish market, the same theories and methods could be applied for studies regarding consumer boredom in the food service sectors in other markets. The concept of consumer boredom could also be further studied in different sectors of the Spanish market to see how its impact differs across the industries. As Müller-Boysen mentioned in the interview, some of the causes behind emotions are still being studied. The availability of that research will benefit the studies done on consumer boredom in the future.

Understanding and combating consumer boredom is critical for the future of organizations in order to carry out their business strategies in the most effective way and obtain better results in both the short and long term.

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Table of Figures

Figure 4.2.1.1 Gender Distribution of Survey Participants.....	12
Figure 4.2.2.1 Frequency of Eating Out or Ordering Food Delivery.....	13
Figure 4.2.2.2 Preferred Types of Food Services.....	13
Figure 4.2.3.1 Main Causes of Consumer Boredom in Food Services.....	15
Figure 4.2.4.1 Consumer Preferences for Innovation in Food Services.....	16

Appendix

A.1. Interview

Interview carried out with Thekla Josefine Müller-Boysen by Martín Orga Nebra on the 2nd of May 2025. The conversation was auto-transcribed with Microsoft Teams.

Martín Orga Nebra 0:58

Hello.

Thekla Josefine Müller-Boysen 0:59

Hi, how are you?

Martín Orga Nebra 1:01

Good. How are you?

Thekla Josefine Müller-Boysen 1:03

Little bit hot starting here, but I think next to stain it's nothing.

Martín Orga Nebra 1:05

Yeah, yeah.

In Spain it's a little bit probably warmer than there, but.

Thekla Josefine Müller-Boysen 1:13

OK.

Martín Orga Nebra 1:13

But when thank. Thank you very much for for your time and for accepting this interview.

Thekla Josefine Müller-Boysen 1:18

No worries.

Martín Orga Nebra 1:20

I would like first of all, if you give me the permission to record and then of course use it for my for my thesis. If it's OK for you.

Thekla Josefine Müller-Boysen 1:27

That's all right.

Martín Orga Nebra 1:29

Thank you.

So I'm going to try to be quick and not steal much of your time.

Thekla Josefine Müller-Boysen 1:34

OK.

Martín Orga Nebra 1:35

1st I'm going to well explain a little bit what my thesis about.

So you have like a little bit of context.

Thekla Josefine Müller-Boysen 1:44

Good.

Martín Orga Nebra 1:45

The title of my thesis.

Is a consumer boredom and how it affects organizational in the book industry.

But I am more focused like more specifically regarding like restaurants, food delivery and like typical fast food chain like McDonald's or Burger King.

Thekla Josefine Müller-Boysen 2:02

OK.

Martín Orga Nebra 2:04

And I am interested in both like first day emotional side of the consumer and then to put it a little bit more in my in my field of study how companies can adapt.

To to this phenomenon.

Thekla Josefine Müller-Boysen 2:16

OK.

Nice. Sounds interesting.

Martín Orga Nebra 2:18

Yeah. How do you find it? Quite interesting.

So I don't know.

Maybe if you want to present yourself a little bit like.

Yeah.

Thekla Josefine Müller-Boysen 2:29

Yeah, my name is miguela boisen.

I'm a scholar in Denmark, in the city of August, and I have been researching boredom for the last three years or around three years. Yeah. And I'm mostly focusing on the interpersonal outcomes. So as the boredom emotion like what kind of? Behaviour or beliefs we develop towards other people when we are bored. That's kind of my main topic I would say.

Martín Orga Nebra 2:59

OK, perfect.

Very interesting.

So first of all, I'm going to like divide the question in two.

First of all, like a little bit of an introduction, sorry of what's boredom like more general terms and then a little bit more in that context that I'm starting off with consumption.

Thekla Josefine Müller-Boysen 3:15

Yeah. OK.

Martín Orga Nebra 3:15

So the first question is basically how would you define boredom from a like a psychological perspective?

