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**Latvia University of Agriculture
Faculty of Food Technology**

11th Baltic Conference on Food Science and Technology

**“Food science and technology
in a changing world”**

Abstract Book

**April 27–28, 2017
Jelgava, Latvia**



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LATVIAN CITIZENS' EATING MOTIVATIONS

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The society's dietary habits make an important impact on overall health status, the food that are consumed daily can be one of factors that prevent or, on the contrary, intensify health issues. The aim of this research was to find out the factors that influence food choice of Latvian citizens.

In the survey there was studied Latvian citizen's eating motivation. The questionnaire was used as a basic tool which was completed by 240 respondents (80% female and 20% male) from different Latvia regions. The survey included ten parts – demographical information, anthropometric data and behavioural and health related elements, healthy food and sources of information about healthy eating, factors related to food choices according to healthy motivations, emotional motivations, economic and availability motivations, social and cultural motivations, environmental and political motivations, marketing and commercials motivations. The results of questionnaire show, that the 40% of respondents have motivation to eat healthy; Latvian citizens haven't united viewpoint regarding emotional motivations for eating, but 47% of respondents have economic motivations for different food purchases; 44% of respondents are motivated by social and cultural issues, 32% of respondents have political motivations in food choice, but only 31% of respondents are affected by different marketing actions.

This research was prepared in the ambit of the multinational project from CI&DETS Research Centre (IPV e Viseu, Portugal) with reference PROJ/CI&DETS/2016/0008: EATMOT.

Keywords: eating motivation, survey, food choice

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