MOTIVATIONS OF EVERYDAY FOOD CHOICES: AN APPLICATION OF THE FOOD CHOICE MAP

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Understanding food choice…create new successful products

# … change eating behaviors to more sustainable products

… encourage people to eat foods that may be more healthful than current options but not typical in their diet

Approaches to Food Choice

- Interview and focus groups
- Survey questionnaires
  - Food Choice Questionnaire[1]
  - The Eating Motivation Survey (TEMS)[2]
- The food choice map[3]
  - links data on dietary behaviors with perceptions that respondents use to explain of those behaviors
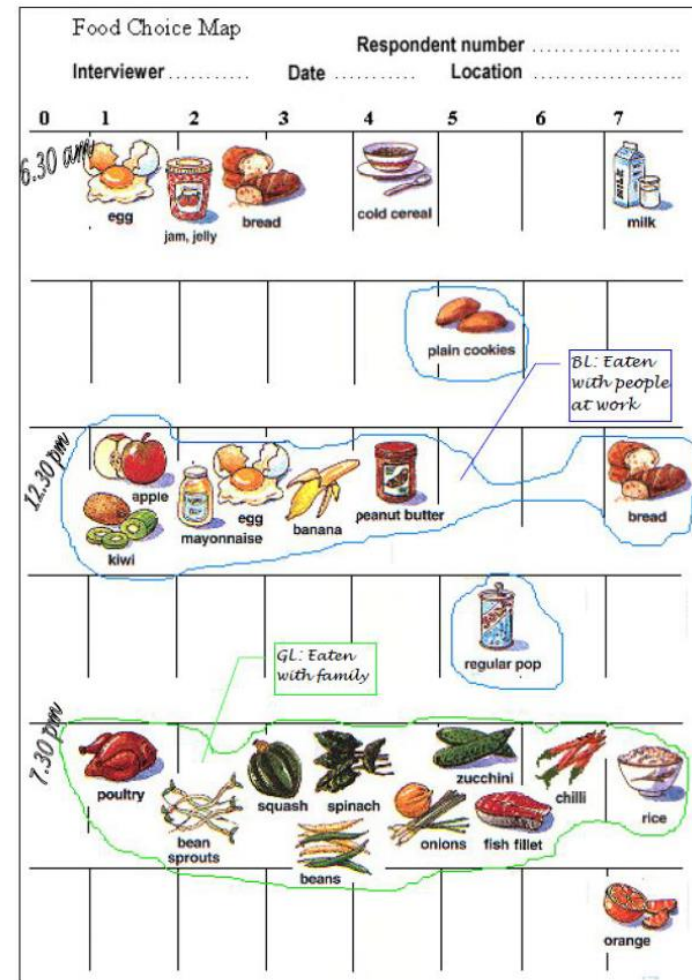
Source: Sevenhuysen & Gross (2003)

[1]Steptoe, Pollard, & Wardle, 1995
[2] Renner, Sproesser, Strohbach, & Schupp, 2012
[3] Sevenhuysen & Gross, 2003

Objective

- To explore and validate the driving factors underlying people choices of different food groups in different eating occasions using the Food Choice Map

Materials and Method

- About 700 pictures of foods and beverages
- 100 consumers
- 90-min one-on-one interview
  - Build the food choice map for a usual week
  - Provide reasons for each food item on the map

Data Analysis

- Food items were grouped into food categories based on an USDA food database.

- Reasons for choosing the foods were classified into 17 motivation constructs[1,2]

- Correspondence Analysis (CA)

- Proportion tests using Pearson's chi-squared test statistics

  - Analyses were performed in R 3.0.1 using FactoMineR

[1] Phan & Chambers, 2016a and 2016b
[2] Renner, Sproesser, Strohbach, & Schupp, 2012

A Food Choice Map resulted from the study

Breakfast
- Cereal – easy to prepare | tastes good| used to
- Coffee – wake up

Mid-morning snack
- Iced coffee| chai tea – hungry | tired | need caffeine| like the taste
- Water – healthy | no calories

Lunch
- Fruit & salads – easy to prep | healthy
- Chips, tacos, pizzas, Mac n cheese – treats | pleasure

Mid-afternoon snack
- Apple – convenient | low cost
- Nuts, pretzels - like

Dinner
- Pasta – convenient | like
- Fries, burger, fried foods – hungry | cheap | easy to eat

After dinner
- Chocolate, ice cream – treats
- Fried foods – hungry | taste good | friends' choices

