

Attitudes to food and salt preferences

Sumio Imada

Department of Psychology, Hiroshima shudo University

Tomoko Hasegawa

Department of Psychology, Waseda University

Summary

In order to see psychological characteristics of salt-preferred person, college students from Japan were surveyed with several questionnaires dealing with salt preferences (Imada, Hasegawa, & Rozin, 1996), eating habits of convenience-oriented and food-pleasure-oriented, belief about link of diet(salt)-health, subjective health-related symptoms (Imada, 1995), general food preferences (cf., Rozin et al., 1998), the degree of stressors experienced recently, stress responses, and the choice of coping strategies (Ozeki et al., 1991). Results show that salt-preferred person tends to be more convenience-oriented and food-pleasure-oriented than less salt-preferred person. Also the former tends to have negative beliefs about links of diet(salt)-health and the regularity of the life-health. Although salt-preferred person didn't report many stressors experienced and nor stress responses than less salt-preferred person, the strategy to stress is characteristic: They tend not to adopt the "problem-focused" coping mode. Based on the results gained, we proposed a hypothesis that convenience-oriented and less food-pleasure-oriented eating habits are critical variables to ensure salt-preferred person.