

Discrepancies between meal choice motives and consumption, and satisfaction with life regarding food

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Introduction

Factors associated with food related SWLF

➤ Self-discrepancy theory (SDT)¹

- Larger gaps between **desired** and **actual conditions** are associated with lower satisfaction with life regarding food (SWL regarding food).

➤ Meal effects²

- Conceptualization of meals differs across breakfast, lunch and dinner.

➤ Universal properties of **food choice motives are measured** with the Food Choice Questionnaire (FCQ)³:

- ① Healthiness
- ② Mood enhancement properties
- ③ Convenience of preparation
- ④ Sensory appeal such as appearance, smell and taste
- ⑤ Cost efficiency
- ⑥ Weight-consciousness
- ⑦ Familiarity
- ⑧ Ethical concern

Objectives

1. To examine the **gaps between desired and actual food properties** across meals (Study 1).
2. To examine the **meal effects** on the properties in each dimension (Study 1).
3. To **model the association** among desired and actually consumed food properties, and SWL regarding food across meals (Study 2).

Study 1

Methods

- Online sample from Rakuten Research Co. ($N_{\text{participant pool}} > 2$ million)
 - Mean age = 43.8 years, $SD = 15.0$, 50 males and 50 females
- Randomly presented online-based questionnaires
 - FCQ³
 - Food SWL Scale (Food related SWLS)
 - Cronbach's α was sufficient (.70-.90) except for the familiarity subscale in FCQ (.50-.66).
- Additionally, de-identified demographic information was measured.

