

Parental Values Inform Restaurant Ordering Behavior in Children: A Latent Class Analysis



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Objectives

- Identify subgroups of parents (classes) based on their stated values that drive ordering behavior
- Compare differences by subgroups in restaurant ordering behaviors
- Inform public health nutrition policy at the restaurant level

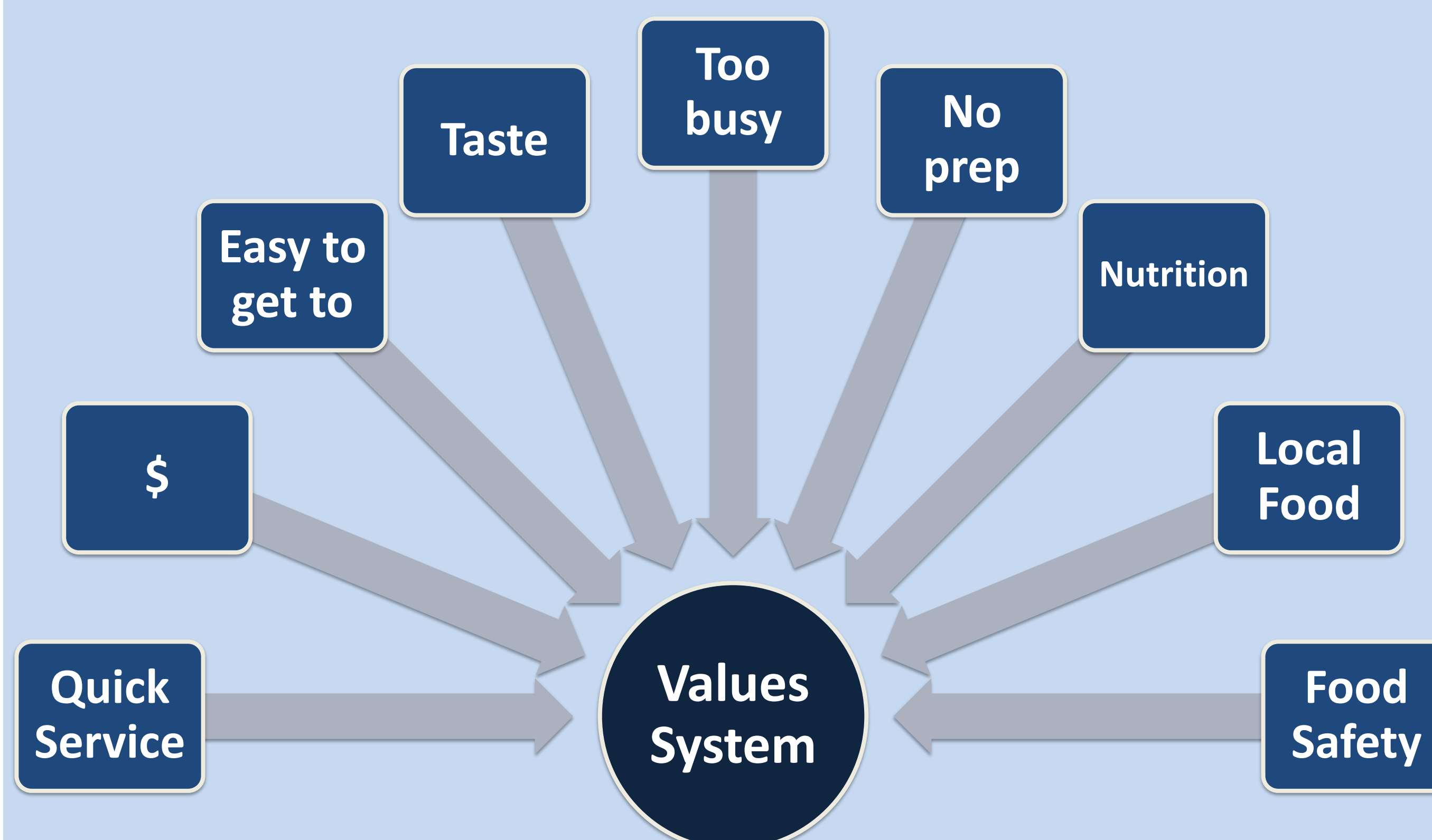
Background

- Restaurant meals are higher in calories, solid fats, and added sugars than food eaten in the home
- Recurrent consumption of food away from home can impact overall health, consequently contributing to risk of childhood obesity along with other chronic diseases
- Previous restaurant interventions (i.e. calorie labeling laws on menus) have had little to no effect on food choice



