

Contents

Authors' Note	v
1. Introduction	1
2. Measures of Food-Related Behavior	5
Defining Food-Related Behavior	5
A Framework for Organizing the Measurements of Food-Related Behavior	10
Current Measures of Food-Related Behavior	16
Criteria for Evaluating the Measurement of Food-Related Behavior	22
3. Beliefs, Attitudes, and Knowledge	31
Definitions	31
Measuring Knowledge and Beliefs	38
Measuring Attitudes	46
Relationship among Behavior, Knowledge, Beliefs, and Attitudes	54
4. Preferences--A Special Case of Attitudes	61
Definitions	62
Relationship Between Sensory-Related Affect and Consumption	73
Determinants of Sensory-Related Affect	77
5. Sociodemographic Determinants	87
Income	88
Household Size	90
Education	92
Gender and Age	93
Wife's Employment Status	96
Ethnicity and Race	98

6. Models of Choice Behavior	103
Fishbein and Ajzen's Theory of Reasoned Action	103
Triandis's Model of Social Behavior	114
Subjective Probability Model	119
Social Judgment Theory	124
Behavioral Alternatives Model	128
7. Food Classification Systems	135
Definitions	136
Professionals' Food Guides	143
Consumers' Classification Systems	152
References	173