

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

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ABSTRACT

The study tested the hypothesis that perceived food attributes (PFAs) and explicit/implicit measures of attitudes would differentially identify an individual's attitude in the domain of Asian food. In total, 39 college students (Caucasians) were recruited to complete a self-reported survey and implicit association test (IAT) simultaneously. With two selected real Asian foods (i.e., Chinese food and Japanese food), 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, the results reveal that 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 conclusions, implications and limitations are discussed.