Results

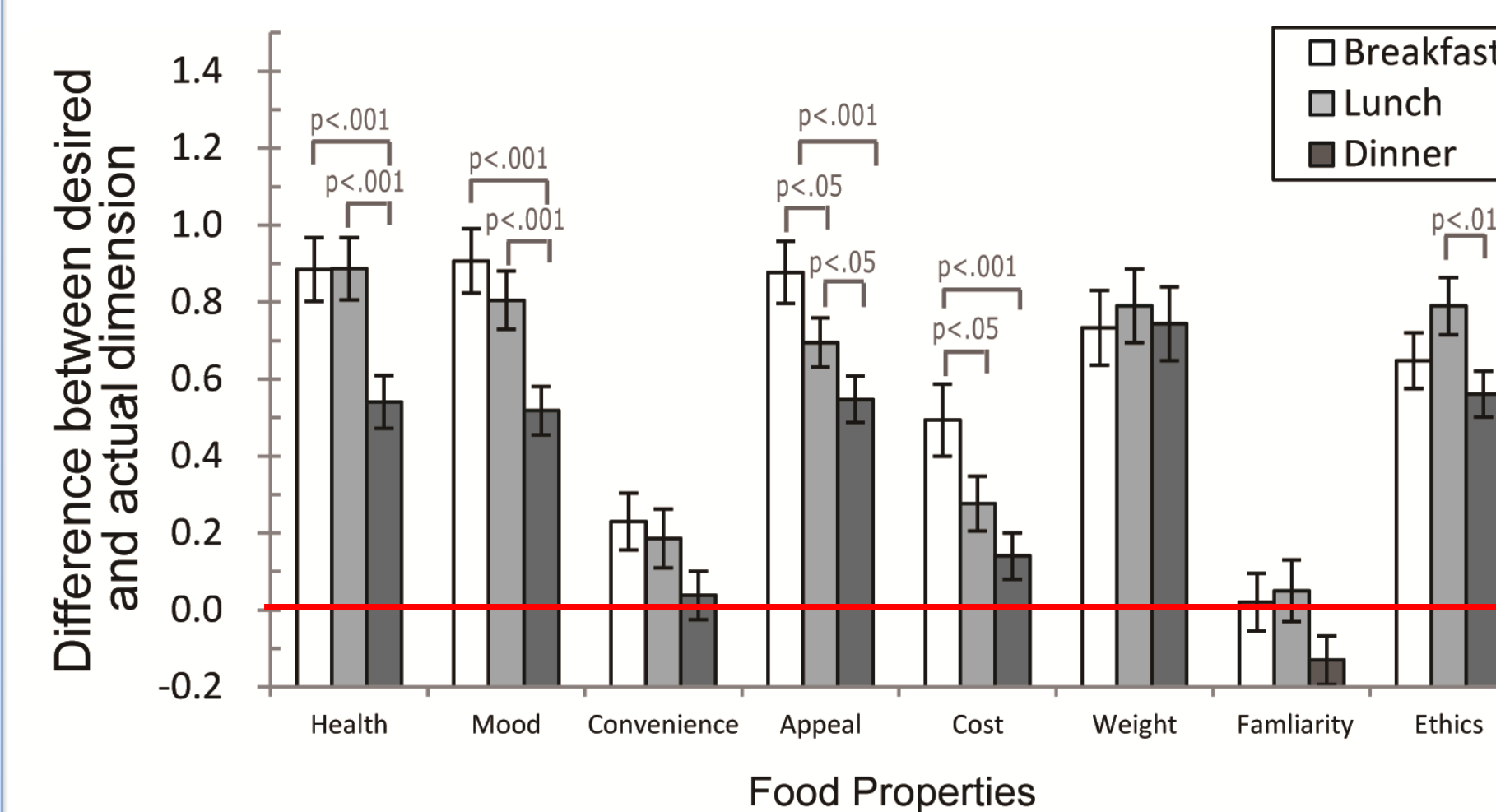


Fig 1. Meal effects reflecting discrepancy (Objective 1)

