

Public Abstract

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Title:A STUDY OF PERCEIVED ATTRIBUTES OF ASIAN FOODS: COMPARISON OF IMPLICIT AND EXPLICIT ATTITUDE MEASURES

The primary purpose of this study was to examine the individual's perception on Asian foods using an experiment and a questionnaire simultaneously. More specifically, the objectives of this study were: (1) to examine the differences of perceived food attributes (PFAs) between two Asian foods (i.e., Chinese food and Japanese food), (2) to identify individual's attitudes toward two Asian foods applying both explicit and implicit measures, (3) to determine the antecedent factors on the two measures of attitudes (i.e., explicit and implicit attitudes), (4) to examine if there are correlations among perceived attributes, explicit/implicit attitudes, and food intentions of two Asian foods, and (5) to identify if there are interactions between two Asian foods and perceived food attributes on explicit and implicit attitudes. In total, 39 college students (Caucasians) were recruited to complete a self-reported survey and implicit association test (IAT). With two selected real Asian foods, the study shows that there are significant mean differences of PFAs between two Asian foods (i.e., Chinese food and Japanese food), and that significant mean differences are found in implicit attitudes towards two Asian foods, but not in explicit attitudes. In terms of correlations among salient factors used in this study, there are significantly positive correlations among PFAs, explicit attitudes, and food intentions. Furthermore, the results reveal the significant interaction effects between ethnic foods and PFAs on explicit attitude measures, but not on implicit attitude. The implications of the results for PFAs and explicit/implicit attitude measures on Asian foods are discussed.