

BACKGROUND



- Food choices influence nutritional balance and the risk of a number of chronic diseases
- Social norms (SN) are associated with social judgement influencing food choice and behaviour
- Little research has gone into the effect of social norms on eating behaviours and their potential role in dietary change interventions

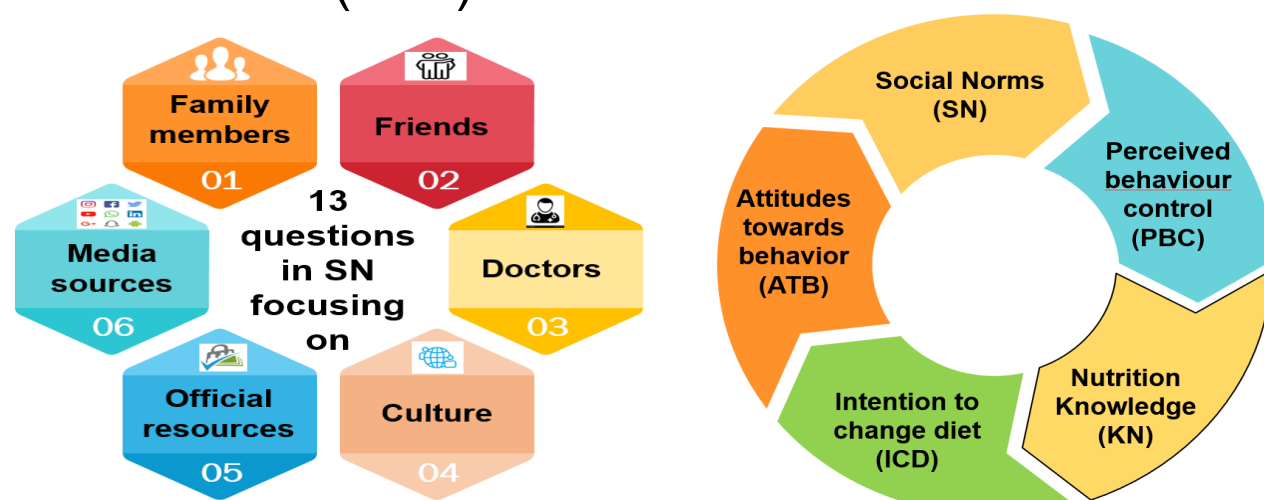
☐ Social norms: what society considers appropriate and acceptable conduct

AIM

To investigate the impact of social norms on intention to change diet in a sample of the UK adult population (> 18 years)



METHODS


- Cross-sectional study survey
- Recruitment: social media ( and ), and face-to-face to UK residents
- February to December 2018.
- Questionnaire items based on the Theory of Planned Behaviour (TPB):



- Questionnaire Cronbach's alpha: ATB, SN, PBC & NK ranged between 0.375 - 0.77
- The data were analysed using SPSS software

RESULTS

646 participants
30%  70% 
Median age 29 years (IQR 22)

607 Completed university degree or higher
 93%

578 (89.4%) participants owned their own accommodation

558 (86.3%) participants have a stable income

Table 1: Scores of each main construct, as mean (standard deviation; SD), and range (n= 646).

TPB constructs	Mean (SD)	Min-max
ATB	44.75 (4.73)	(25-66)
SN	35.8 (6.8)	(13- 61)
PBC	26.72 (7.91)	(10- 60)
NK	6.51 (1.83)	(1-11)
Intention	10, 20 (2.44)	(0 -15)

Table 2: Multiple regression analyses of TPB components on intention to change diet among study population (n=646)

Variable	B	SE	Beta	t-value	P- value
ATB	0.77	0.020	0.15	3.787	0.000
SN	0.049	0.015	0.134	3.259	0.001
PBC	0.009	0.013	0.028	0.694	0.488
NK	0.11	0.052	0.083	2.119	0.034

