

Introduction about theories applied in the field of fruit consumption

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Reflections

Introduction

In Food Consumer Science there are many theories and models applied with a background in different disciplines.

Food choice –

- Food choice process model. (Falk et al., 1996; Furst et al., 1996; Connors et al., 2001).
- Personal food system (Sobal et al.2001)

Health behaviour e.g.

- Theory of planned behaviour
- The health belief model

Individual and collective change e.g.

- Diffusion of innovation theory (Rogers, 1995)
- Transtheoretical model of behavioural change

Quality perception e.g

- Quality guidance model (steenkamp and Van Trijp, 1996)
- Total food quality model
- Quality Function Deployment

This is just a selection see also training 1

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Theory of planned behaviour (Ajzen, 1988,1991)

Background

Cognitive social psychology

Theory of reasoned action (fishbein and Ajzen, 1975)

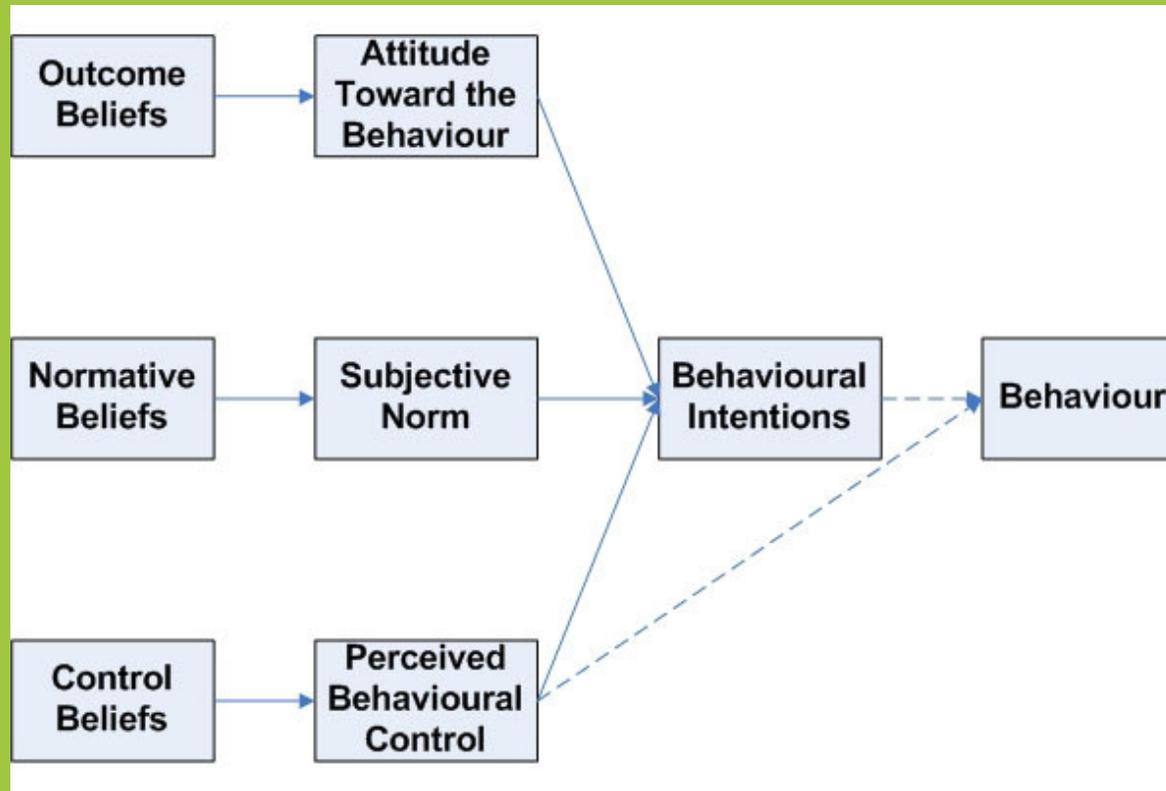
Applied in many areas, also in the health behaviour domain: smoking, drink alcohol, nutrition and physical exercise, prevention of aids and also fruit

Point of departure is that the best predictor of behaviour is a person's intention to perform or not to perform that behaviour.

