

Determinants of Unequal Distribution of Fruit and Cut-Fruit Consumption across Age and Sex

—Analysis with Structural Equation Modeling—

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Summary

This paper examines the following two issues: ① To verify the hypothesis that elderly people or women tend to consume more fruit than other consumers because of their different consciousness for food. ② To grasp the mechanism of cut-fruit consumption associated with consumer attributes and consciousness for food compared with those of fruit. Additionally, based on these issues, we show the implication of promotional activities for fruit. As the analytical method, this paper uses structural equation modeling (SEM), the advantages of which are: First, we can utilize latent variables such as health consciousness. Second, we can verify the existence of the total model, how consumer attributes affect the consciousness for food, and how the consciousness for food affects consumption behavior.

The results are as follows. Initially, we confirm that elderly people tend to consume a large amount of fruit; in contrast, young people tend to consume a large amount of cut-fruit. As to the reasons, we verify the mechanisms that elderly people and women have a strong “health consciousness” and a weak “sense of burden for cooking”, and so they tend to consume more fruit than other consumers. Moreover, due to lower food expenses per person, young people have a strong “economic consciousness” so they tend to consume more cut-fruit, the cost performance of which is high. On the other hand, it seems that there are other factors affecting consumption behavior in both fruit categories. The investigation of these factors is a future task.