Methods

- Latent class analysis (LCA) was used to evaluate differences in values that drive ordering behavior

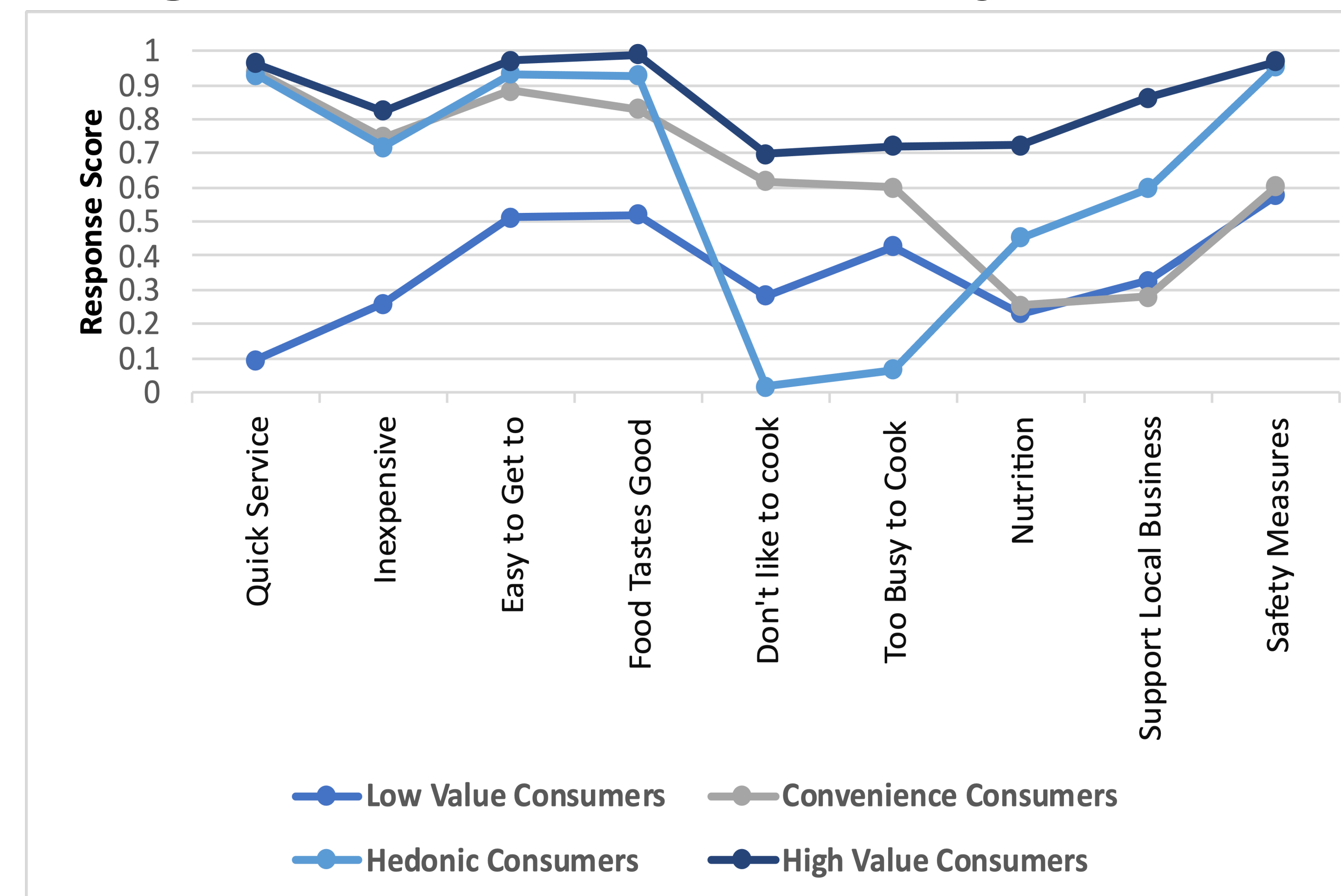


- Perceived stress levels and food choices were compared across classes to evaluate whether parental values impact child ordering behaviors