Including perceived behavioural control as determinant of intention and behaviour

Conner and Armitage (2006)

Theory of planned behaviour



Background Theory of Planned Behaviour

Reasons underlying this intention:

- Attitude towards the behaviour – personal in nature
- Subjective norm – social influence
- Perceived behaviour control – perceived difficulty of performing the behaviour

- Behavioural/ Outcome beliefs outcome of engaging in a behavior and evaluation of such outcomes
- Normative beliefs - person's perception of social pressure weighted by motivation to comply with it
- Control beliefs - Perceived presence or absence of resources and impediments and perceived impact of each resource

Application for fruit

Construct	Question (item)
Intention	I want to eat at least two pieces of fruit a day (answer: Surely don't - surely do)
Attitude	I think it is <i>very bad- very good</i> , to eat at least two pieces of fruit a day (pleasant, <i>tastes very bad- very tasty</i> , healthy healthy)
Subjective norm	Most people who are important to methink I should eat at least two pieces of fruit a daythink it is (very bad-very good) if I eat at least two pieces of fruit a day. (Surely don't- surely do)
Perceived behavioural control	I find eating at least two pieces of fruit a day (very hard- very easy)

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Application for fruit

Construct	Question (item)
Behavioural/ outcome beliefs	<ul style="list-style-type: none">•Fruits taste good to me.•The good taste of fruits would cause me to eat 2 cups of them each day next week.•I think that my eating 2 cups of fruit each day next week would help me to stay healthy.•Staying healthy is important to me.•Many fruits are high in sugar.•The high sugar content of fruits will prevent me from eating 2 cups of them each day next week. person's perceived

Application for fruit

Construct	Question (item)
Normative beliefs	<p>My parents want me to eat 2 cups of fruits each day next week.</p> <p>I want to do what my parents want me to do regarding my eating 2 cups of fruits each day next week.</p>
Control beliefs	<p>Eating 2 cups of fruits each day next week would be too expensive.</p> <p>The cost of fruits would prevent me from eating 2 cups of fruits each day next week.</p>

Reflections on theory of planned behaviour

TPB explained 57% of the variance in intentions to eat five daily portions of fruit and vegetables. (povey et al 2000)

The perceived behavioural control (PBC) construct accounted for significant amounts of variance in intention and behaviour,

The subjective norm construct is generally found to be a weak predictor of intentions.

Goal should be to increase the proportions of variance explained in intentions and behaviour.

Self identity

Perceived need

Habits

(Armitage and Connor 2001, 2006)

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Stages of change

The transtheoretical model of behaviour change distinguishes five stages through which individuals move when changing their behaviour.

Has origin in research on addictive behaviours

Useful for interventions

Prochaska et al., (1992)

5 stages

Precontemplation – people have no intention to change behaviour in the foreseeable future (the next 6 months) people who are unaware, or people who are aware but do not want to change

Contemplation – people are aware that a problem exists as well as of the need for behavioural change. Gap between existing and desired situation. People are thinking, weigh positive and negative aspects about it but did not make a decision. (within next 6 months)

Preparation - change within 30 days

Action - whether they have already changed their behaviour recently

Maintenance - whether they have sustained the healthy behaviour change for a significant amount of time over 6 months

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Application for fruit

Do you consider your present Intake of fruit to be sufficient or high? → Yes – action / maintenance

No



Do you Intend to eat more fruit within the next month? → Yes – preparation

No



Do you intend to eat more vegetables within the next six months? → Yes - contemplation

No



precontemplation

Lechner et al (1998)

Stages of change for fruit intake

Precontemplation	18
Contemplation	5
Decision	6
Action/maintenance	71

Example Lechner et al 1999

Reflections

Focuses on change process

Interventions have to be adapted to the stage of change - tailoring

In studies stages of change combined with TPB

Total Food quality model (Grunert et al, 1996)

