



## Profiling Vulnerable Consumers

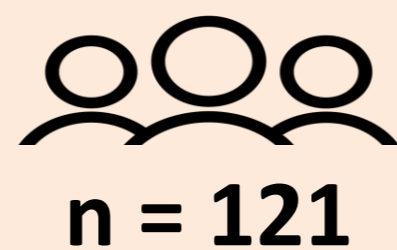
### Background

Consumer behaviour is deeply influenced by emotional and environmental aspects. Those consumers who are more vulnerable to non-rational dynamics are at risk of adopting unhealthy habits, as many studies in the field of social marketing have already shown with respect to the consumption of food products.

### Objectives

Explore **personal characteristics** (e.g., sex, BMI, chronotype, level of education) possibly **related to eating attitude and unhealthy food choices**

### Data Sample



### Methodology

An online survey consisting of:

- **Socio-demographics:** Sex, Age, BMI, level of general and specific (in nutrition sciences) education
- **Chronotype:** reduced Morningness/Eveningness Questionnaire (rMEQ) (Natale et al. (2006)
- **Purchase Habits:** INRAN-SCAI 2005-06 (Leclercq et al. 2009)
- **Eating Attitude Test (EAT-26)** (Garner et al. 1982)

Also, participants were asked to choose between food products.

### Descriptive statistics

<b>Age</b> 29.5 ± 4 years	
<b>Education:</b>	<b>Specific education:</b>
<ul style="list-style-type: none"> <li>• University 57</li> <li>• High school 58</li> <li>• Middle school 4</li> <li>• Primary school 2</li> </ul>	<ul style="list-style-type: none"> <li>• Yes 46</li> <li>• Not 75</li> </ul>
<b>EAT-26:</b> 6.62 ± 7.49	
<b>Sex</b> 50.4% F	
<b>BMI:</b> 23.41 ± 4.004	

