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

Uyen Phan | Kansas State University (Current: Univ. of Georgia)
Edgar Chambers IV | Kansas State University
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

\(^1\) Steptoe, Pollard, & Wardle, 1995
\(^2\) Renner, Sproesser, Strohbach, & Schupp, 2012
\(^3\) Sevenhuysen & Gross, 2003

Source: 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

- Variety Seeking
- Traditional Eating
- Sociability
- Social Image
- Choice Limitation
- Price
- Social Norms
- Liking
- Convenience
- Habits
- Pleasure
- Weight Control
- Need & Hunger
- Health
- Affect Regulation

Meals:
- Breakfast (AM)
- Lunch (LUNCH)
- Snack (MID-MORNING SNACK)
- Dinner (DINNER)
- Snack (MID-AFTERNOON SNACK)
- Late-night Snack (LATE-NIGHT SNACK)

Dimensions:
- Dim 1 (58%)
- Dim 2 (28%)
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

11/28/2016
SSP2016
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

Thank you for your attention!