Thekla Josefine Müller-Boysen 3:24

OK, when I speak to people, I talk about boredom as a feeling where you know something is itchy, but you don't know where to scratch, that helps often quite a lot, it's kind of this. The working definition boredom is an aversive feeling of being unsatisfied with the current activity you are doing but not knowing where to go to. So, it's kind of this, on one hand, I would clearly state as it as an emotion that is aversive. So, it's not a nice feeling quite not often people say this “Oh, I would love to be bored again”. In general, once you're bored, you want to get out of it. But then we come to the second problem, and that specifically is that when people are bored most of the time they don't know how to get into the activity again.

Martín Orga Nebra 4:15

OK.

Thekla Josefine Müller-Boysen 4:15

That's how I would define it.

Martín Orga Nebra 4:17

OK. And and I don't know if you know like what kind of role, I don't know if there is an explanation of what kind of role does boredom play like in human behavior or why do we have?

Thekla Josefine Müller-Boysen 4:30

We have all our emotions with some kind of functions. I mean, most of all the emotion theories say that emotions should have a function and for example, for emotions like grief, we are yet not 100% sure what is the function behind the emotion, but for example.

With something like frustration normally arises when you you have a goal but you don't

know how to get to that goal or anger. When someone is keeping you away from your goal or happiness. Once you achieve a goal. So in general, as a human being, we are kind.

Of goal.

And I would say that the function of boredom or that we do feel bored because it has a function and the function is kind of telling us that something we are doing right now is not in line with our goals and that might not necessarily be goals that.

You are conscious of, but it can also be an unconscious idea that you would like at some point.

I don't know.

You are lonely and you want to interact with someone or something and kind of boredom tells you this is don't look in this direction. Look somewhere else.

Martín Orga Nebra 5:31

OK, thank you. And do you think nowadays boredom is increasing in our society and what's the reason in case it is?

Thekla Josefine Müller-Boysen 5:48

Yeah, I think it's a very interesting question and it's something that we discuss quite often in the scientific community. First of all, I'm not 100% sure if we are more bored than generations before us. I think it might be easier to stay in kind of a boredom state because, for example, imagine you are on a phone using Instagram or something like that and it's kind of this doing something but quite often, if you could imagine, that one of your friends calls you and says something like, "Hey, what are you doing?". Are you actually saying I'm busy scrolling on Instagram or are you kind of in this "Oh, I'm doing nothing". So, I think nowadays we might have more opportunities to be in a boredom state without realizing it, while others say oh, now you can do something all the time, watch the videos or something so we should have less boredom. But I think in general I would say we kind of are still the same as our grandparents. It's just that we might sometimes stay longer in it or do different things while being bored. If that makes sense.

Martín Orga Nebra 6:52

Bob.

Yeah, it makes makes a lot of sense, OK.

Thank you.

Now I'm going to focus a little bit more like in the topic of food consumption.

This is the if do you know like what could be the like the characteristic that make food

food product or like the consumer experience like take what Bursa customer can be like? Maybe I function a lot in maybe repetitive menus or.

That the brands are to establish like McDonald's or Burger and we are.

A little bit bored of traditional brands or maybe the delivery.

I don't know what what it could be that causes to the customers problem.

Thekla Josefine Müller-Boysen 7:31

You mean now what?

Sorry I have to rephrase that one time.

Martín Orga Nebra 7:34

Yep.

Thekla Josefine Müller-Boysen 7:34

You mean like, what makes a food boring or what?

Martín Orga Nebra 7:38

No.

Thekla Josefine Müller-Boysen 7:38

Like, why does boredom sense it's towards food?

Martín Orga Nebra 7:42

Exactly.

Thekla Josefine Müller-Boysen 7:43

OK.

Yeah. So the second one.

Martín Orga Nebra 7:45

Yeah. The second one, yeah.

Thekla Josefine Müller-Boysen 7:47

I would say that if you... Let's go back to the example with the scrolling, I could use that for the food example as well, because if you think about it and you scroll and you're kind of bored and you're in a state of boredom, you want to engage into something, but you don't know really what to do. You're looking for something satisfying, but you don't know what to do, and I would say with food we can happen the same. So, for example, maybe you are hungry and your body in general wants to have, I don't know, beetroot and eggs because you're craving something that puts iron back in your body and protein. But quite often we kind of just eat instead of fulfilling the need that we have. And I would say quite often we find ourselves in those situations at some kind of food temple

just trying to get rid of this not being satisfied, but quite often when we eat, we don't necessarily find what is satisfying.

