

There are two main topics that Dr.Pim talked about with us which are the food preference and discrete choice experiment survey. The meeting started with some basic information about health. Health is one of the human capital which somehow related to the labor market. Good health and bad health result in different outcomes. Increasing labor productivity tends to be the result of good health while poor health results in lower productivity and causes impoverishment to that person because of high medical expenses.

She asked us what is healthy food in our minds. One of the interesting answers is that eating moderately is healthy food and I totally agree with that. People tend to think that having a keto diet, being a vegetarian and etc. is very healthy for our health but forget that eating moderately is also very good for our body as well and it cost a lot cheaper than having those very healthy foods from the business definition. She pointed out that having healthy food is not that easy. Geographical is one factor that influences more unhealthy food consumption via the less availability, accessibility, and affordability of healthy food. Other food preferences such as taste, and convenience also influence the consumption behavior as well

There are two types of attributes affecting food preference which are intrinsic and extrinsic food preference. Intrinsic food attributes are related to physical aspects of the product such as taste, healthiness, and nutrients while extrinsic attributes are related to the product but not its physical such as price convenience and social influencing.

Now, this is the part where Dr.Pim talked about how to collect the food preferences of people through surveys. Linkert scale survey is the survey that gives us the distance between each answer option of each question while ranking gives us the ranking of the given question option. There are trade-offs between these two surveys because the Linkert scale survey may omit the ranking of the choice while the ranking survey omits the magnitude behind that ranking. A discrete choice experiment survey is a survey that which participants need to choose a particular alternative choice when compare to other choices. One problem from this survey is that it can be too much or too hard for the participants to choose any given choice which can lead them to lose concentration to answer the survey.

From the Linkert scale and ranking scale survey, Dr.Pim gave us to do, the taste rank number one factor people will consider when buying any snack. However, when more variables are included for any buying decision taste may not be the most influencing factor as can be seen in the results of the discrete choice experiment survey Dr.Pim gave us to do. People now include other factors in their consideration and the result may change from the Linkert scale and ranking scale survey.