

University of Nebraska at Kearney

OpenSPACES@UNK: Scholarship, Preservation, and Creative Endeavors

Mountain Plains Business Conference

Oct 4th, 11:00 AM - 11:50 AM

Leveraging Machine Learning for Wellbeing Research in Marketing: Enhancing Federal Nutrition Programs and Food Decision-Making

Rohini Daraboina
rohini.daraboina@sdsstate.edu

Andrea Leschewski
South Dakota State University

Follow this and additional works at: <https://openspaces.unk.edu/mpbc>



Part of the [Marketing Commons](#)

Daraboina, Rohini and Leschewski, Andrea, "Leveraging Machine Learning for Wellbeing Research in Marketing: Enhancing Federal Nutrition Programs and Food Decision-Making" (2024). *Mountain Plains Business Conference*. 2.

<https://openspaces.unk.edu/mpbc/2024/marketing/2>

This Abstract is brought to you for free and open access by OpenSPACES@UNK: Scholarship, Preservation, and Creative Endeavors. It has been accepted for inclusion in Mountain Plains Business Conference by an authorized administrator of OpenSPACES@UNK: Scholarship, Preservation, and Creative Endeavors. For more information, please contact weissell@unk.edu.

TITLE: Leveraging Machine Learning for Wellbeing Research in Marketing: Enhancing Federal
Nutrition Programs and Food Decision-Making

AUTHORS: Dr. Rohini Daraboina, Dr. Andrea Leschewski

TRACK: Marketing

Leveraging Machine Learning for Wellbeing Research in Marketing: Enhancing Federal Nutrition Programs and Food Decision-Making

Abstract

Machine learning offers innovative tools to enhance research on federal nutrition programs and food decision-making, moving beyond traditional methods. Algorithms extract key features to pinpoint potential program issues, allowing for more refined predictions about participation and behavior using large-scale data, unlike prior studies that typically rely on controlled lab settings. We propose a case study using machine learning to predict participation in a major nutrition education program, with implications for diet quality and food security. Validation of machine learning insights will involve qualitative research and surveys. This approach demonstrates the potential for connecting wellbeing research and marketing by offering deeper insights into participant behavior and program effectiveness, which can inform marketing strategies for promoting healthier food choices and improving public health outcomes.