Martín Orga Nebra 9:00

Yeah.

OK.

Thank you.

Thekla Josefine Müller-Boysen 9:02

Does that make sense?

Martín Orga Nebra 9:02

Thank you very much.

Yeah. Yeah. A lot of things.

Thekla Josefine Müller-Boysen 9:05

OK.

Martín Orga Nebra 9:06

The next question is how do you think that that an excess of options like for example now in delivery apps we entered without like everything we want Pizza, Burger, kebab all all kind of food?

How do you think it influence like boredom? Can maybe abundance of of different thing to choose generate like demotivation or it's the opposite like the more the better?

Thekla Josefine Müller-Boysen 9:35

OK, I think in general.

I mean, you will be entertained for a moment.

So the boredom might be going for a moment. For example, when you try to choose your food.

And for that, I could imagine that some kind of selection might help. On the other hand, when you are choosing because you are not when you're choosing something to order, not because you're hungry, but more because you don't know what to do with your night. And so you.

Looking over it then.

Anyway, nothing might necessarily.

Satisfy your need, so maybe it doesn't matter how many choices you have.

Martín Orga Nebra 10:06

Yeah.

Thekla Josefine Müller-Boysen 10:10

And once it's there, I would kind of.

Stay the same.

I mean, if you're really just hungry, then it would of course help to get away the feeling.

Martín Orga Nebra 10:18

Yeah. Good.

Thekla Josefine Müller-Boysen 10:18

But if you are, if you're kind of just ordering to be entertained, then I think afterwards you would still feel hungry.

And I I I would suggest but I don't have any data for that. But I would suggest the more exciting something sounds.

The more easily people would go for it then to order.

I don't know if you have the same in Spain, but here in Germany, for example, right now I'm in Germany, not in Denmark.

We have a lot of those, like you said, Kibb places and then for example, now we have.

Martín Orga Nebra 10:46

Yeah.

Thekla Josefine Müller-Boysen 10:51

Like the money heist from this movie? Yeah, and the lines.

Martín Orga Nebra 10:54

Ah yeah.

Thekla Josefine Müller-Boysen 10:57

In that one, I like the craziest one that I don't necessarily think is because they have the best kebab, but it's kind of this.

Oh, it's either squid game or it's money heist or whatever.

So it's kind of the this layout of the kebab.

How do you say that chop?

Martín Orga Nebra 11:10

Yeah. Like the place. Yeah, exactly.

Thekla Josefine Müller-Boysen 11:11

Yeah, it should already be kind of exciting.

And then people are following up on it, so.

Yeah, I think that already shows a little bit.

Martín Orga Nebra 11:19

Oh yeah.

Thekla Josefine Müller-Boysen 11:19

We are more looking for the sensation than we are looking for the actual food and that is I think is quite often driven by boredom.

Martín Orga Nebra 11:23

The code, yeah.

Yeah, for sure.

Thank you.

So the next question is what role do you think that?

Novelty or supplies or surprise?

Sorry, play introducing bottom in the food construction like for example all the time.

Renewal of the menu.

New kind of do you think that this is a maybe, I don't know from the psychological perspective of this long term could be for companies like a long term solution to keep people entertained.

Or it's just a short term solution that people are going to still get bored even though you keep surprising and cheating menus and doing new things.

Thekla Josefine Müller-Boysen 12:07

It does help.

I would say it does help.

I also don't data for that, but I think in general the novelty helps keeping people engaged and also keeping people.

Maybe especially helps when a product isn't that good, because I mean in general also when you would talk about, I'm going to get food because I'm hungry and not because I'm bored. Then you would go for the place where you just know it's the good food, isn't it?

So instead of when you're more like in this, OK, I don't know what to do with my Thursday night and nothing is open.

