

## **Assignment #3: Health Talk Summary**

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Health is one of the basic needs which is a form of human capital. Food nutrients also affect the health status which leads to good health status which will enhance both physical energy and mental acuity, reduce sickness absence and increase longevity or decrease mobility. In the end, good health status will translate to increase labor productivity and living standard. On the other hand, if people have poor health status, this condition will lead to the increasing of medical expenses, lower productivity and less earning and also reducing the accumulated household income which all will cause the impoverishment.

In addition, people should firstly understand what healthy food is; it is the concept of eating everything in a balanced diet or eating moderately. However, there are conditions that make some groups of people unable to afford the healthy food such as the cost and the food desert condition – the area with more unhealthy food with the limitation of the availability, accessibility and affordability. From this, the limitations will be caused by socioeconomic status which is one of the factors contributing to the healthy diet barriers such as the lack of education in the aspect of how to have and prepare the healthy food, eating culture and neighborhood. Moreover, food preferences are another factor that makes having healthy food is not easy, which is divided into 2 categories: intrinsic food attributes and extrinsic food attributes. For intrinsic food is related to the physical aspects of the product such as taste, texture, healthiness and nutrients in both positive and negative aspects where most people will focus on the absence of the negative nutrients rather than the present of the positive nutrients – they will focus on, for instance, the 0% fat on the label rather than high fiber diet. However, the extrinsic aspect is also related to the product but not in the physical part such as price, convenience, packaging, social influence and advertising, for the rapidly making decision.

To measure the customer preferences, we will take the survey as the part of eliciting food preferences. Liker scale and ranking scale surveys can be used as part of doing research to the preferences of the customers. In this case, there is a difference between these two surveys since the Liker scale's factors are independent of each other; however, the Ranking scale survey's factors are interacting with each other and this is closer to when we have to make a certain decision because we have time limitations. In this class, we mostly focus on the Discrete Choice Experiment (DCE) Survey which is another method for understanding the subject's preferences. Moreover, this survey will contribute to the ever-growing food and beverage preferences. Furthermore, DCE survey is better in presenting the trade-off between the attribute subjects must consider when making the decision since the other two kind of survey, liker and ranking surveys, cannot inform deeper information due to the time limitation such as when we want to know about the price and what to be more insight about it is cheap or expensive. Also, this DCE survey is similar for making decisions in real-life situations since there are various subjects offered. However, there is the limitation of the DCE survey which is about the cognitive burden and the challenge for the subjects if there are too many attributes included in the model.

In conclusion, to implement effective health policies to improve the better health and welfare, understanding customer preferences is the most important step to take part in by understanding what, how and why the customers behave that way. Lastly, using the effective tool of survey is also important for insightly understanding the consumer's preferences.