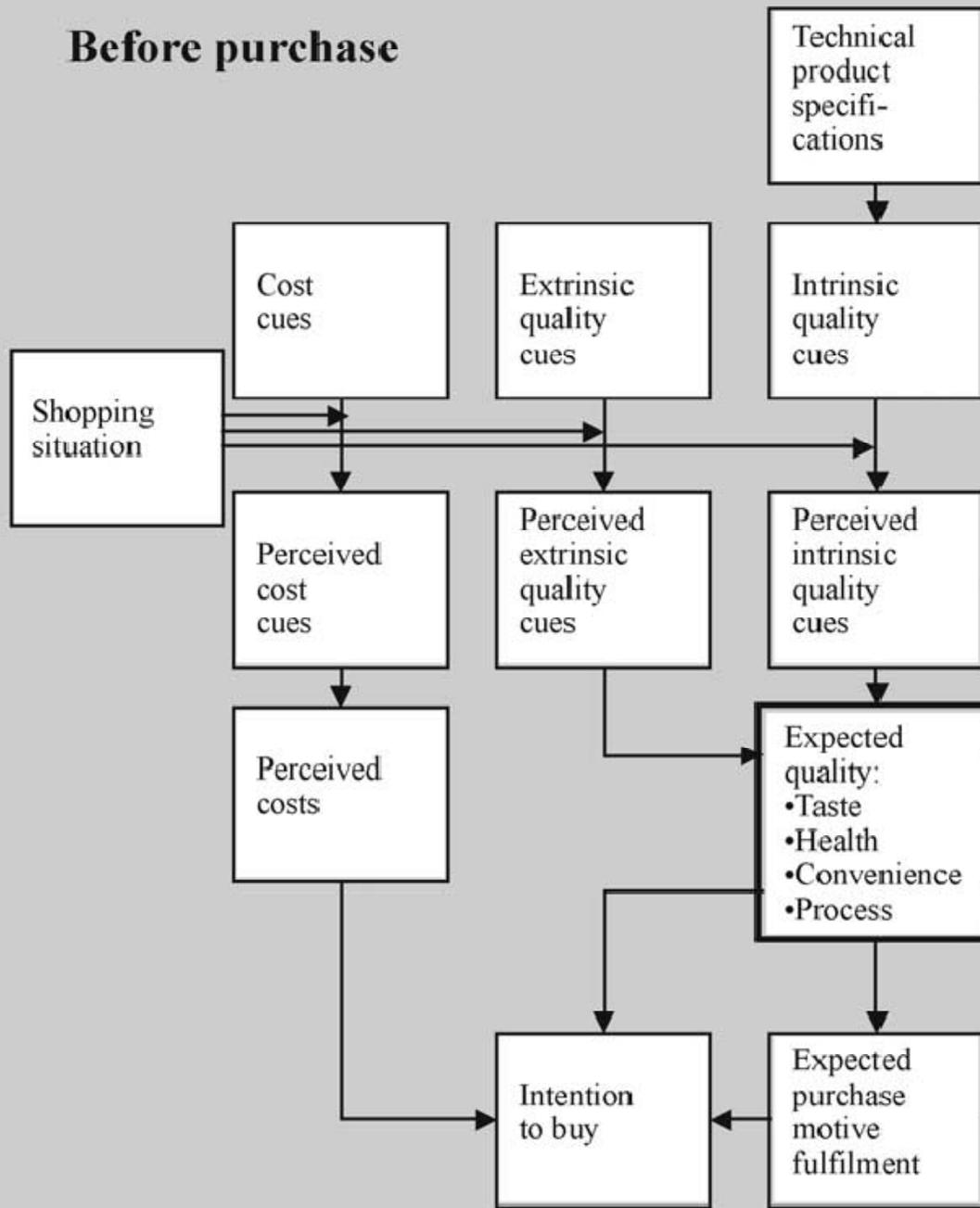
The model is an attempt to integrate quality perception and decision making.