### Results

No significant difference  
p-value = 0.625

Consumers with high EAT-26  
tend to prefer whole crackers  
p-value = 0.001

### Stimuli

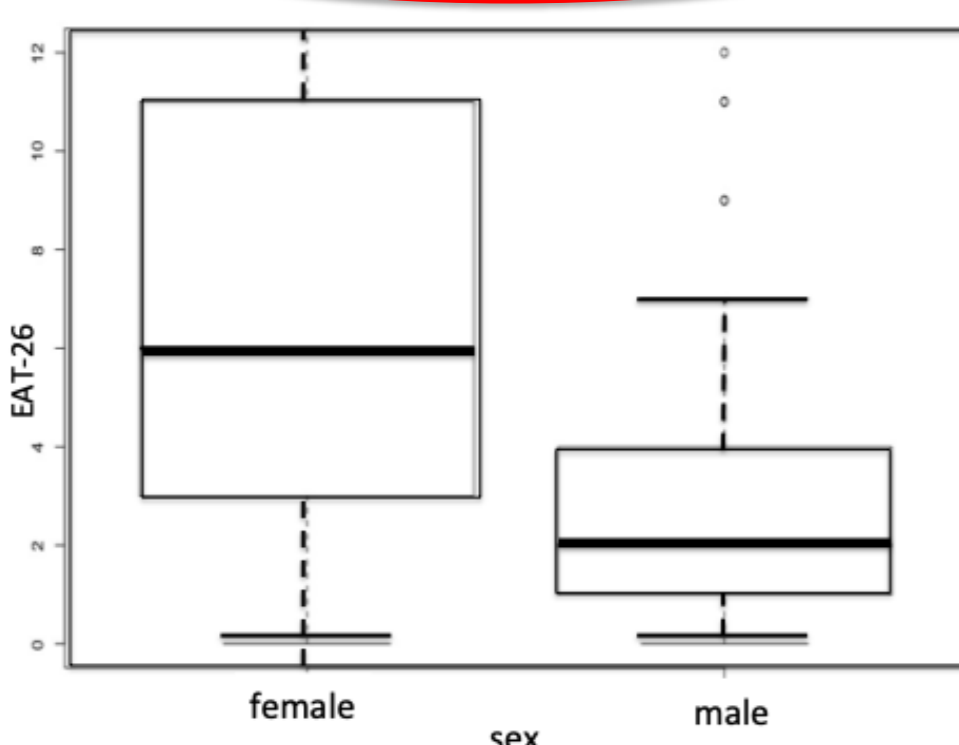
#### Choice 1



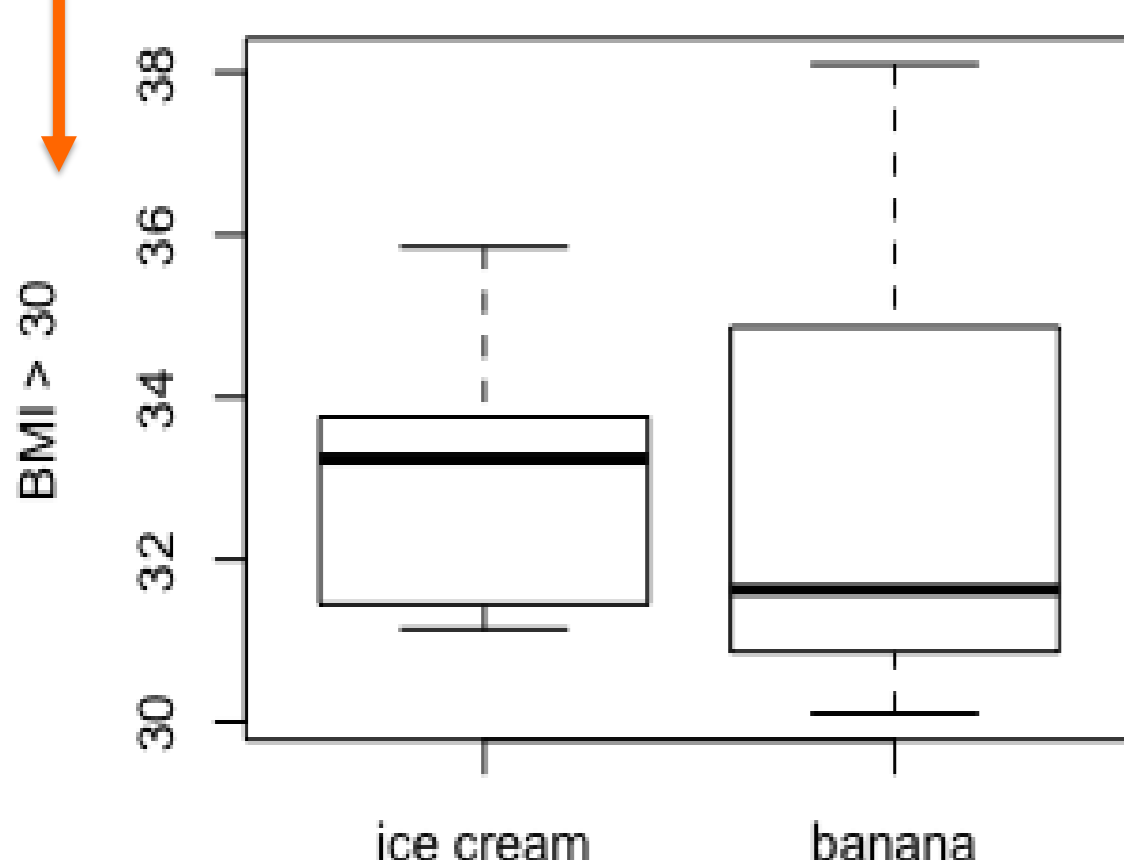
#### Choice 2



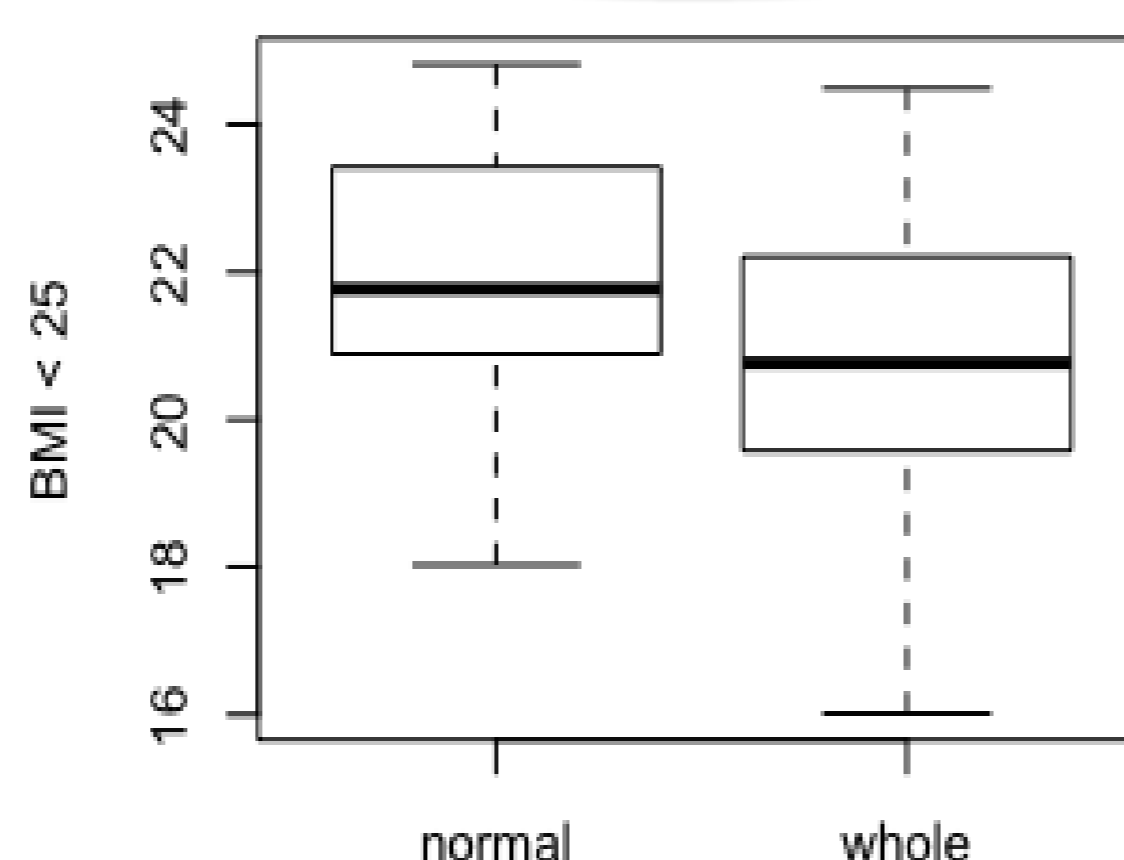
p-value < 0.001



p-value = 0.732



p-value = 0.022



Profiling vulnerable consumers  
helps to predict their choices,  
food education helps  
to change them