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Food Industry AI Service Adoption Process from a Wellness Perspective: A Case Study*

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Abstract

This study presents a comprehensive analysis of AI service adoption in the food industry through a wellness-oriented perspective, utilizing a systematic literature review of publications from 2014 to 2024. Through an extensive examination of relevant literature, we identify three critical dimensions: the transformative impact of AI on consumer health and well-being, the fundamental challenges in AI service implementation, and strategic frameworks for successful adoption. Our findings demonstrate that AI services manifest primarily in three distinct forms: process automation, cognitive insights, and cognitive engagement, with cognitive insights emerging as the predominant form, particularly in quality control and supply chain optimization. The research reveals significant challenges, including data quality management, organizational resistance, and workforce adaptation, while emphasizing the critical importance of balancing technical innovation with wellness value creation. We contribute to the existing literature by developing an integrated theoretical framework that synthesizes technological, organizational, and wellness perspectives in AI adoption. The study provides both theoretical contributions through a novel wellness-centric approach to AI adoption research and practical implications by offering strategic guidelines for food industry practitioners. Our findings suggest that successful AI implementation requires a holistic strategy that encompasses technological advancement, organizational transformation, and sustainable wellness value creation, thereby advancing the theoretical understanding of AI.

Keywords: Artificial Intelligence, Food Industry, Service Adoption, Wellness Perspective, Digital Transformation

JEL Classification Code : L66, O33, M15, I19, L15

1. Introduction

In the era of the Fourth Industrial Revolution, advances in artificial intelligence (AI) technology are revolutionizing many industries. In the food industry in particular, the adoption of AI technology is having a direct impact on the production, processing, and distribution of food, as well as the health and wellness of consumers. According to a study by Misra et al. (2020), the adoption of AI in the food industry has gone beyond mere productivity improvements and is creating new value in the form of sustainable food production and improved consumer health. The adoption of AI technology in the food industry is important for three main reasons. First, in terms of food safety and quality control. According to the Food Industry 4.0 concept presented by Hassoun et al. (2018), AI technology can dramatically improve food safety through real-time quality monitoring and predictive maintenance. In particular, quality prediction models based on big data analytics can play a big role in preventing food safety incidents in

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advance. A study by Chen et al. (2014) reported that a quality management system based on big data can significantly improve food safety. Second, there is the aspect of personalized nutrition management. A study by Antons and Breidbach (2018) shows that AI-based data analysis can accurately identify individual nutritional needs and provide personalized food products accordingly. A study by Al-Qudah (2022) found that companies that adopted AI-based personalized nutrition management services showed an overall improvement in consumer satisfaction and health-related indicators. Personalized service is also an important value for robot-served restaurants. Cha (2020) found that South Korean consumers value the ability to provide personalized service along with the coolness of robot services, and Kwak et al. (2021), a study of older consumers, found that personalized menu recommendations that take into account individual health conditions and dietary preferences are key motivators for robot-served restaurants. Furthermore, a study by Kim and Cha (2024) showed that over time, consumers became more aware of the value of personalized service through robot services. This suggests that AI-powered personalized services are becoming an important innovation driver in the restaurant industry. Third, there is the aspect of building a sustainable food production system. Kamble et al. (2018) predicted that AI technology will be a key driver for improving the sustainability of the food industry. Smart farm systems using AI have been shown to reduce water usage and improve energy efficiency, and a study by Wamba et al. (2018) reported that food waste can be effectively reduced through AI-based supply chain optimization.