Different Dietary Patterns
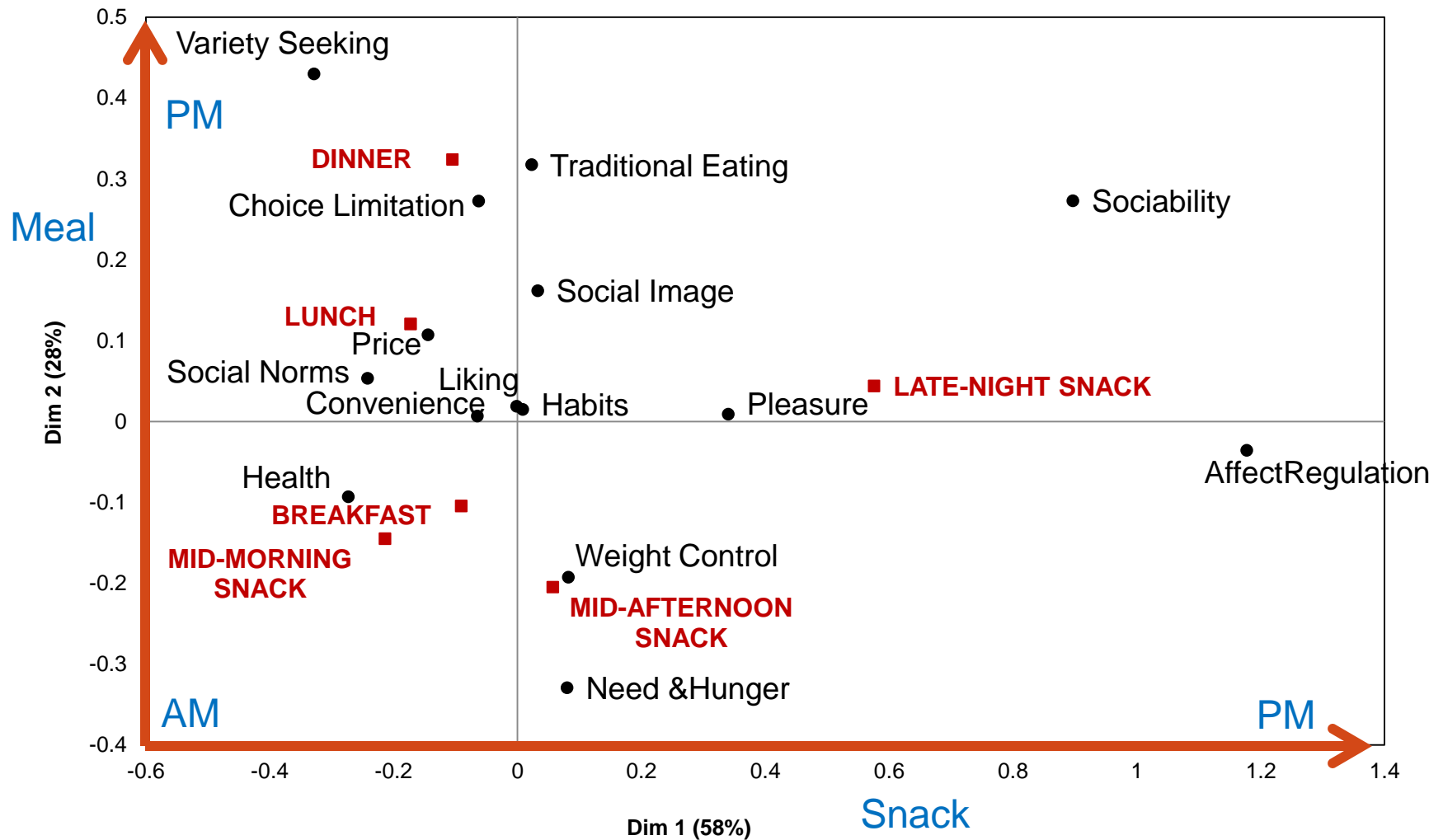

Routine | Healthful   Moderate | Healthful   Variety | Pleasure

Motivations associated with different eating occasions

Key findings

- *Liking* was the strongest motivation of all food choices for all eating occasions.
- Meals:
  - Breakfast and lunch: *Habits*, Hunger, *Convenience*
  - Dinner: *Variety Seeking*, *Sociability*
- Snacks were different from meals in motivations and variety of food & beverage consumed.
  - Day-time snacks: *Weight Control*, *Health*
  - Late-night snacks: *Pleasure*, *Visual Appeal*
- Motivations changed from physical-oriented to mental-oriented from day to night.

