

Effects of Shopping Service on Dietary Diversity: Analysis of MAFF's Questionnaire Survey on Awareness of Food Access

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Summary

This study aims to evaluate the effects of shopping service on dietary diversity from two perspectives. The first is analyzing the demographic and geographic characteristics of shopping service users by considering simultaneous decision-making (shopping service or shopping trips), using a bivariate probit model. The second is evaluating the relationship between the use of shopping service and dietary diversity by estimating a tobit model. Data from 814 Japanese consumers, obtained through MAFF's questionnaire survey on awareness of food access, were used for the analysis. The main findings suggest that individuals who have difficulty in shopping, maintain or increase their dietary diversity and vegetable intake more frequently, using the shopping service. However, the utilization rate of shopping service among those who have difficulty in shopping is only 50% ; therefore, efficient service provision, such as a farmer's market that can provide fresh and inexpensive vegetables is the key to solving this problem.

Keywords: shopping service, dietary diversity, food access