However, the adoption process of AI services in the food industry is fraught with challenges. As Davenport and Ronanki (2018) point out, the successful adoption of AI technology requires not only technical aspects but also organizational and cultural changes. In particular, the introduction of AI services from a wellness perspective requires a more deliberate approach. According to a study by Jarrahi (2018), the main barriers to AI adoption include data quality issues, resistance from organizational culture, lack of specialized personnel, and investment costs. This study aims to analyze the adoption process of AI services in the food industry from a wellness perspective. Specifically, this study has the following objectives First, analyze the impact of AI adoption on consumers' health and well-being. Second, to identify the main challenges in the adoption process of AI services. Third, we propose strategic measures for successful AI adoption from a wellness perspective. The academic significance of this study is as follows First, unlike previous AI adoption studies, which mainly focus on technical and economic perspectives, this study brings a new perspective: wellness. As emphasized by Rai et al. (2019), the true value of AI technology lies in improving the quality of human life. Second, by analyzing the process of AI adoption in the specific context of the food industry, industry-specific implications can be drawn. Third, we present an integrated view of theory and practice through literature review and case analysis. The practical significance of this study is that it provides practical guidelines for food companies to adopt AI services from a wellness perspective. As West (2018) showed, the success of AI adoption depends on the strategic approach to the adoption process rather than the technology itself. Therefore, the results of this study are expected to be a useful reference for food companies to establish AI adoption strategies.

2. Literature Review

The adoption of AI technology is becoming an integral part of the digital transformation of the food industry. A study by Xu et al. (2018) shows that in the era of the Fourth Industrial Revolution, AI technology is driving transformational change across the food industry value chain. In particular, according to the Food Industry 4.0 framework presented by Hassoun et al. (2018), the adoption of AI technologies facilitates the digitization, intelligentization, and automation of food production, which leads to significant productivity and efficiency gains.

A key value of AI technology is its predictive capabilities. According to Agrawal et al. (2022), AI can effectively support business decision-making by improving the accuracy of forecasts in various areas such as demand forecasting, quality forecasting, and shelf life forecasting of food products. In particular, prediction models utilizing deep learning technology have been found to have significantly higher accuracy compared to traditional statistical methods. A study by Gandomi and Haider (2015) demonstrated that AI-based prediction models have higher prediction accuracy than traditional statistical methods, especially for data with complex patterns.

A study by Chen et al. (2014) analyzed the synergies of combining AI and big data in the food industry. They showed that the combination of big data analytics and AI technologies can create innovative outcomes in terms of improving food safety, optimizing quality control, and streamlining the supply chain. In particular, they found that predictive quality management systems using real-time data analysis can significantly reduce food safety incidents.

In terms of types and applications of AI services, Davenport and Ronanki (2018) categorized AI services into three types: process automation, cognitive insights, and cognitive engagement. Process automation refers to the use of AI to perform repetitive and routine tasks, cognitive

insight refers to the use of data analysis to support decision-making, and cognitive engagement refers to the use of AI to interact directly with customers. In the food industry, the cognitive insight type of AI service is particularly important. According to Antons and Breidbach (2018), AI services based on cognitive insights have shown positive results in food quality control, supply chain optimization, and consumer preference analysis.

The adoption of AI services in the restaurant industry can be explained through the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) theory. Jung and Cha's (2022) study analyzed consumers' attitudes toward restaurant service robots based on UTAUT2 theory and found that performance expectancy and facilitating conditions have a significant impact on acceptance intention. In addition, a study on the impact of SNS characteristics on customer satisfaction and online reviews (Kim & Cha, 2023) emphasized the importance of customer experience through digital platforms.

Tao et al. (2018) explained that the combination of digital twin technology and AI contributes significantly to the optimization of food production processes. The real-time data collected through digital twins is used as training data for AI algorithms, which has been shown to improve the efficiency of the production process. Most notably, the combination of digital twins and AI has significantly improved the consistency of food quality and reduced the reject rate.

The role of AI services from a wellness perspective is becoming increasingly important. Brynjolfsson and McAfee (2014) argue that AI technology should evolve beyond simple automation to improve human well-being. In the food industry in particular, they argue that AI technology can improve the quality of human life by optimizing nutrition, improving food safety, and promoting sustainability. Kaplan and Haenlein (2019) analyzed the impact of AI services on consumer health and wellness, emphasizing the importance of AI's role in the food industry.

Misra et al. (2020) analyzed AI applications in the food industry and identified three main areas from a wellness perspective. The first is personalized nutrition management, where AI analyzes an individual's health status, dietary habits, and lifestyle to provide optimal nutrition solutions. This has been shown to improve nutritional imbalances and improve diet-related health indicators. Second is food safety assurance, where AI-based quality control systems monitor food safety in real time and prevent risks. The third is sustainable food production, where AI can support environmentally friendly and healthy food production methods.

