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The Eatmot Questionnaire as a Useful Tool in Food Purchase Motivational Study

15TH PANGBORN SENSORY SCIENCE SYMPOSIUM - MEETING NEW CHALLENGES IN A CHANGING WORLD (PSSS 2023):C00

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Abstract

The EATMOT questionnaire prepared by CI&DETS Polytechnic de Visueu and consulted with 16 groups from different countries consists of the parts related to demographic and anthropometric, behavioral and health elements, perceptions of a healthy diet, sources of information, emotional, economic, social, cultural, environmental and political motivations, as well as marketing and commercials influence. The data from the online survey was collected from a significant number of Polish citizens (454 complete responses), followed by a statistical (Statistica 13) curation using factor and cluster analyses, Cronbach's alpha and logistic regression methodologies. The survey results showed the strongest correlation between health motivation and avoidance of the consumption of processed food due to its reduced nutritional value ($r=0.60$). Women were more aware and focused on the importance of healthy diet than men. The emotional comfort was significantly ($p<0.05$) correlated with emotional motivation ($r=0.81$) and it was much more important for women. In the group of economic motivation the significant correlation was found with easiness of food preparation ($r=0.67$). Sociological and cultural motivation was significantly correlated with other people's opinion. Environmentally friendly way of food preparation, packaging and handling is highly correlated ($r=0.71$) with environmental and political motivation factors. Women more often than men agreed with the opinions related to health, emotional, marketing and advertising motivation. Based on the EATMOT questionnaire results it can be stated that Polish consumer's food purchase decisions are driven mostly by emotional, environmental and economic motivation.

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