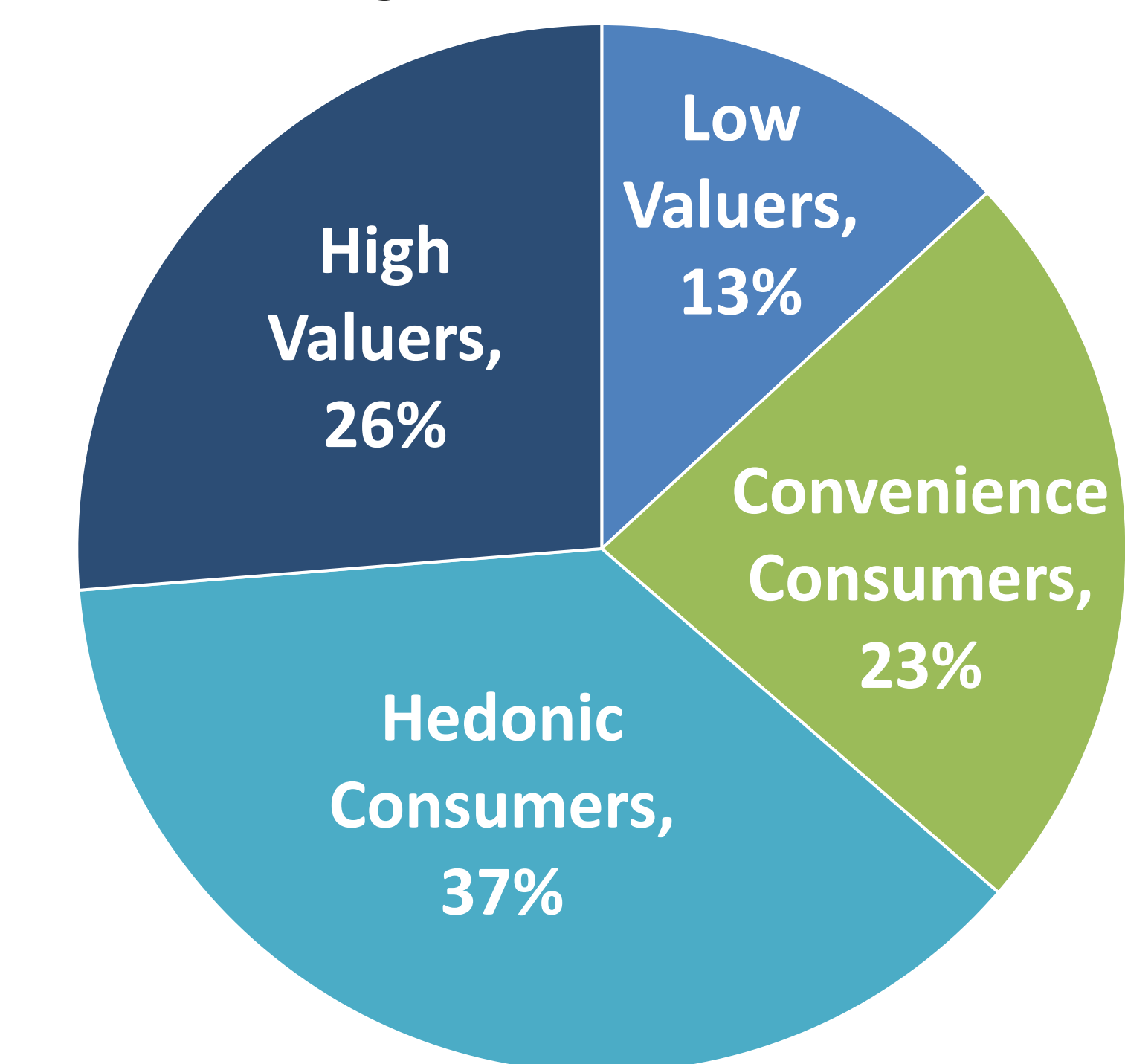
Results

Four classes were identified based on fit statistics (AIC and BIC). Classes were named based on differentiating value of item response scores. Behaviors were compared across classes using logistic and linear regression models, adjusted for sociodemographic factors.