A study by Wamba et al. (2018) analyzed the impact of AI-based supply chain management on sustainability in the food industry. Their study found that AI-enabled demand forecasting and inventory management optimization can reduce food waste and reduce energy consumption during transportation. It was also found that real-time monitoring and predictive maintenance can maintain food freshness and minimize losses during distribution.

On the organizational side of AI service adoption, there are a number of challenges. Bresciani et al. (2018) explained that the adoption of AI services requires ambivalence from organizations. Organizations need to explore innovative AI technologies while simultaneously increasing the efficiency of existing tasks. According to their research, successful AI adoption requires organizations to balance “exploitation” and “exploration,” which requires a clear digital transformation strategy with flexibility in organizational structure.

A study by Sivarajah et al. (2017) systematically analyzed the key factors for successful AI adoption. They identified an organization's data management capabilities, change management capabilities, and technology acceptance as key success factors. For data management capabilities in particular, data quality, security, and governance are all important sub-factors. The study found that organizations with the right mix of these factors are more likely to succeed in AI adoption.

A study by Al-Qudah (2022) analyzed the main organizational challenges in adopting AI services. The main challenges identified include data quality management, workforce retraining, process redesign, and organizational culture change. In particular, data quality management was found to have a direct impact on the performance of AI systems by ensuring that data is accurate, consistent, and complete. They also emphasized that improving AI literacy among organizational members is a key factor for successful AI adoption.

Meanwhile, Rai et al. (2019) analyzed the adoption of AI services from the perspective of building human-AI hybrid systems. Their study emphasizes that AI should be developed to complement, not replace, human capabilities. In the food industry in particular, they argue that AI's analytical capabilities and human expertise should be blended to create better decisions and outcomes. Research shows that organizations that adopt a human-AI collaboration model perform better.

Jarrahi (2018) further developed the concept of human-AI symbiosis, presenting a framework for the division of roles between AI and humans in organizational decision-making. According to this framework, AI should ideally be responsible for data-driven analysis and pattern recognition, while humans should be responsible for intuitive judgment and strategic decision-making. They emphasized that AI's analytical results and human professional judgment should be complementary, especially in wellness-related decisions.

A study by West (2018) analyzed the impact of AI adoption on organizational work styles and job structures. They found that while AI automates simple repetitive tasks, it also creates new types of jobs. In the food industry in particular, new roles such as AI system administrators, data quality managers, and AI-human collaboration coordinators are becoming important. This suggests that organizations need to invest in retraining and upskilling their workforce during the AI adoption process.

Taken together, these previous studies suggest that the successful adoption of AI services in the food industry requires a balance of technical and organizational aspects, especially value creation from a wellness perspective. It also shows that AI adoption is not just a technological innovation, but a process that involves digital transformation of the entire organization, and that establishing an effective collaboration system between humans and AI is a key success factor.

3. Research Methods and Materials

In order to analyze the process of AI service adoption in the food industry from a wellness perspective, this study adopted a literature review method, combining a systematic literature review and a case study method.

The literature review for this study was conducted as follows. First, the scope of the study was narrowed down to three key areas: AI adoption, wellness, and digital transformation in the food industry. Second, we searched academic databases such as Web of Science, Scopus, and Google Scholar for relevant literature published between 2014 and 2024. The main search keywords were 'AI in food industry', 'wellness technology', 'digital transformation', 'Food Industry 4.0', and 'AI adoption process'. Third, we shortlisted 20 key articles that met the objectives of this study. The selection criteria included the relevance of the study, the validity of the methodology, and the reliability of the results.

The selected studies had the following characteristics First, the studies are recent in time, ranging from 2014 to 2024. Second, the content covers a wide range of areas, including AI technology adoption (Agrawal et al., 2022; Davenport & Ronanki, 2018), digital transformation of the food industry (Hassoun et al., 2018; Misra et al., 2020), and wellness-related technologies (Antons & Breidbach, 2018). Third, methodologically, it includes a variety of approaches, including theoretical studies, case studies, and empirical studies.