Multiple regression adjusted for age & gender, adjusted R² 0.07

B, regression coefficient; SE, standard error

Dependent variable: Intention to change diet

Independent variables: ATB, SN, PBC and Nutrition Knowledge

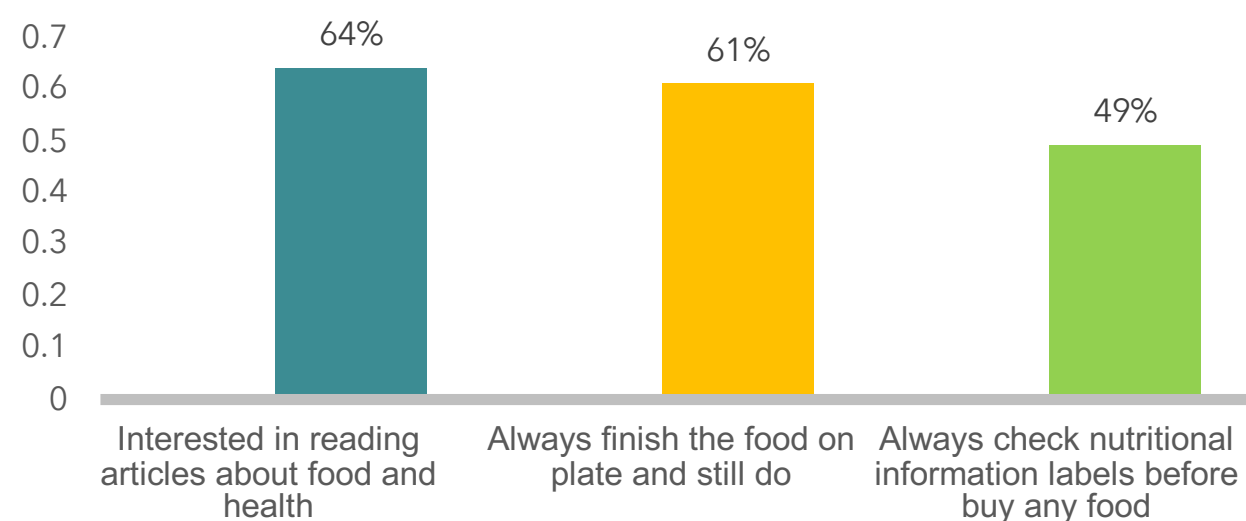


Figure 2: Statements in social norms with agree and strongly agree (n=646)

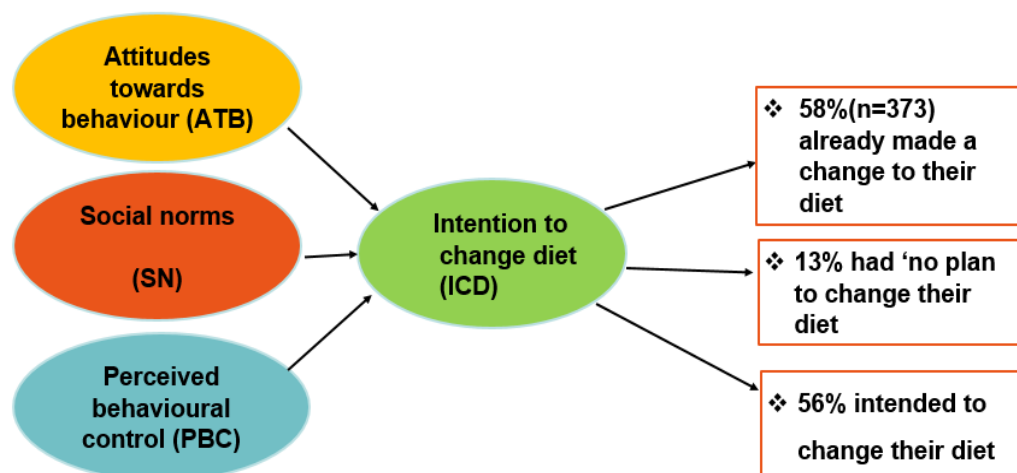


Figure 1: Sub questions of intention to change diet (n=646)

CONCLUSION

- Attitude toward behaviour regarding diet and health was the strongest predictor of participants' intention to change their diet followed by social norms
- Perceived behavioural control and nutrition knowledge are not associated with intention to change diet
- Overall, nutrition intervention programs should consider focusing on attitude toward behaviour and social norms not just nutrition knowledge.