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# FOOD PREFERENCES AND DISCRETE CHOICE EXPERIMENT SURVEY

Health is a form of human capital; it is expected to be related to labor market success. Poor health people will have lower disposable income since they spent their money on medical care, and this leads to lower productivity and less earning. While in good health people are able to enhance physical energy and mental acuity, reduce sickness absence, and increase longevity. Therefore, poor health people should improve their health.

Food nutrition also has an impact on health status, which is linked to productivity, i.e. eating good food will result in better health. However, eating nutritious food is difficult since food deserts are geographical locations with a high availability of bad foods and limited access to affordable food. Also, personal preference and taste.

Food attributes affecting food preference can be categorized into 2 categories:

- Intrinsic food attributes: They are related to the product, but not in the physical
- Extrinsic food attributes:They are related to the product, but not in the physical

There is a survey method to facilitate the understanding of subjects' preferences called DISCRETE CHOICE EXPERIMENT (DCE). This survey adds to the growing body of knowledge about food and beverage preferences, such as snack branding, food and snack choices, food nutrition, and wine preferences. Furthermore, it better illustrates the trade-offs of qualities that subjects must evaluate when making a decision and is more similar to real-life circumstances in which subjects make decisions based on a variety of options, each of which includes a combination of multi-level traits.

For DCE design and analysis, as the number of attributes increases, so does the number of possible choice sets, which can be overwhelming for the subjects. To reduce the number of choice sets and ensure unbiased coefficient estimation, the study can use several methods to design choices and optimal choice set a D-efficient design using NGENE program, aFractional Factorial Design, and a Blocked Fractional Factorial Design (BFFD). In the analysis part, we estimate the interaction between attributes and estimate the interaction between attribute and SES thenCalculate the relative importance.

I would conclude that we should be worried about health and food nutrition, particularly food preferences, which have an impact on work productivity, in order to improve our economic situation.