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Nota di contenuto	1 The role of the human senses in food acceptance -- 1.1 Introduction -- 1.2 The role of vision in food acceptance -- 1.3 The role of somesthesia and kinesthesia in food acceptance -- 1.4 The role of audition in food acceptance -- 1.5 The role of gustation in food acceptance -- 1.6 The role of olfaction in food acceptance -- 1.7 Food acceptance measurement: The relative importance of the senses -- 1.8 Future perspectives -- References -- 2 The socio-cultural context of eating and food choice -- 2.1 Indirect socio-cultural effects -- 2.2 Indirect personal effects -- 2.3 Direct on-line influences -- 2.4 Sociocultural aspects of the acquisition of norms, beliefs, knowledge and attitudes -- 2.5 Conclusion -- Acknowledgements -- References -- 3 What animal research tells us about human eating -- 3.1 Introduction -- 3.2 Methods for studying eating—both strategic and practical -- 3.3 Phenomena of eating in humans uncovered by studies in animals -- 3.4 Theoretical framework and experimental evidence -- 3.5 What animal research tells us about eating disorders in humans -- 3.6 Conclusions and limitations -- Acknowledgements -- References -- 4 The development of children's eating habits -- 4.1 The frequency and timing of meals -- 4.2 Learning, experience and meal size -- 4.3 Children's food preferences and food selection -- 4.4 Summary and implications for child feeding -- References -- 5 What does abnormal eating tell us about normal eating? -- 5.1 Introduction -- 5.2 Abnormal

eating—quantity -- 5.3 Abnormal eating—speed -- 5.4 Abnormal eating—frequency -- 5.5 Type of food -- 5.6 Internal and external cues -- 5.7 Social influence -- 5.8 Precipitants -- 5.9 Conclusions -- References -- 6 The contextual basis for food acceptance, food choice and food intake: the food, the situation and the individual -- 6.1 Introduction -- 6.2 The food -- 6.3 The eating situation -- 6.4 The individual -- 6.5 Summary -- References -- 7 Marketing and consumer behaviour with respect to foods -- 7.1 Introduction -- 7.2 Marketing -- 7.3 Marketing strategies at the product and brand level -- 7.4 Marketing tactics: organizing the marketing mix -- 7.5 Consumer orientation in marketing -- 7.6 Food choice behaviour in affluent societies -- 7.7 Implications for food marketing -- 7.8 Illustration: consumer oriented product development -- 7.9 Conclusions -- References -- 8 Economic influences on food choice—non-convenience versus convenience food consumption -- 8.1 Introduction -- 8.2 Time-saving and time-buying strategies -- 8.3 Methodology—data and variables -- 8.4 Food regimes -- 8.5 Statistical model -- 8.6 Estimation results -- 8.7 Conclusion -- Acknowledgement -- References -- 9 Food choice, mood and mental performance: some examples and some mechanisms -- 9.1 Introduction -- 9.2 Effects of foods and food constituents on mood and mental performance -- 9.3 Relationship between the mood and performance effects of foods and food choice -- 9.4 Conclusions -- Acknowledgement -- References -- 10 Attitudes and beliefs in food habits -- 10.1 Models of food choice -- 10.2 Theory of planned behaviour -- 10.3 Extensions of the theory of planned behaviour -- 10.4 Self-identity and organic food consumption -- 10.5 Moral obligation -- 10.6 Conclusions -- Acknowledgements -- References -- 11 Dietary change: changing patterns of eating -- 11.1 Introduction -- 11.2 Sources of evidence for dietary change -- 11.3 Dietary patterns -- 11.4 Factors involved in dietary change -- 11.5 Impact of recommendations on diet and health -- 11.6 Understanding dietary change: future directions -- References.

Sommario/riassunto

It is critical for the food industry to maintain a current understanding of the factors affecting food choice, acceptance and consumption since these influence all aspects of its activities. This subject has matured in recent years and, for the first time, this book brings together a coherent body of knowledge which draws on the experiences in industrial and academic settings of an international team of authors. Written for food technologists and marketers, the book is also an essential reference for all those concerned with the economic, social, and psychological aspects of the subject.
