

研究業績 英文表記

和文	
表題	「昼食にかける値段」の違いによって飲食店のメニューへ期待することは異なるか？
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英文	
Title	Are the Expectations from Menus of Restaurants Different from the Costs of Lunches?
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Abstract	<p>To explore if an individual who pays low cost for a lunch tends to not expect a healthy meal, we analyzed the relationship between the cost of lunches and expectations from menus of restaurants. We used data from a study on the desire for new restaurants conducted in 2017. According to participants' responses to the item on the cost they would pay for a lunch, they were divided into the following three groups: "cheap" (the costs of lunches were below 400 yen), "moderate" (about 500 yen) and "expensive" groups (above 600 yen). Findings revealed that more participants from one company tended to be in the cheap group as compared to those from other companies. Further, majority of the participants in the cheap group thought that the cost of lunches was important. Participants in the moderate group considered fun and Chinese dishes were expected. Participants in the expensive group considered the main ingredients important. However, the image of "healthy meals," e.g., low salt, low calorie, adequate vegetables, and low volume, was the same across all groups. These findings suggest the need for designing healthy restaurants considering clients' expectations, including those related to the cost of foods.</p>
keyword	health disparities, nutrition disparities, restaurant, healthy meal

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