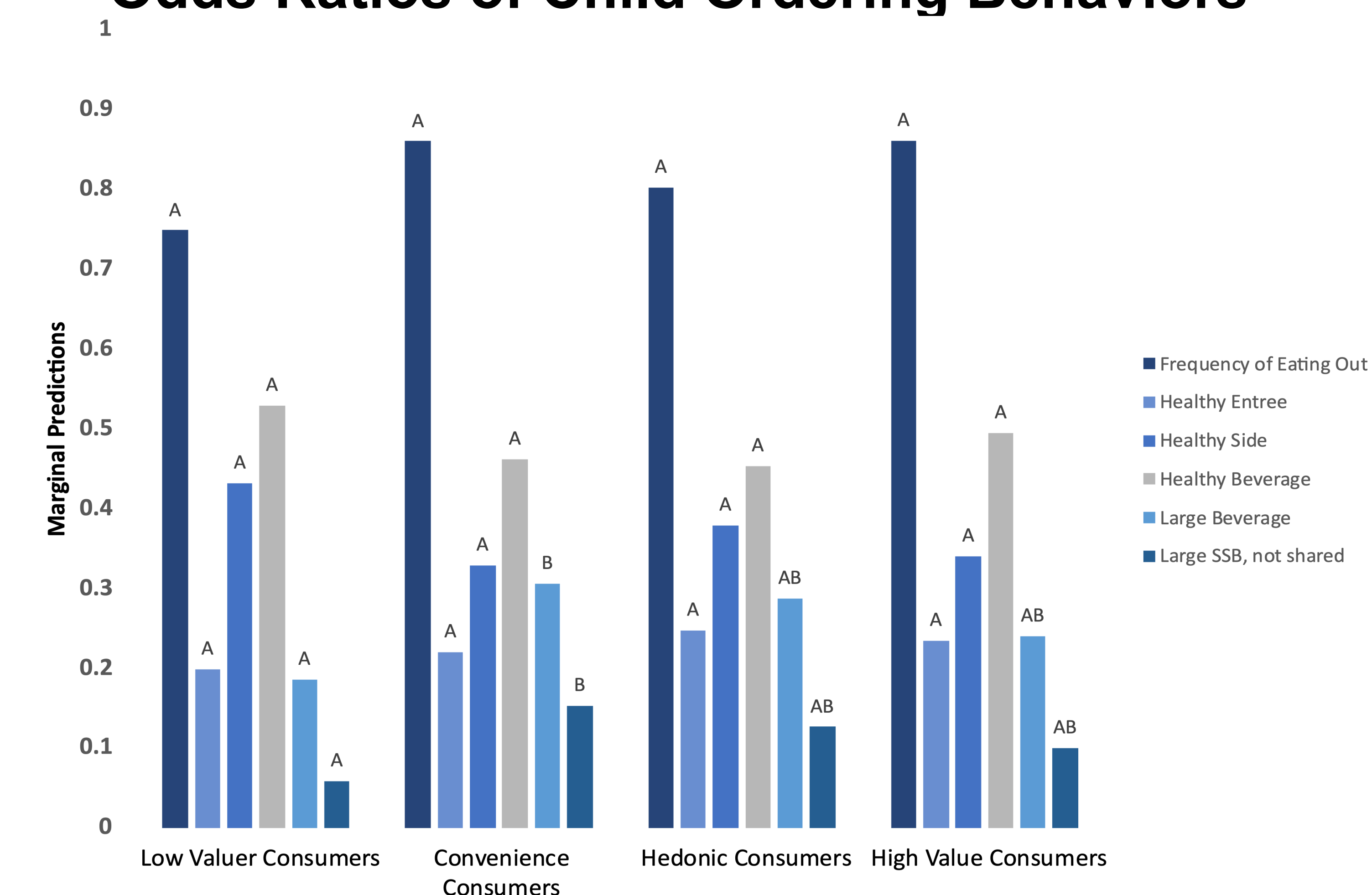
Average Value Response Score by Latent Class