Motivations associated with different food groups
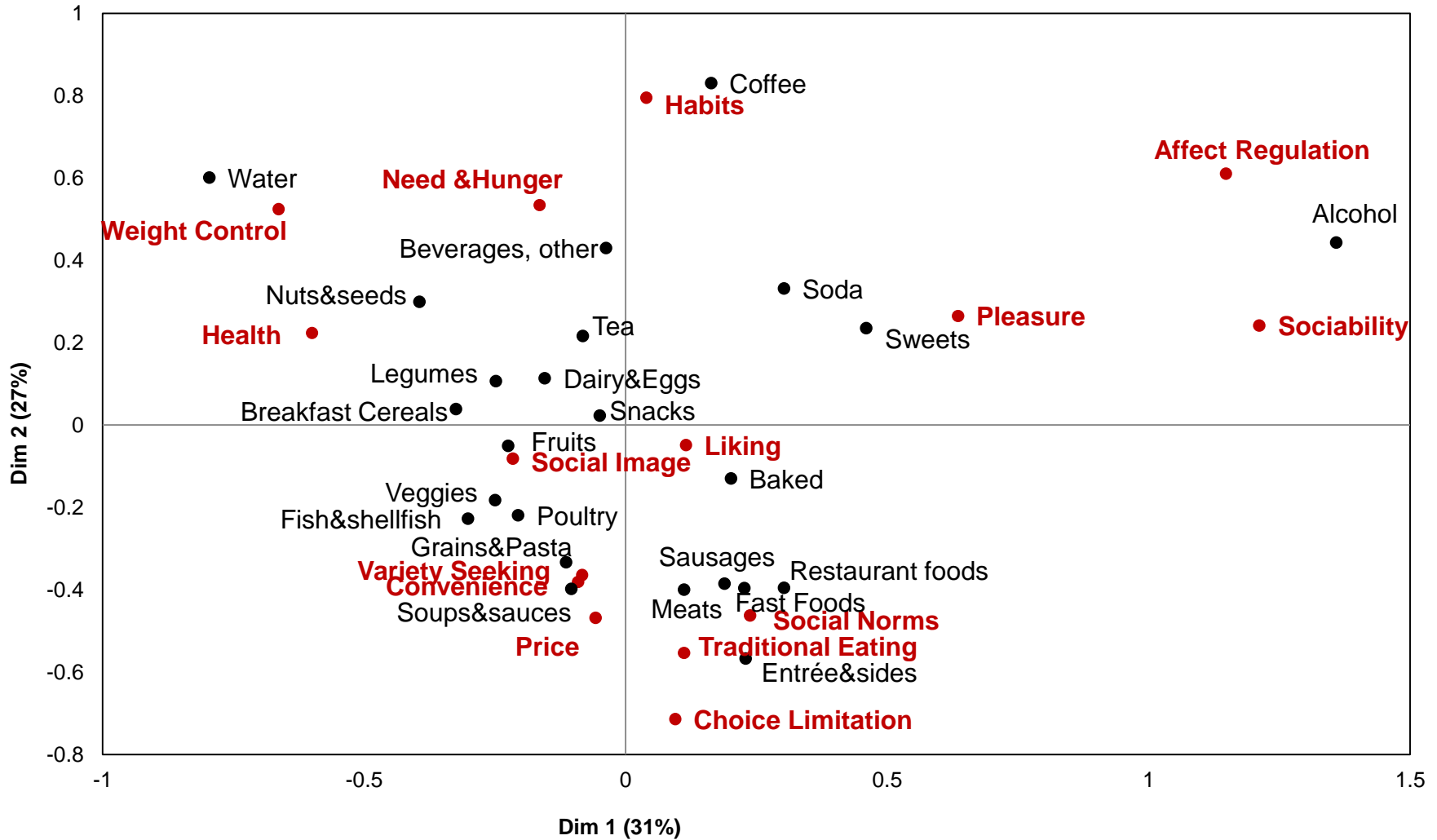
Key findings

- *Liking* was the strongest motivation of all choices of foods.

- Main motivation constructs:
  - Grains & pasta, soups & sauces, fish & shellfish, poultry, and vegetables: *Variety Seeking, Convenience, Price*
  - Nuts, seeds, legumes, breakfast cereals, dairy, eggs, tea: *Health, Need & Hunger*
  - Meats and fast foods: *Traditional Eating*
  - Water : *Weight Control*
  - Coffee: *Habits*
  - Alcoholic beverages: *Sociability*

Conclusions

- Every food choice is the result of the interplay of various motivations.
- *Liking* was the strongest motivation of all choices of foods and eating occasions.
- *Meals* and *snacks* were different:
  - Choices for meals: more complicated, incorporating more motivations and a variety of food groups
  - Choices for snacks: fewer motivations and fewer food groups
- Motivations for choosing foods changed from more utilitarian to more symbolic from day time to night time.
- New perspective to investigate food choice
  - incorporating both interview technique and a food map

References

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Thank you for your attention!