

Food Psychology & Consumer Preferences

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What is Food Psychology

- Food Psychology is the Psychology behind Eating Food.

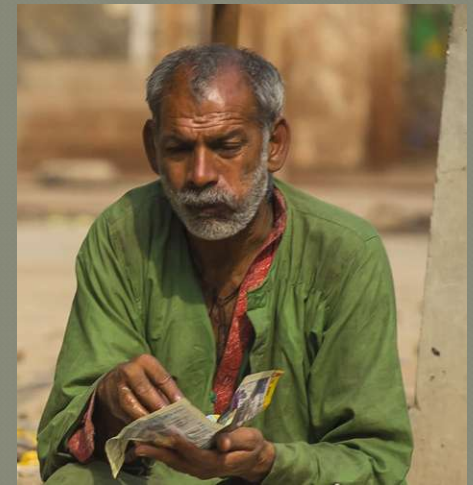
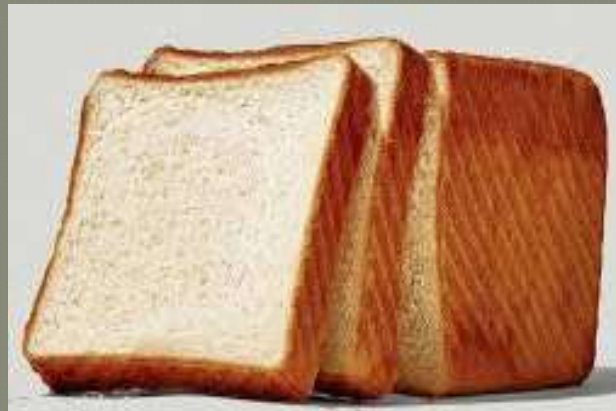
Why do we eat what we eat?

Why do we eat how we eat?

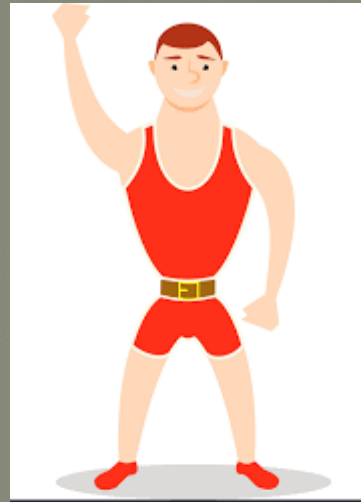
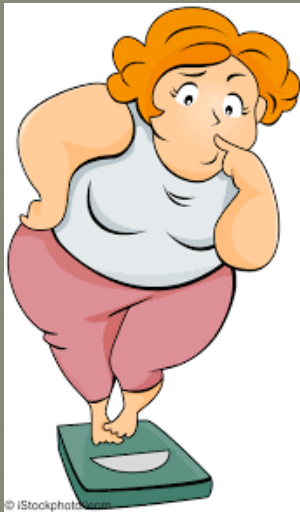


Psychological Perception

- “The satiated man and the hungry man do not see the same thing when they look upon a loaf of bread.”

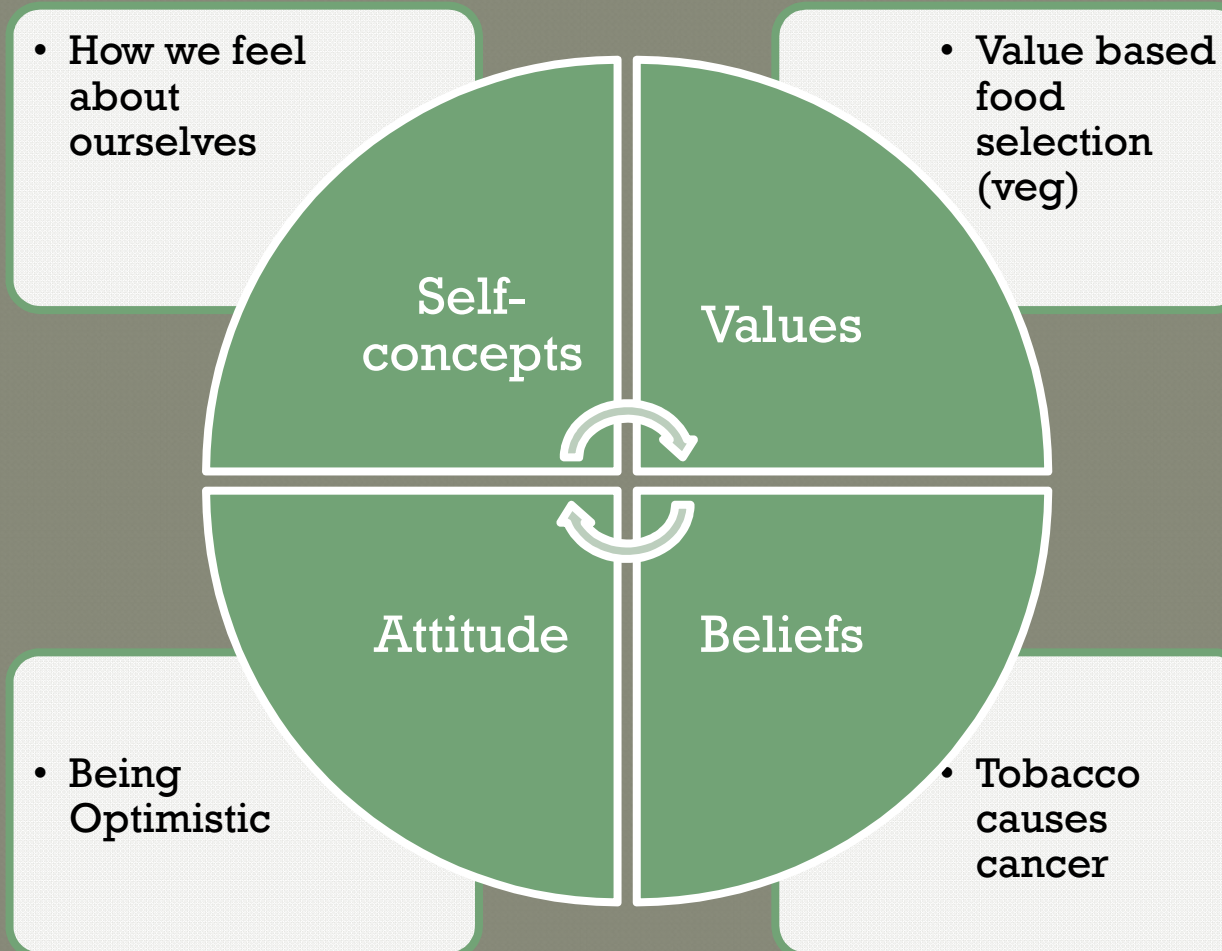


Psychology behind choosing Food





Psychological Factors affecting Food Choice



Food on the Mind- Insights from Food Psychology

- You don't know when you're really full
- Fat is Bad
- Carrots taste weird for breakfast
- Fat Friends = Fat Self
- Suppressing food thoughts leads to bingeing
- If it's healthy, you can eat more!



Basis of Food Preferences





Factors Influencing Food Choice

Physiological

Economical

Cultural

Social

Development of Preferences

Origin of Preferences

Acquisition of Preferences

Rewards and punishments

Food Neophobia



- Reluctant in trying new food & adopt one sided unhealthy diet.
- Psychological causes of food rejection-

DISLIKE

DANGER

DISGUST

Conclusion

- Several Challenges of 21st Century
- Having a control over mind and how it thinks is a difficult task
- *“You are What you Eat, You Eat what you Think”*

