INFLUENCE OF SOCIAL, CULTURAL, EDUCATIONAL, ECONOMIC FACTORS ON WELL-BEING AND BEHAVIOUR IN THE ELDERLY

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OVERVIEW

› What means "well-being and behaviour" with regard to food – what do we want to influence?
› How can we provide some structure to the complex set of factors that have an influence on food-related well-being and behaviour?
› Which of these factors have policy relevance?
› What are some urgent research needs in understanding ways in which policy can influence well-being and behaviour in the food area?
WHICH KIND OF BEHAVIOURS?

Choice of food provisioning

Food choice

Meal patterns and eating habits

Unstructured eating occasions: Snacking

Structured eating occasions: Meals

Amount eaten, serving sizes, portions

Dietary intake

Healthy diet

Choice of food provisioning

Food choice

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Amount eaten, serving sizes, portions

Dietary intake

Healthy diet
WHAT IS "WELL-BEING"?

› Objective versus subjective well-being

Well-being

Life satisfaction

Happiness
FOOD AND WELL-BEING

FOOD AND LIFE SATISFACTION

FRAMEWORK OF DETERMINANTS OF BEHAVIOUR AND WELL-BEING

Opportunity → Behaviour

Ability → Behaviour

Motivation → Behaviour

Well-being → Behaviour
FRAMEWORK OF DETERMINANTS OF BEHAVIOUR AND WELL-BEING

Opportunity

Ability

Motivation

Behaviour

Well-being
MOTIVATION
FOOD-RELATED GOALS AMONG ELDERLY CONSUMERS

Choose foods that you enjoy eating
Eat a healthy diet
Vary menu and have range of foods
Eat daily meals in nice surroundings
Shopping and preparation without help from others
Keep expenditures low
Eat in the company of other people
Maintain cultural traditions in relation to food
Control weight through choice of food
Be able to cook meals for others
Food that is quick and easy to prepare

FRAMEWORK OF DETERMINANTS OF BEHAVIOUR AND WELL-BEING

Opportunity

Ability

Motivation

Behaviour

Well-being
OPPORTUNITY AND ABILITY
ACCESS TO DIFFERENT RESOURCES RELEVANT FOR YOUR FOOD-RELATED LIFE

Good food storage facilities, for example a freezer
Being able to taste and smell well
Having members of your family who will help you when
Appropriate kitchen appliances and equipment to make
Access to convenient means of public or private
Being able to get around on foot
A good appetite for food
A short distance to your normal food shops
Access to high quality food products and brands
Access to new and different types of food products
Access to food that is quick and easy to prepare
Good dental health
Having a neighbour or close friend who will help you when
A good general knowledge about food and nutrition
Good cooking skills
Access to food at low prices
Sharing your meals with other people (including your
Being in good health
Access to organic food
Adequate income
Access to good food service providers, for example a day

THE EFFECTS OF POLICY

- Economic
- Educational
- Informational
- Environmental

Opportunity

Ability

Motivation

Behaviour

Well-being
ECONOMIC FACTORS

- Economic
  - Taxation
  - Subsidies

Purchase opportunities

- Income
- Time
- Effort

- Thriftiness
Possible effect of combined tax on saturated fat and sugar and subsidy on fibre by age groups


EDUCATIONAL FACTORS

- Educational
  - Campaigns
  - Counselling

Learning opportunities

- Decision-making
- Health goal

Campaigns

Counselling
Effect of FSA’s salt campaign on different age groups

INFORMATIONAL FACTORS

- Informational
  - Product-related
  - Other choices

Basis for decision

Nutritional knowledge
Understanding

Health goal
Age, nutritional knowledge, and ability to understand nutrition labelling information


ENVIRONMENTAL FACTORS

Environmental
• Product supply
• Choice environments
• Meal preparation environments
• Social environments
• Cultural environments

Choice options
Accessibility
Goal primes

Health goal
Other goals
PRODUCT SUPPLY

Which of these 10 products would you choose?

Which of these 20 products would you choose?

Package shape can affect both buying and consumption behaviour.

**CHOICE ENVIRONMENT: FOOD ACCESSIBILITY IN CANTEEN SETTING**

- Small changes in accessibility affect consumption quantity

MEAL PREPARATION ENVIRONMENTS

> Preparation of own meals may be related to better match with preferences
> Confidence and self-efficacy may be major factors
> Meal preparation involves mechanical, perceptual, organizational and creative skills
> Kitchens adapted to the needs of the elderly may support meal preparation in the home

SOCIAL ENVIRONMENT

- Amount eaten affected by personal norms, social norms
- Presence of others can have facilitation effects, modeling effects, can result in impression management


SOCIAL ENVIRONMENT

Amount eaten affected by communication with others during meal situation

ENVIRONMENTAL FACTORS

- Environmental
  - Product supply
  - Choice environments
  - Social environments
  - Cultural environments

Choice options
Accessibility
Goal primes

Health goal
Other goals
THE EFFECTS OF POLICY

Economic
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Opportunity

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Behaviour

Well-being
IMPLICATIONS FOR RESEARCH I

We need to develop an inventory to measure food-related behaviours and investigate how they are related to subjective well-being.

It is amazing how underresearched the contribution of food to well-being is.
When analyzing the effect of any policy option, we need to analyze how the policy matches – and possibly changes – the target population’s ability and motivation to make use of the new opportunities provided.
Environmental factors – at home, at the place of eating, at the place of shopping – may be the most promising area to improve the food-related well-being of the elderly.
THE IMPORTANCE OF RESEARCH PARTNERSHIPS

› Different social science disciplines – psychology, economics, sociology – need to work together with nutrition
› Researchers need to work together with producers, retailers and food service companies
› Importance of cross-national learning due to different settings and trajectories
THANK YOU

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