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Food preferences and discrete choice experiment survey

Food consumption is the main factor that affects health, nutrition, and productivity which health is significantly related to labor market success. Moreover, food nutrition or suitable food consumption is also associated with health status leading to productivity. In this case, healthy foods give you the nutrients you require to maintain your body's health and energy levels. However, eating healthy food is not easy due to the food costs as the price of healthy foods is a lot higher than the usual or unhealthy foods. Nevertheless, consuming healthy also depends on other aspects such as availability, accessibility, affordability, and also food preferences (i.e., taste, convenience, and food allergy.)

Moreover, food attributes involve food preference in two ways. First, intrinsic food attributes relate to physical aspects of the product, such as taste, texture, and nutrients. Second is extrinsic food attributes associated with the non-physical elements such as price, convenience, and culture.

There are two ways to stimulate food preferences: the Likert scale survey and the Ranking scale survey. According to the result in-class survey, the consequence from both two types of survey are very similar; the difference points are just the Likert result in a rating score, but Ranking results in raking. Eliciting food preferences can also be done through a discrete choice experiment survey or DCE survey 'to facilitate the understanding of subjects' preferences.' The DCE also contributes to the literature on food and beverage preferences, including snack, nutrition, and wine. In addition, the DCE has an advantage in showing the trade-off between attributes subjects to decide. Nonetheless, this survey method also better delivers real situations based on several choices of multi-level attributes. As the number of attributes increases, the possible option sets also increase. Therefore, to reduce the number of option sets and biased coefficient estimation, we can use other methods to create the option sets, such as BFFD and FFD. Furthermore, using the multinomial logit model and conditional logit can estimate the interaction between attributes and attributes and SES in the analysis case. Moreover, these analyses can also calculate the relative importance. However, there are still some limitations, such as endogeneity bias, stated preferences, hypothetical bias, and experimental setting.

The DCEs model can use in health economics and economic development as well. For example, the Covid-19 lockdown measure in Germany uses this method to identify the trade-off between various strategies. The following example is related to economic development, selecting suitable candidates for a job interview through skill and university graduate recruitment process based on CVs to get the most applicable worker to get the highest productivity, leading to success in the labor market and economic development.