

# Product development – Food Perception model (Sijtsema, 2003)

## Explanation

This model shows four interrelated determinants of food perception in daily life.

- First is the **individual** with her or his own characteristics related to demographics (e.g. age, gender, education level, income) biological (e.g. need for specific nutrients) and psychological (e.g. intentions and attitudes).
- Second is the individual as they operate in a social **environment** by being part of a household or a family in a specific society with its own culture and traditions.
- Third is the food **product** with its own characteristics.
- Fourth is the product as it is consumed in a specific **context** dependent on time and place.

Food perception is always a combination of a person perceiving a specific food product or dish, the food itself with its characteristics, as well as the production system applied.

## Sources

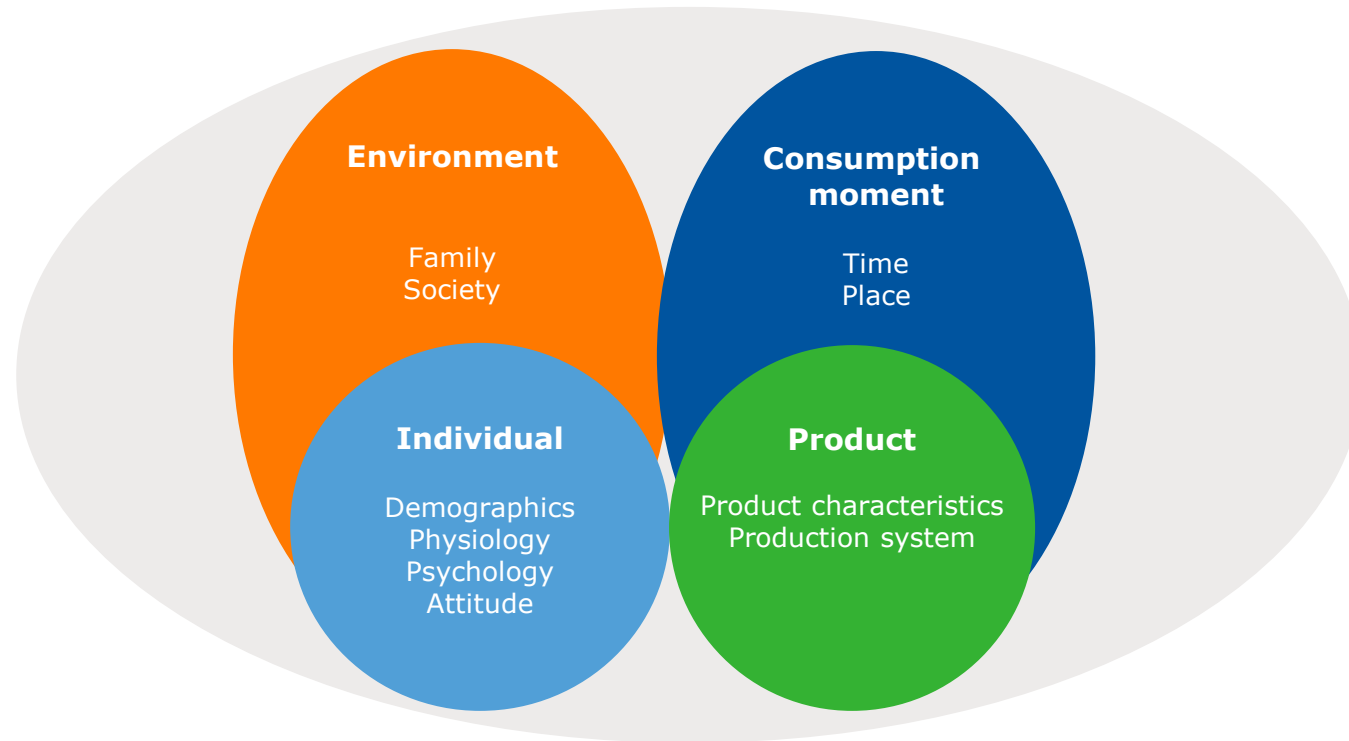
- Sijtsema 2003 thesis (see next page)



## Examples and/or assignment

- Think about your breakfast this morning, a snack you had between meals yesterday and your warm meal last Monday.
- Additional questions to be answered about these different moments: Why did you eat that? Did you choose yourself or did someone else choose for you? Do you eat this more often or not and why? Where do your answers fit in the model?

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Perception  
Sijtsema *et al.*, 2003