The case studies were conducted based on the following criteria. First, we collected cases of AI service adoption in the food industry reported in the selected literature, with particular emphasis on cases that created meaningful outcomes from a wellness perspective. Second, we systematically analyzed the collected cases from four aspects: AI adoption purpose, adoption process, outcomes, and challenges. Third, we synthesized the implications derived from the case analysis to derive a strategy for AI adoption from a wellness perspective.

The analytical framework of this study is based on the AI adoption framework proposed by Davenport and Ronanki (2018), adding a wellness perspective. Specifically, we established the following four analytical dimensions:

1. Technical dimensions: Analyzing the type of AI technology, areas of application, implementation, etc.
2. Organizational dimension: Analyze changes in organizational structure, processes, culture, etc.
3. Wellness dimension: Analyze the impact on consumer health, nutrition, safety, etc.
4. Performance dimension: Analyzing economic, social, and environmental performance as a whole.

Each case was systematically analyzed based on this analytical framework, and comparative analysis between cases was conducted to identify commonalities and differences. Particular emphasis was placed on identifying success factors and failure factors to draw practical implications.

The limitations of this study include the following. First, due to the nature of the literature study, it does not include the latest AI technology trends and applications in 2020 and beyond. Second, the analysis is centered on publicly available cases, which limits the depth of understanding of the internal challenges and solutions of companies. Third, due to the multidimensional nature of the concept of wellness, it may not fully encompass all relevant aspects.

Despite these limitations, this study aims to comprehensively analyze the adoption process of AI services in the food industry from a wellness perspective through a systematic literature review and case analysis, and to draw meaningful academic and practical implications.

4. Results and Discussion

The results of this study show that the adoption of AI services in the food industry is categorized into three types: process automation, cognitive insight, and cognitive engagement. In particular, the cognitive insight type of AI service is the most widely adopted, especially in the areas of quality control and supply chain management. In quality control, AI-based real-time monitoring systems are contributing significantly to improving food safety, and in supply chain management, AI-based demand forecasting

and inventory optimization systems are effectively reducing food waste.

The impact of AI services on wellness was analyzed from three perspectives: consumer health promotion, food safety, and sustainability. In terms of consumer health promotion, AI is providing customized nutrition management solutions by comprehensively analyzing individual health conditions, eating habits, and lifestyle patterns. In food safety, it enables preventive quality control that identifies and prevents potential risk factors in advance, and in sustainability, it contributes to increasing resource use efficiency and minimizing environmental impact.

In the process of adopting AI services, data, organizational, and human resource challenges were identified. Ensuring data quality, integration, and security were identified as the main challenges, while organizational rigidity, resistance to change, and lack of interdepartmental cooperation were the main obstacles. The lack of specialized AI talent and the challenge of retraining existing employees were also cited as significant challenges.

A strategic approach, organizational readiness, and establishing data governance were identified as key factors for successful AI adoption. In particular, companies that set a clear goal of creating value from a wellness perspective achieved higher results, and it was found that it is important to create an organizational culture for human-AI collaboration and establish a systematic data management system.

Adopting wellness-focused AI requires a framework consisting of three phases: preparation, implementation, and operation and improvement. In the preparation phase, it is important to diagnose the organization's digital capabilities and set goals from a wellness perspective, while in the execution phase, building data infrastructure and managing organizational change are key. The operation and improvement phase involves continuous performance monitoring and feedback for improvement.

Even within the food industry, AI adoption has varied by sector. In the food manufacturing industry, AI adoption has been focused on quality control and production process optimization, while in the food distribution industry, AI adoption has been focused on demand forecasting and inventory management. In the restaurant industry, AI is used for customer service and menu development. These findings suggest that the adoption of AI services in the food industry is not just a technology adoption, but a strategic process for digital transformation and wellness value creation across the organization.

In particular, cultural differences in the acceptance of AI services have been found in the restaurant industry. A comparative study between South Korea and China by Cha et al. (2019) found that preferences for restaurant attributes differed across countries. This suggests that AI service adoption strategies should consider the cultural context. Furthermore, a recent study on the impact of selection attributes of online food delivery platforms on satisfaction and repurchase intentions (Seo & Cha, 2024) demonstrates the changing consumer behavior in the era of digital transformation.