Martín Orga Nebra 12:29

Yeah.

Thekla Josefine Müller-Boysen 12:35

I think it is the novelty that brings the people towards.

That activity.

Martín Orga Nebra 12:41

OK. Yeah.

Direction is if you.

Think that boredom is.

These are more personal opinion.

Maybe if you think that boredom can be positive, a positive driver for innovation, you know, for the company that they should consider, OK.

Customers get bored. OK? So from this basis we are going to develop our products or develop our marketing or like have any competitive advantage. Do you think it's a good idea for companies to study the bottom of consumers and from there?

Like do the basis to do a marketing study or or a campaign promotions.

Thekla Josefine Müller-Boysen 13:22

Can definitely work like if you're just thinking about like, how can I get more customers?

I think talking about thinking about boredom and then thinking how we can address this.

Feeling is is something that will work.

Yeah, I mean you can look at it from the other way around.

Like how?

How afraid people are to be perceived as a boring person, or to be like if I tell you, hey, let's Martin, let's go and do something really boring. You would tell me like, absolutely not.

I'm not doing that even though you don't know what we're going to once I kind of come over this line and tell you whatever we are doing.

Martín Orga Nebra 13:48

Yeah.

Thekla Josefine Müller-Boysen 13:54

Was going to be exciting. People are way more likely to go for it.

Martín Orga Nebra 13:59

OK, perfect.

And I don't.

Because of course, I mean you are an expert.

You are not an expert at food consumption specifically.

Thekla Josefine Müller-Boysen 14:07

Yeah, no worries.

Martín Orga Nebra 14:08

I I don't know if if you know any kind of study or I don't know any fact if.

Board of manifest differently input consumption.

Compare for example to other sectors such as. I don't know, fashion, clothing or technology.

Or is it similar like bottom?

It's similar in every aspect.

Thekla Josefine Müller-Boysen 14:31

Umm.

I don't know of any studies. I know that, for example, there's one study that looks also into kind of predicting trends using boredom.

So it's it's like a yeah, they kind of play around with what kind of colour comes next for clothes.

I think Emma also not such a big fan of that study, but it kind of works.

So what?

I would say to that is that.

Regardless of finding or having right now no idea about studies, I mean we have a lot of studies about binge eating and that people overeat once they are born.

And when I bore you, you're more likely to eat more M and Mississippi.

Or something.

I would say that it would work nicely with food because in a lot of emotional situations you kind of have this connection between your body and your mind.

So it is always in a bodily reaction that comes with emotion, maybe just very small, but for example you can see people cry out of happiness, out of anger. You can see people running away out of fear.

So your body follows and I would say that food is one of the things that.

Your body also reacts to so with this need of of you want something engaging. You want something doing.

I could feel that filling your body.

Could work from that direction, but again, I don't think we have a study that specifically tests for that, but we have kind of the trend that people over eat.

But I would say from that perspective, it would work nicely.

It may be better than I'm telling you.

Oh, you can wear the sweater, and then it's like giving you some kind of satisfaction.

Martín Orga Nebra 16:03

Yeah.

Thekla Josefine Müller-Boysen 16:06

I mean, I think then more go about.

Proud of it? Yeah. How proud people are.

Like I don't that kind of stuff.

Martín Orga Nebra 16:13

OK, perfect.

Thekla Josefine Müller-Boysen 16:15

Yeah.

Martín Orga Nebra 16:16

The next question will touch a little bit this topic. I think it was like at the very beginning of the of the interview conversation, but I do it again.

Maybe if a different, I don't know if you know if there is any age group or psychological profile.

Most like more, more likely to be born to regarding what they consume. Maybe young people or what I don't.

Any psychological characteristic that maybe you know that they are more.

Easily bored.

Thekla Josefine Müller-Boysen 16:47

And we definitely we find that boredom decreases with age.

So the younger the people are, the more they bought they are. I mean, you can also just if you look at kids, I think that kind of a self explaining and then the older you get, you're kind of more sure of less bored. And I think one of.

The reasons is because you're more sure of what serves yourself like. You have to learn kind of what entertains you or what gives you satisfaction.