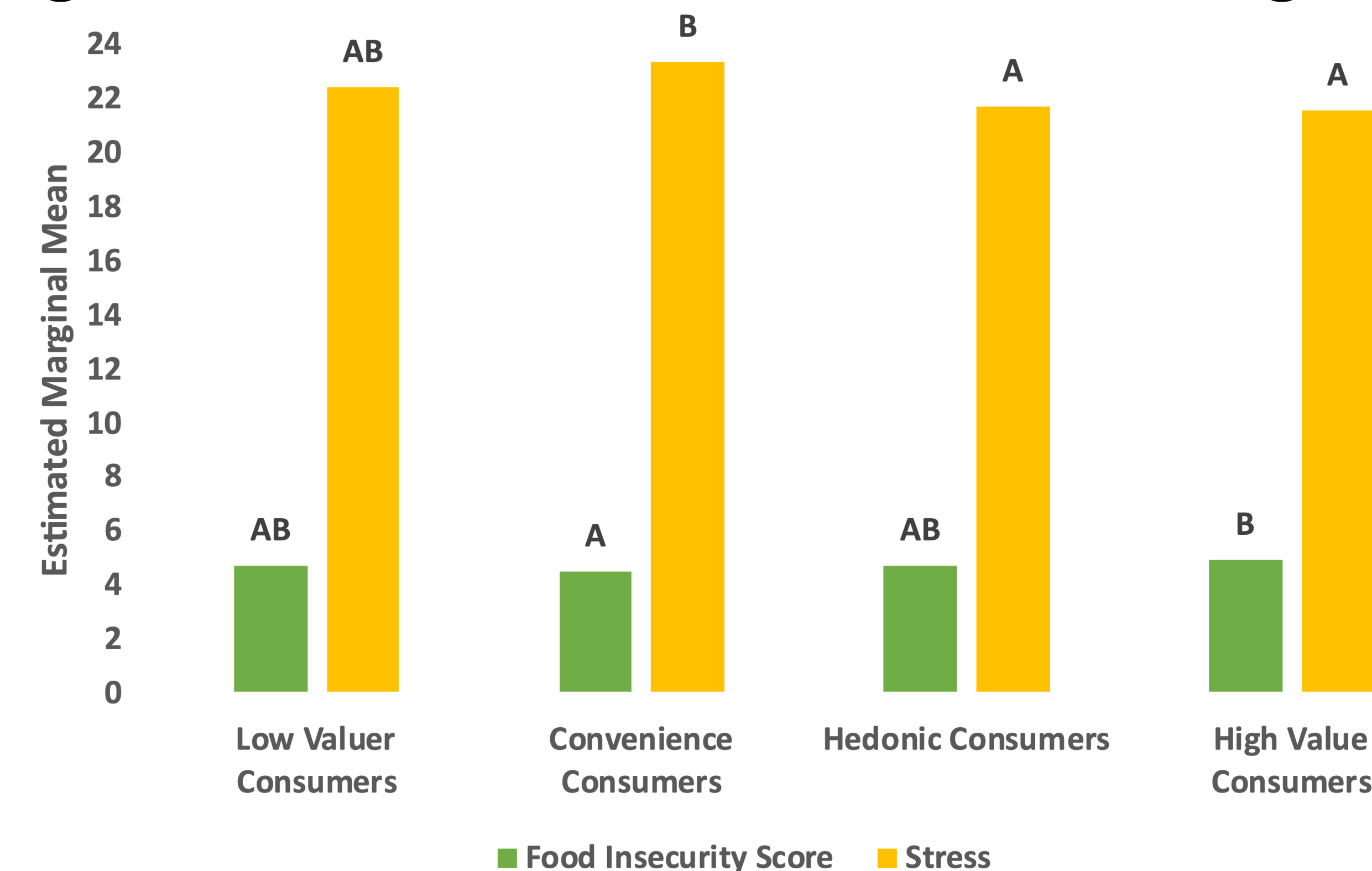
Percent of Study Population in Each Class



Odds Ratios of Child Ordering Behaviors



Marginal Effects of Class with Linear Regression



Key Takeaways

- Most parents fell into the "Hedonic Consumers" class (37%) characterized by having high values for taste and low values for wanting to cook.
- "Convenience Consumers" were the third largest group (23%) and had higher mean stress scores (23.34) but lower levels of food insecurity (4.5) compared to all other groups
- "Convenience Consumers" were more likely to have children that ordered a large beverage size (and not share it), whereas "Low Value Consumers" were least likely to have children that ordered a large beverage

Findings suggest parental values influence child beverage ordering behaviors. Future restaurant policies should consider the different value systems that consumers utilize when making food choices to better inform nutrition interventions by taking all sub-populations into account.