



Diet quality index and food choices motive in Vietnam: The role of sensory appeal, mood, convenience, and familiarity

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A. INTRODUCTION

- Food choices is crucial to identifying consumers' demand for certain foods.
- The Food Choice Questionnaire (FCQ) is used to capture the consumers' perceptions, motives and attitudes toward food.
- Vietnam is a low-and-middle-income country rapidly undergoing the nutrition transition.

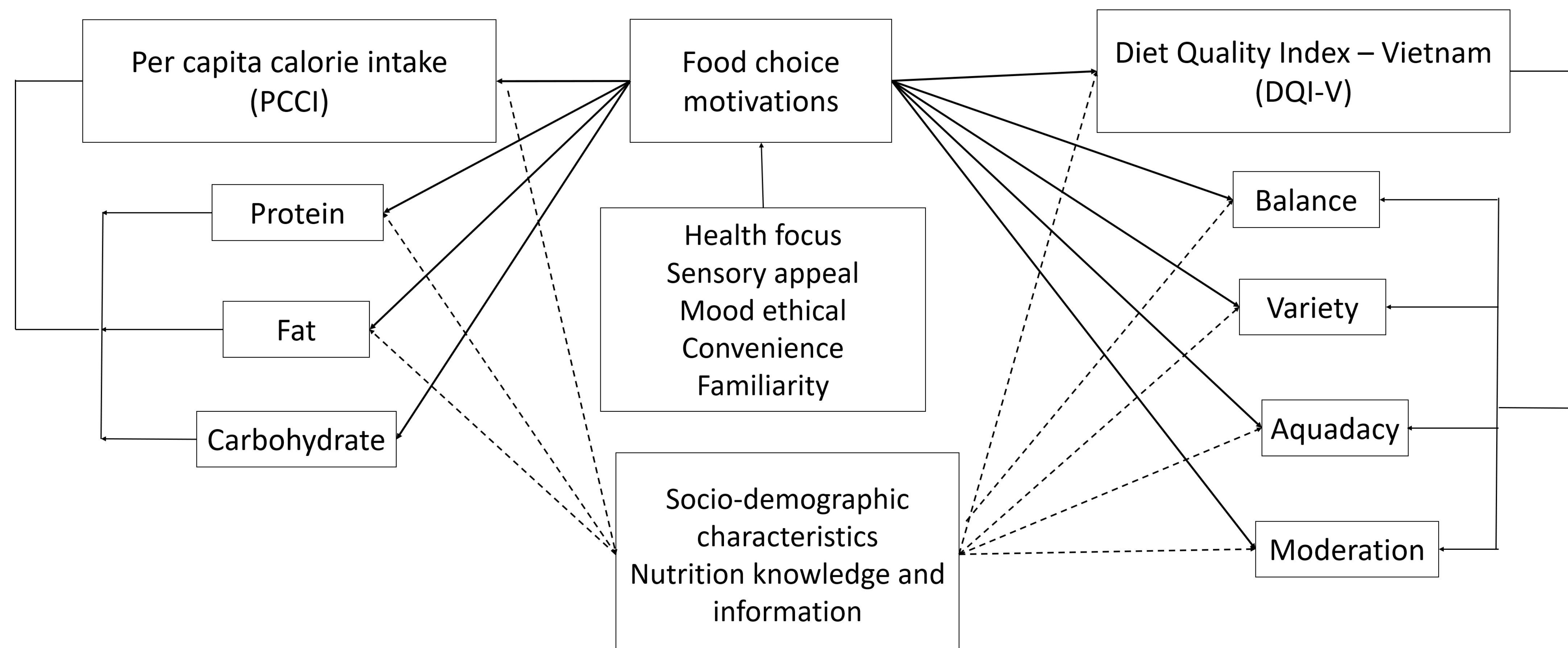
Main contribution

- Elucidate the role of food choice motivations in determining diet quality;
- Validate the food choices questionnaire;
- Illustrate the use of the novel Diet Quality Index - Vietnam (DQI-V), an adaptation of the Diet Quality Index - International (DQI-I) as a new diet indicator for food quality in Viet Nam.

B. METHOD AND DATASET

- Data source: The CGIAR Research Program on Agriculture for Nutrition and Health. Partial Food Systems Assessment at Benchmark Sites in Vietnam. 2021.
- Method: exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation modeling (SEM).