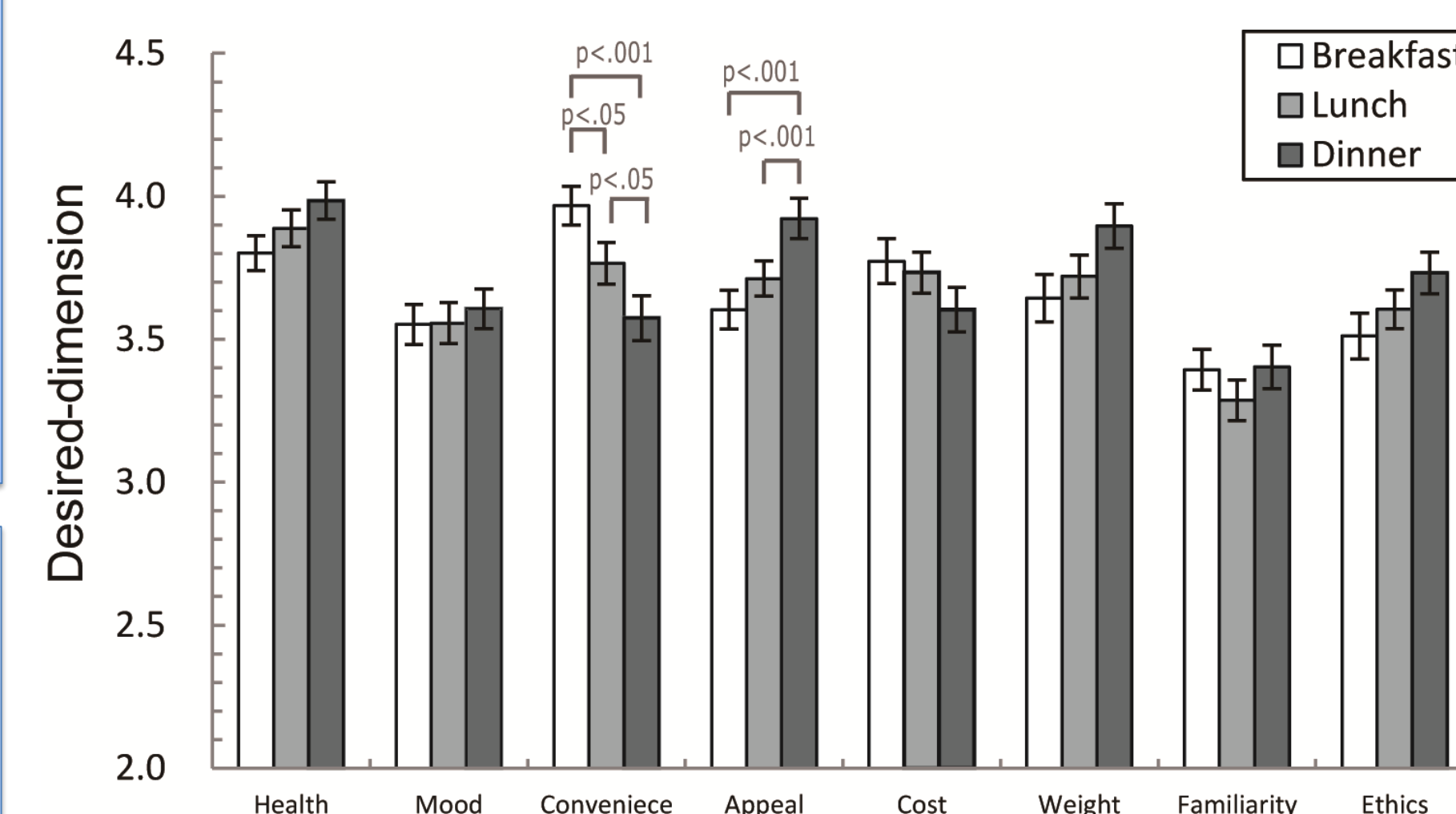


Fig 2. Meal effects for each dimension (Objective 2)

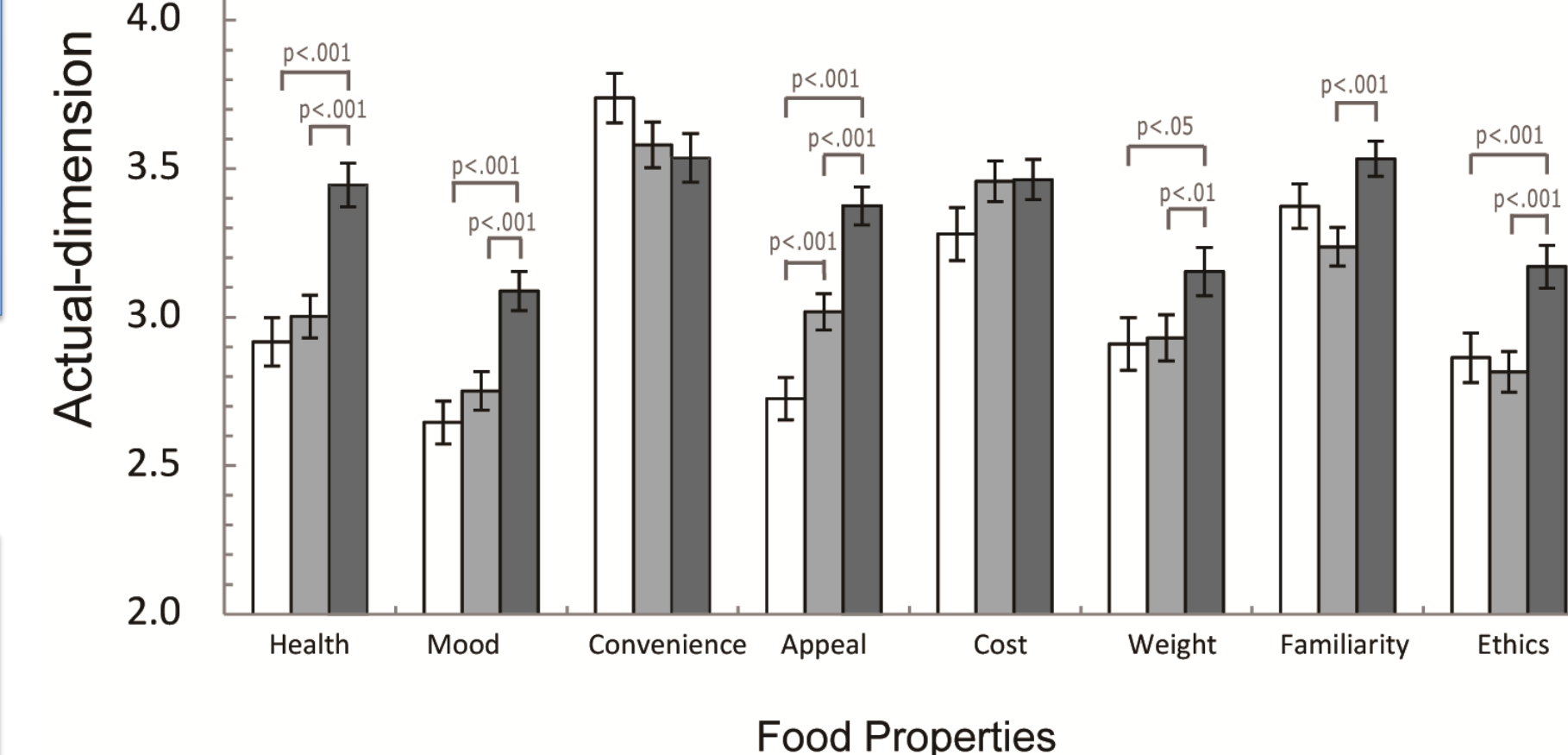


Fig 2. Meal effects for each dimension (Objective 2)

References

1. Higgins. (1987). Self-Discrepancy – a Theory Relating Self and Affect. Psychological Review.
2. Rappoport. (2001). Conceptual differences between meals. Food Quality and Preference.
3. Pavot & Diener. (1993). Review of the Satisfaction With Life Scale. Psychological Assessment.