From the personality we we don't have that much data.

That's something that people are still working on because for a long time, boredom wasn't that interesting.

But for example, we find that bottom prone individuals for example are also close to depression anxiety.

Drug use.

Drug abuse.

So it's kind of this there you can also see that they are looking for something and we also see that.

Boredom prone individuals.

People that are easily bored most likely also have some kind of.

Difficulty with their regulation mode.

So they quite often struggle to get into activities.

So there could also see with food consumption for example.

If there's just, there's one promotion that is overly strong. Maybe they just follow up that promotion because then they don't have to think more about what to do or something that could work.

Martín Orga Nebra 18:00

OK, OK, great. And I'm going to finish last last question. So I don't steal much of your time.

Thekla Josefine Müller-Boysen 18:06

No worries.

Martín Orga Nebra 18:10

This also we talk a little bit about it, but what difference can it have?

I don't know, like from a psychological perspective to get bored from a specific plan or a specific, I don't know.

I put all the example.

I get bored of McDonald's compared to the fact of getting bored from eating out or the input like are there any? Are they different?

Like different phenomenon or like there are very related.

Thekla Josefine Müller-Boysen 18:39

I would say it's the same phenomena, but it kind of gets different.

Yes, promoted by different staff then. For example, if you think in psychology, we talk about those internal and external motivations or internal and external reasons. And with your question I could think about for example if.

You prepare food by yourself and then you are disappointed by it.

Then you are your own reason.

So maybe.

Or you are, it's your fault.

So maybe you are less disappointed by it.

Could also be that you are more, but I would say you're less disappointed because you're also not paying for it or anything.

But once you order food or you go out, I would say that you are more likely to put it external on other person, whatever the chef or the waitress or whatever it is that the food is bad, which might lead to more disappointment, which could also kind of.

Martín Orga Nebra 19:16

Yeah.

Thekla Josefine Müller-Boysen 19:34

Lead to.

I wouldn't say that, at least to my bottom, and I would say that it leads to definitely more disappointment and thus the whole experience might get like a little bit of a boring.

Shadow on it, I would say, and I would. I would say that happens more when you go out and go somewhere and for ordering food it could be for ordering food.

Martín Orga Nebra 19:47

OK.

Thekla Josefine Müller-Boysen 19:57

It should actually be the same. I think that you might also be more likely to give the external reason and therefore boredom.

Or boredom towards the thing may increase because you feel like someone else did it to you.

So it's kind of your agency's taken away on the other hand, preparing food by yourself all the time might also be boring.

Yeah. But I would say that you might be more likely to be bored than afterwards, but other stuff.

Martín Orga Nebra 20:22

OK. OK. Perfect. Thank you.

Thank you very much for everything.

I hope you enjoyed it.

I hope you enjoyed it also a little bit.

So again, thank you.

Thank you very much for your time.

Thekla Josefine Müller-Boysen 20:35

Yeah. Pleasure.

Thank you.

You too.

And thanks for being earlier available.

Say hi to Sergio and then have a good time.

Martín Orga Nebra 20:40

Of course.

Thank you.

You too.

Thekla Josefine Müller-Boysen 20:44

Good luck with the taste.

Martín Orga Nebra 20:44

Have a nice day. Thank you.

Thekla Josefine Müller-Boysen 20:45

You too. Bye.

Martín Orga Nebra 20:47

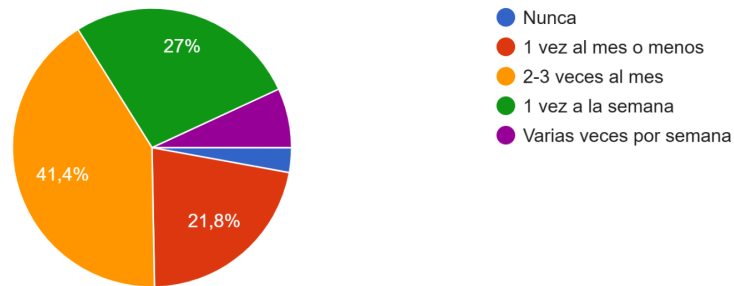
Bye.