The model discusses five propositions for analysing consumer food quality perception

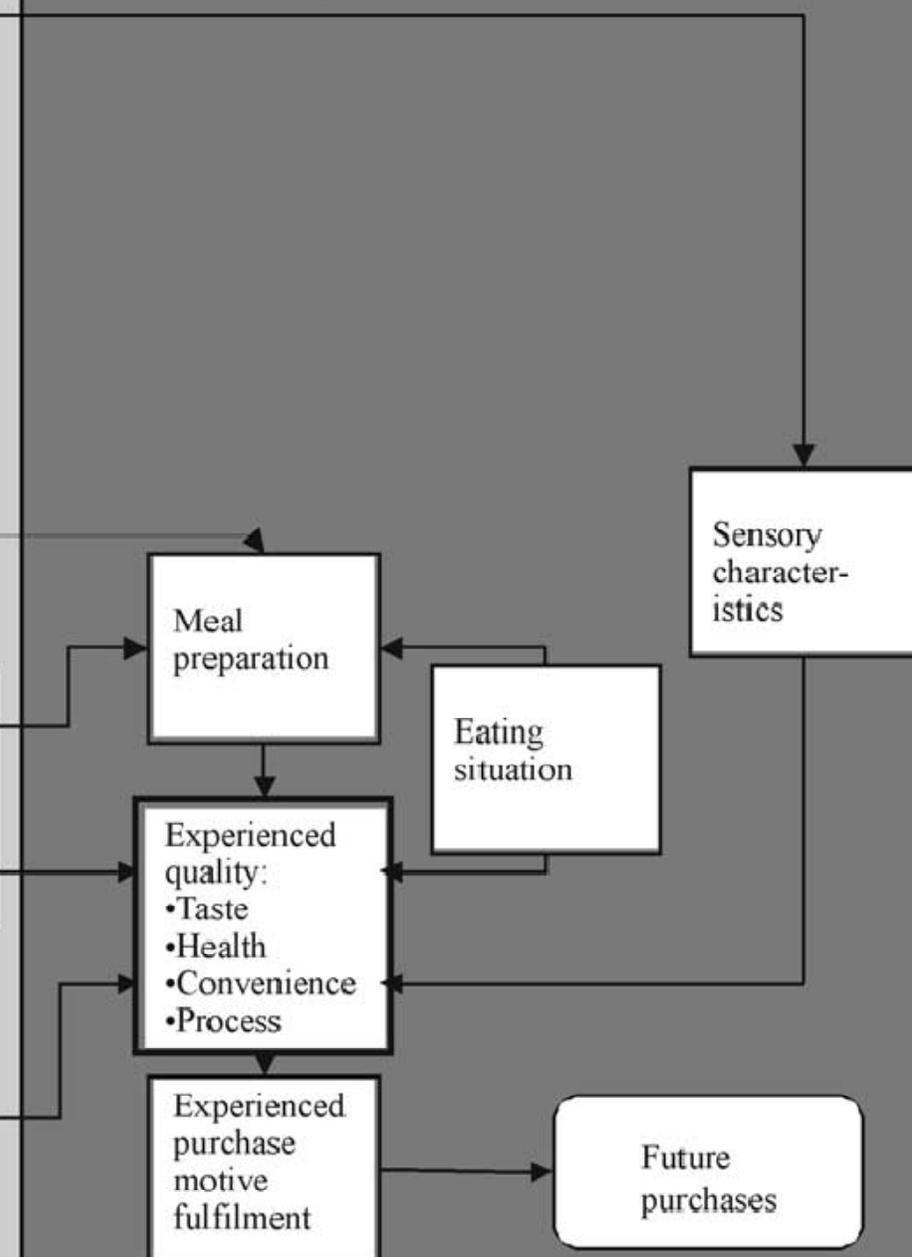
Quality perception:

