Understanding fruit and vegetable consumption in children and adolescents. The contributions of affect, self-concept and habit strength

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A B S T R A C T

Affective processes and the role of automaticity are increasingly recognised as critical in determining food choice. This study investigated the association of affective attitude, self-identity and habit with fruit and vegetable (FV) intentions and intake in children. Previous studies have not fully explored their implications for children of different age groups and have not considered their independent contribution as part of a coherent model of behaviour that also controls for other psychosocial and environmental determinants of intake. Data was collected through face-to-face interviews with 362 children, 9–15 years old. Children were asked to report on measures of affective attitude, cognitive attitude, self-concept, social norms and facilitating factors following Triandis’ Theory of Interpersonal Behaviour (TIB). Three stage least squares was used to estimate the independent association of affective attitude and self-concept with intentions and of intentions and habit with intake. Self-concept had the most prominent role in explaining intentions irrespective of age for both fruit and vegetables. The importance of affective attitude varied by age and with fruit and vegetables, with greater importance for vegetables and for children aged 11–13 years. Cognitive attitude was more relevant than affective attitude for 14 to 15 year-olds’ fruit intentions. Intake was more strongly associated with habit than intentions, with stronger associations for 14 to 15 year-olds. The current findings support the importance of self-concept for FV motivations and provide further evidence on the importance of habit to FV intake in young and older children and adolescents. Results also support a targeted usefulness of affective attitude for fruit and vegetable intentions. The discussion considers potential ways in which these constructs can be incorporated into interventions to increase FV intake in children.

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1. Introduction

1.1. Determinants of children’s fruit and vegetable consumption

Several studies have shown that children can enjoy present and future health benefits from diets rich in daily fruit and vegetable (FV) intakes (Berenson et al., 1998; Dauchet, Amouyel, & Dallongeville, 2009; Pryynne et al., 2006). Part of these benefits are due to the fact that preferences for FV acquired during the early years translate into healthier dietary habits in adulthood (Craigie, Lake, Kelly, Adamson, & Mathers, 2011). However, children’s and adolescents’ FV intake in high income countries is low compared to the 5 portions a day recommendation for both fruit and vegetables, with greater importance for vegetables and for children aged 11–13 years. Cognitive attitude was more relevant than affective attitude for 14 to 15 year-olds’ fruit intentions. Intake was more strongly associated with habit than intentions, with stronger associations for 14 to 15 year-olds. The current findings support the importance of self-concept for FV motivations and provide further evidence on the importance of habit to FV intake in young and older children and adolescents. Results also support a targeted usefulness of affective attitude for fruit and vegetable intentions. The discussion considers potential ways in which these constructs can be incorporated into interventions to increase FV intake in children.

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Knowledge about what drives children's FV intake comes mainly from applications of social cognition models in which behaviour is linked with individuals' beliefs about themselves, about the behaviour and about their environment (Michela & Contento, 1986; Michela & Wood, 1986). This research has identified a range of environmental and psychosocial correlates of FV consumption in children and adolescents, such as accessibility of FV at the home and school environments, behaviour modelling, and intention to eat healthy (Backman, Haddad, Lee, Johnston, & Hodgkin, 2002; Geller & Dzewaltowski, 2009; McClain, Chappuis, Nguyen-Rodriguez, Yaroch, & Spruijt-Metz, 2009; Pearson, Biddle, & Gorely, 2009; Van Der Horst et al., 2007) and correlates of intentions such as parental subjective norms, perceptions of barriers and intentions such as parental subjective norms, perceptions of barriers to eating more FV and changes in FV intake from three-day diary records. In younger children the relevance of self-concept may be attenuated by the fact that children have a less developed ability to define their self-concept (i.e. who they are) in the same way as adolescents and adults. However, by the age of eight years children have a developmental structure of “self” that allows them to hold more or less accurate representations of personal traits and underlying competencies (see Marsh, Ellis, & Craven, 2002).

Differences with age in determinants of children's and adolescents' FV intake found that changes in affective attitude influenced FV intentions and self-reported FV intake, and that this effect was stronger than that for instrumental attitudes (Carfora, Caso, & Conner, 2016). Affective responses to a food may also be influenced by the meanings assigned to that food (Donna Spruijt-Metz, 1995) including signalling self-concept (Bisogni, Connors, Devine, & Sobal, 2002; M.; Conner & Armitage, 2002). A meta-analysis of studies exploring the role of self-identity in research with adults showed a strong correlation between self-concept and intentions (r = 0.47), with this variable explaining between 6% and 9% of the variance in intentions after accounting for the effect of attitudes, norms, perceptions of control and past behaviour (Rise, Sheeran, & Hukkelberg, 2010). In adolescents Wilson et al. (2002) found high correlations (r = 0.67, p < 0.05) of self-concept associated to eating more FV and changes in FV intake from three-day diary records. In younger children the relevance of self-concept may be attenuated by the fact that children have a less developed ability to define their self-concept (i.e. who they are) in the same way as adolescents and adults. However, by the age of eight years children have a developmental structure of “self” that allows them to hold more or less accurate representations of personal traits and underlying competencies (see Marsh, Ellis, & Craven, 2002).

Evidence suggests that children of different ages are not a homogeneous group in terms of their FV consumption, with teenagers at higher risk of lower consumption (Albani, Butler, Traill, & Kennedy, 2017; Health and Social Care Information Centre, 2012). Possible explanations for these demographic differences are differences in motivations and facilitating conditions across groups. With age children are increasingly able to comprehend abstract concepts such as nutrition and health, and to perceive and focus on social norms (Miller, 2011; Nguyen, Gordon, & McCullough, 2011; Steinberg et al., 2009; Tilstone, Gregson, Neale, & Douglas, 1991). These progress has implications for children's food choice behaviours. Although only a limited number of studies compare factors associated with FV intake in both children and adolescents, considering the benefits of eating more FV was found to be a
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