A.2. Survey

Survey created by Martín Orga Nebra on Google Forms and answered by a total of 174 participants.

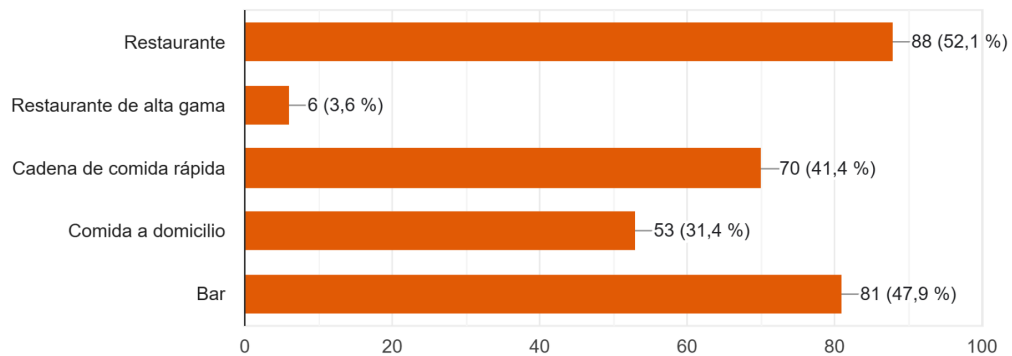
1. ¿Con qué frecuencia sueles comer fuera de casa o pedir comida a domicilio (ya sea de bares, restaurantes o cadenas de comida rápida)?

174 respuestas



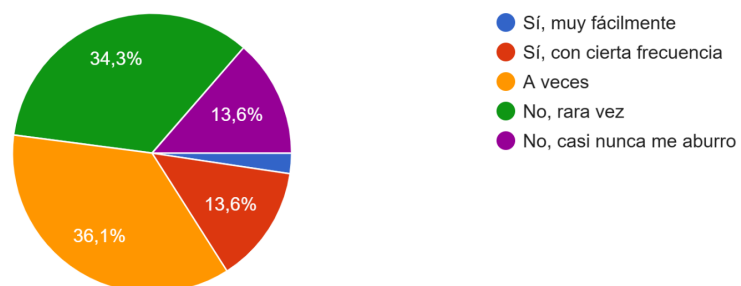
2. ¿Qué tipo de servicio sueles frecuentar más a menudo? (Puedes marcar más de una casilla)

169 respuestas



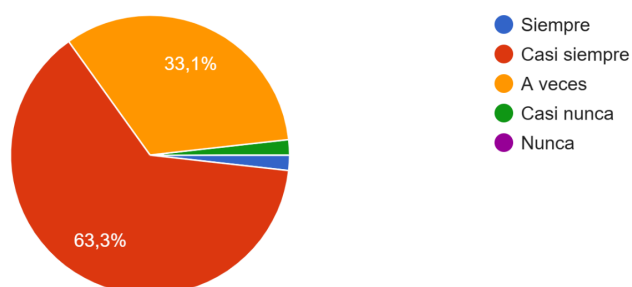
3. ¿Consideras que eres una persona que te aburres con facilidad?

169 respuestas



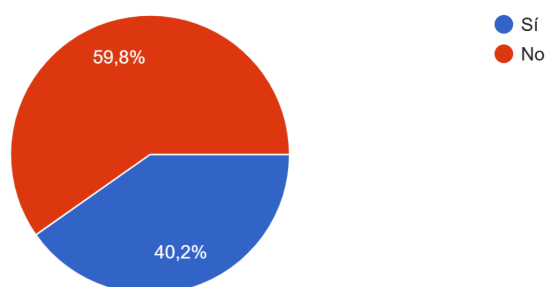
4. ¿Con qué frecuencia sueles consumir los mismos productos o acudir a los mismos locales?

