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Consumers’ view on determinants to food satisfaction. A qualitative approach

The objective of this study was to gain a better understanding of the multiple determinants to food satisfaction from a consumer perspective. The study includes two focus groups with a total of 20 consumers varying in gender, age, employment and food interest. The results were divided into sections based on the main themes that arose from analysing the focus groups; i) sensory properties, ii) physical wellbeing, iii) expectations and desires, iv) the food context and v) comparison of the importance of the various determinants to satisfaction. Factors important for food satisfaction appear before as well as during and after intake. Before intake, the important factors are; expectations and desires based on memories about previous food experiences and the context in which the food is perceived. Physical wellbeing was mentioned important for the feeling of satisfaction, included in physical wellbeing is the experience of an appropriate energy level after intake. In general the sensory experience seems to be the primary determinant to satisfaction. The hedonic experience of eating could be enhanced by the social company and knowledge about the food inclusive health value and origin. Findings from the study will prospectively be used to develop a questionnaire. The questionnaire will be applied in case studies to measure factors influential in food satisfaction.