5. Conclusions

This study analyzed the adoption process of AI services in the food industry from a wellness perspective. The main findings and implications derived from the literature review and case analysis are as follows. First, the adoption of AI services is fundamentally changing the way value is created in the food industry. As shown by Agrawal et al. (2022), AI enables innovation across food production, quality control, and distribution through its predictive capabilities. In particular, from a wellness perspective, AI has been shown to create new value by enabling personalized nutrition management, improving food safety, and building sustainable production systems. Second, successful AI adoption requires a balanced consideration of technical and organizational factors. As Davenport and Ronanki (2018) point out, AI adoption is more than just technology implementation; it involves managing change across the organization. In particular, it is important to create a culture of data-driven decision-making, establish human-AI collaboration, and enhance the digital capabilities of organizational members. Third, the adoption of AI from a wellness perspective has the following characteristic requirements. As a study by Misra et al. (2020) shows, the direct impact on consumers' health and well-being requires a more careful and systematic approach. In particular, the accuracy and reliability of data, the transparency and explainability of algorithms, and ethical considerations must be addressed.

The practical implications of this research include First, food companies should establish a clear value proposition and a phased approach when adopting AI. As West (2018) suggest, it is not the technology itself, but the value it creates and the implementation strategy that is more important. Second, systematic investment is needed to strengthen the organization's digital capabilities. This includes building data management systems, developing talent, and transforming organizational culture. Third, it is necessary to establish a performance measurement and management system from a wellness perspective. Integrated performance management that includes not only economic performance but also consumer health, environmental impact, and more is needed.

Academic implications include the following. First, we bring a new analytical lens of wellness to AI adoption

research. This is in line with the human-centered direction of AI development highlighted by Rai et al. (2019). Second, we systematically analyzed the success factors and barriers to AI adoption in the special context of the food industry. Third, we presented an analytical framework that integrates technical and organizational perspectives.

The policy implications of this study are as follows. First, there is a need to establish comprehensive regulatory frameworks for AI adoption in the food industry. As AI technologies become more prevalent in food safety management and quality control, governments should develop clear guidelines and standards for AI system validation and verification. This includes establishing certification systems for AI-powered food safety monitoring systems and developing standard protocols for AI algorithm transparency in food processing. Second, consumer protection policies need to be strengthened in the era of AI-driven food services. This includes regulations on data collection and usage in personalized nutrition services, ensuring transparency in AI-based food recommendation systems, and protecting consumers' rights to know when they are interacting with AI systems in food service environments. Furthermore, policies should ensure that AI-driven personalization does not lead to discrimination or exclusion of certain consumer groups. Third, data security and privacy regulations specific to the food industry need to be developed. As AI systems collect and process vast amounts of consumer data, including dietary habits, health conditions, and personal preferences, robust data protection frameworks are essential. This includes establishing guidelines for data collection, storage, and sharing, as well as implementing strict security measures for sensitive personal information. Fourth, policies to support the transition of traditional food businesses to AI-enabled operations are needed. This includes providing financial incentives for AI adoption, establishing training programs for workforce development, and creating innovation support systems for small and medium-sized food enterprises. Additionally, policies should address potential job displacement issues and support reskilling programs for workers affected by AI automation. Fifth, international cooperation frameworks for AI governance in the food industry should be established. As food supply chains become increasingly global, harmonized regulations and standards for AI applications in food safety, traceability, and quality control are crucial. This includes developing international protocols for AI-driven food safety monitoring and establishing cross-border data sharing frameworks while ensuring data sovereignty.

As for future research directions, the following suggestions can be made. First, it is necessary to verify the generalizability of the findings of this study through empirical studies. Second, longitudinal studies on the long-term impact of AI adoption on consumer well-being are needed. Third, more specific AI adoption strategies that take into account the specific characteristics of the food industry are needed.

In conclusion, the successful adoption of AI services in the food industry requires a balance of technological innovation and wellness value. It is a strategic process that involves digital transformation and value innovation across the organization, not just technology adoption, and will enable the food industry to create new value by improving consumer well-being.

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