169 respuestas



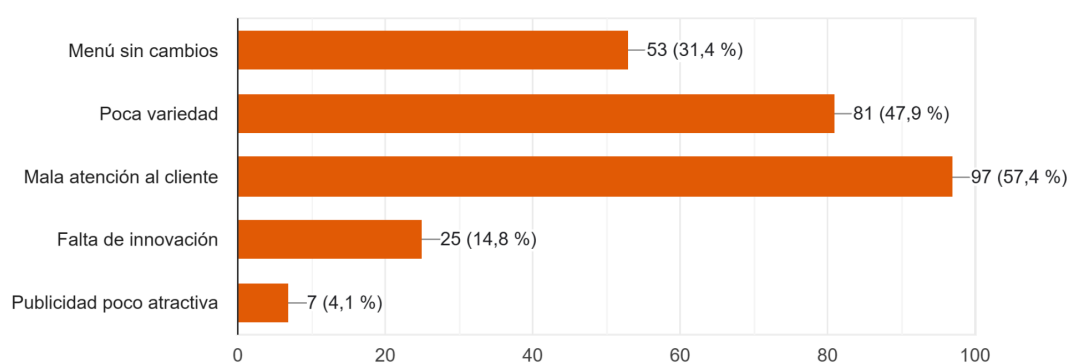
5. ¿Has dejado de ir a un establecimiento o de consumir un producto por aburrimiento o por ser muy repetitivo?

169 respuestas



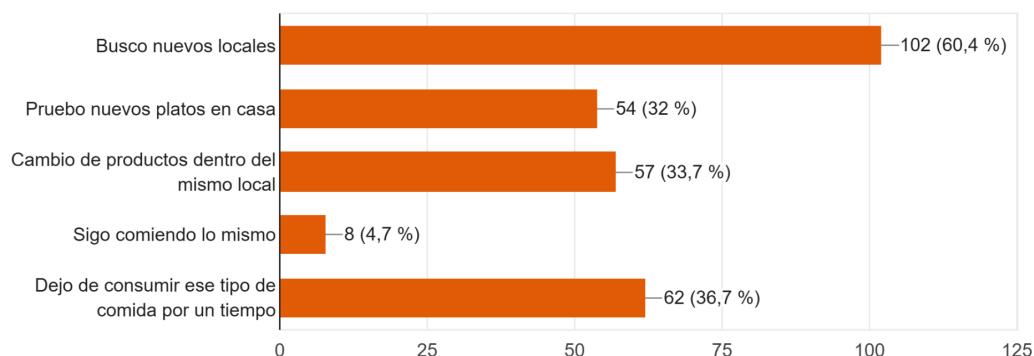
6. ¿Qué factores crees que te han podido aburrir? (Puedes marcar más de una casilla)

169 respuestas



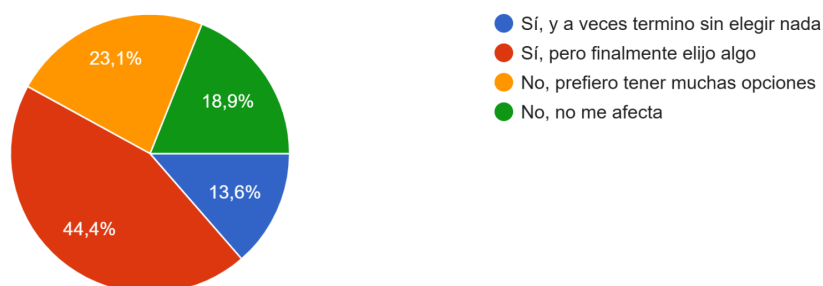
7. ¿Qué haces cuando sientes aburrimiento respecto a tus opciones habituales de comida? (Puedes marcar más de una casilla)