Study 2

Methods

- Online sample from Rakuten Research Co. ($n = 300$ Japanese consumers)
 - Mean age = 39.6 years, $SD = 9.3$, 150 males and 150 females
- Online questionnaires were identical to those of Study 1.
 - Cronbach's α s were sufficient (.67-93).

Results

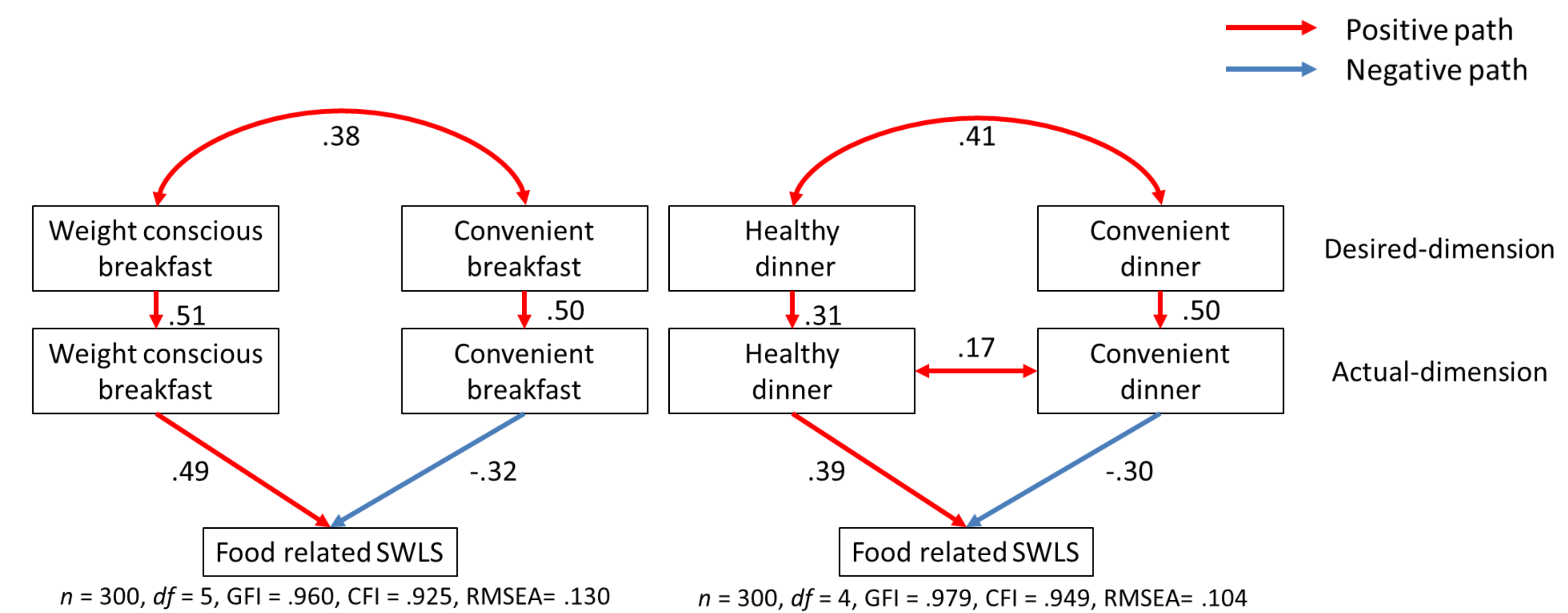


Fig 3. Model describing the association between desired and actually consumed food properties and the food related SWLS at breakfast and dinner (Objective 3)

General Discussion

- Japanese consumers' **desires are not fulfilled** (Fig. 1, Objective 1).
- **Dinner appears to be a very important** meal for both desired and actually consumed foods (Fig. 2, Objective 2).
- **Closing the gap does not necessarily** foster SWL regarding food (Fig. 3, Objective 3).
 - Gaps in socially undesirable food properties, such as convenience, foster SWL regarding food as opposed to gaps in socially desirable food properties.

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