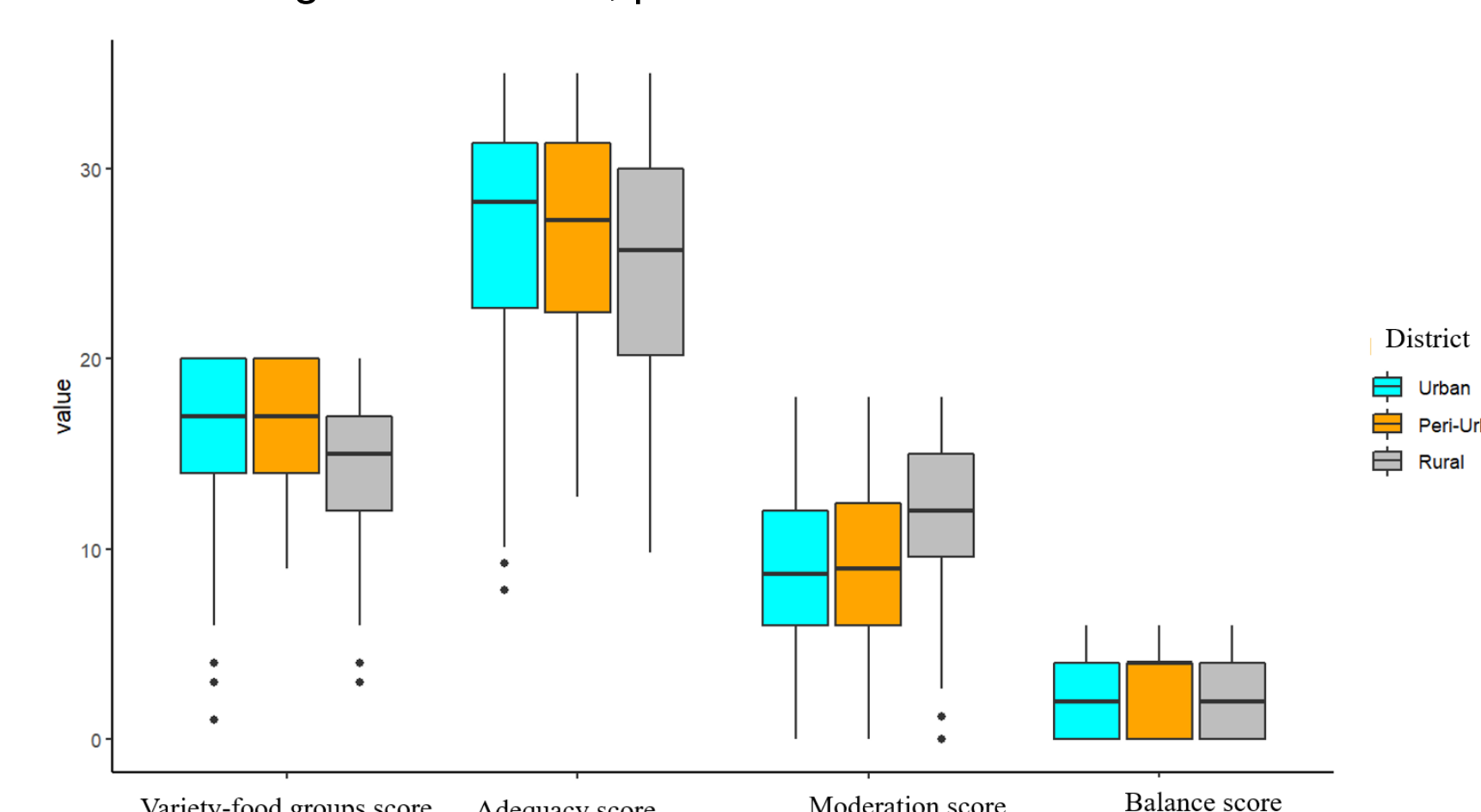
Figure: Conceptual framework of the study.



C. RESULTS

- Mood and ethics factor has a positive effect on Diet Quality Index International score and adequacy score
- Health focus, Sensory appeal and Convenience factor play important roles in explaining Variety-food groups scores.
- Mood and ethnics factor has a negative effect on protein while Convenience has an opposite sign on protein.

Figure: Components of Diet Quality Index-International (DQI-I) and the percentage of the sample in component subcategories in urban, periurban and rural areas.



B. DISCUSSION

- FCQ is "neither comprehensive nor complete enough to be used in all scopes".
- The questionnaire should be adapted to suit local concerns: such as religion, traditional norms and wisdoms.
- This finding may pose a potential dilemma for interventions and policies concerning food products.
- The result emphasizes the importance of improving nutrition knowledge, and efforts to improve diet quality should make this a priority.

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