- based on inferences (uncertainty, cues)
- Related to underlying values and attitudes
- Is an expression of lifestyle
- Changes over time
- actionable

Before purchase



After purchase



Quality expectations and experiences

Intrinsic quality cues

- Colour
- Size

Extrinsic quality cues

- Price
- Origin
- Information about production

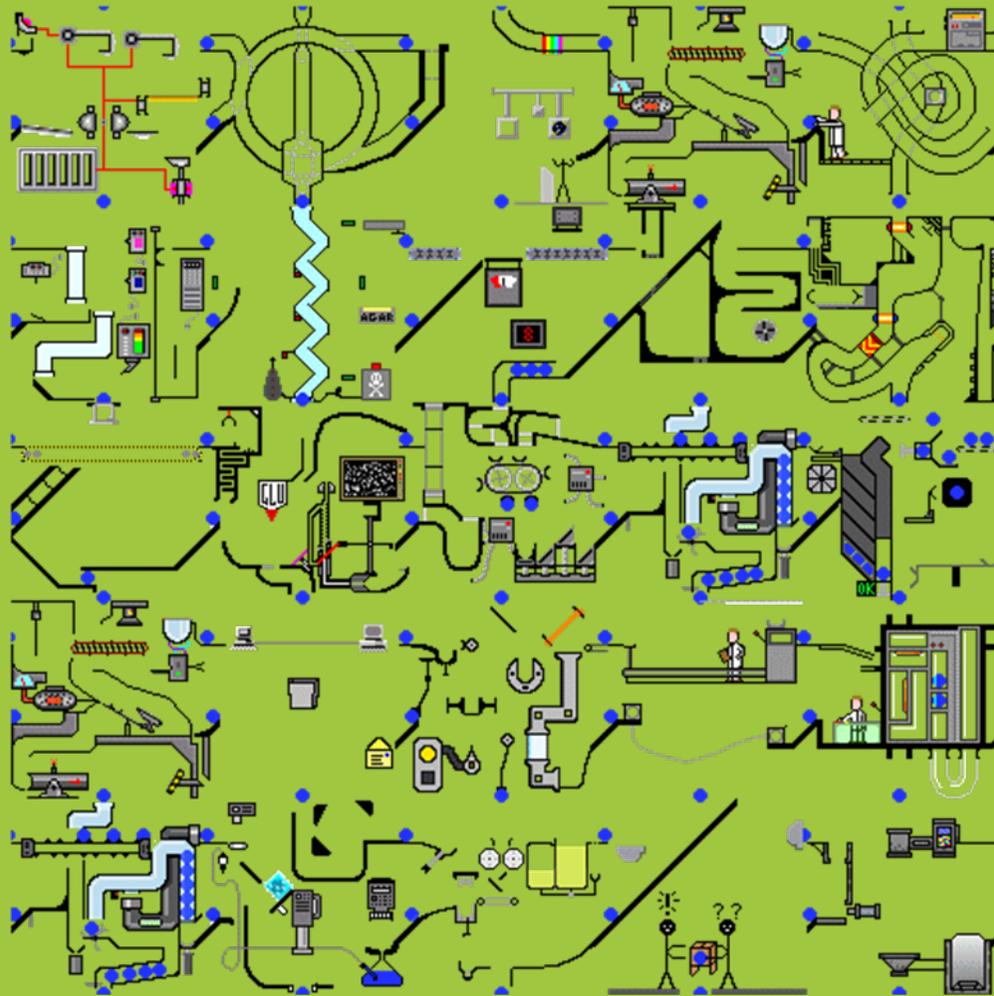
Reflections

Not published about the application of TFQM for fruit

Depended on your research question total model or separate concepts have to be taken into consideration.

Development of differentiated products – eating quality, health convenience, production systems

Consumer fruit consumption



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Conclusion

Many variables influence fruit consumption behaviour

Each model/theory its own simplification of reality

Depended on the research questions (applied or fundamental) select combinations of theories and or concepts