169 respuestas



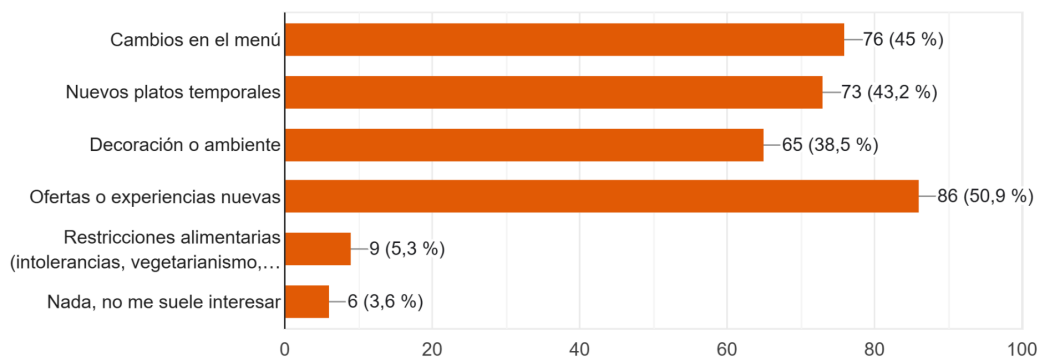
8. ¿Te has sentido abrumado/a por tener demasiadas opciones al pedir comida (por ejemplo, en apps de comida a domicilio)?

169 respuestas



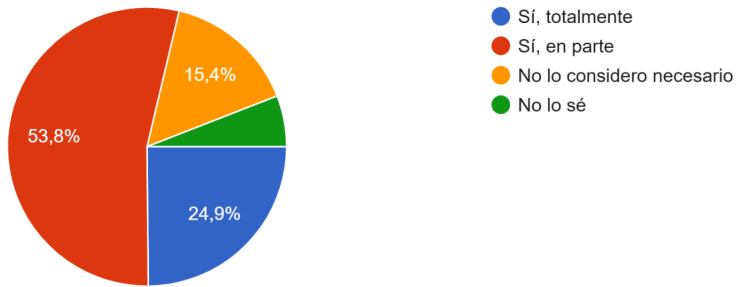
9. ¿Qué te llama más la atención cuando un local quiere innovar? (Puedes marcar más de una opción)

169 respuestas



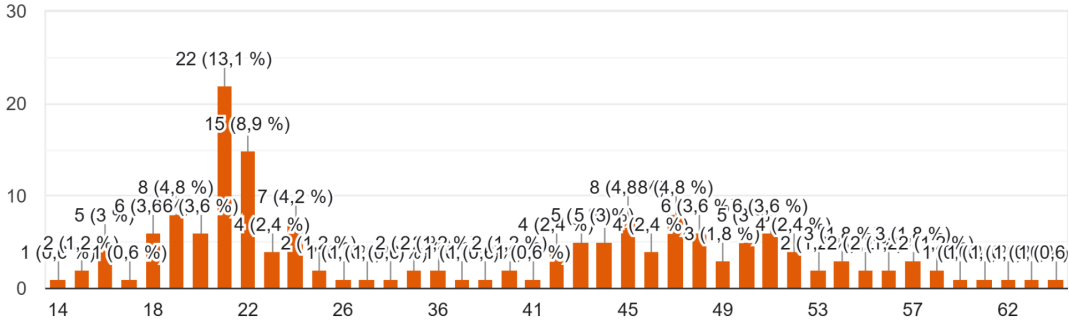
10. ¿Crees que las empresas de comida deberían innovar más para evitar que los consumidores se aburran?

169 respuestas



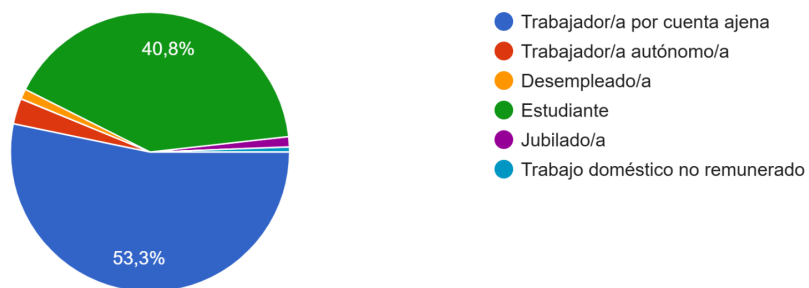
11. Edad

168 respuestas



12. ¿Cuál es tu situación laboral?

169 respuestas



13. Sexo

169 respuestas

