Abstract

Aim: To distinguish consumer typologies on the basis of their food-related lifestyle in the principal municipalities of the Metropolitan Region of Santiago, Chile, and to characterize these according to their food consumption habits inside and outside the home, sociodemographic characteristics and their level of satisfaction with food-related life. Materials and methods: A structured questionnaire was administered to a sample of 951 people in the principal municipalities of the Metropolitan Region of Santiago (more than 100,000 inhabitants). The instrument for collecting data included an adaptation of the food-related life (FRL) questionnaire and the satisfaction with food-related life (SWFL) scale. The food consumption habits inside and outside the home were asked about as well as sociodemographic classification variables of those surveyed. Results: Using a cluster analysis, five typologies were distinguished with significant differences in the five components obtained from the FRL with a factorial analysis of the principal components. The typologies presented a different gender, age and socioeconomic level profile and differed in the scores obtained on the SWFL. They differed in the frequency with which the person has lunch, tea (“once” in Chile) and dinner at home. With respect to the meals outside the home, the typologies were distinguished according to the frequency of meals in restaurants, fast food outlets and in the purchase of prepared food. Conclusions: A lifestyle where eating is related to low involvement and enjoyment of food is associated with a person’s higher socioeconomic level and lower age. Additionally, a greater frequency of meals in restaurants and the purchase of prepared food combined with a lower frequency of meals at home is associated with unhealthy eating habits of little benefit to the person, which might have a bearing on a lower level of food-related life satisfaction.

Keywords