

Influential Factors Affecting Food Choices of Consumers When Eating Outside the Household in Trinidad, West Indies

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ABSTRACT. This first study examined the reasons why consumers in Trinidad, West Indies ate outside their household and the influential factors which affected their food choices. The study population comprised 120 respondents randomly chosen from different areas in Trinidad, West Indies. From the structured questionnaire, most consumers (90.0%) considered "eating out" as "food consumed away from home either in a commercial institution or at someone else's home." Most (62.8%) ate outside their household at least once or twice per week and (72.5%) had their own food choice whenever they ate out in a group of friends or family. Food choices were influenced by health/nutritional benefits (60.8%), safety/sanitation (60.0%) and price of menu (55.8%). The celebration of a special occasion (60.8%) was the most popular reason for "eating out". The popular venues were fast food outlets (73.3%), res-

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taurants (65.0%) and pizza houses (55.8%). Chinese cuisine (80.8%) was the most popular food choice. Income was related ($P \leq 0.05$) to venue preference, with those of highest income range ($\geq 7,000$ TT or US\$1,111) eating out at hotels. doi:10.1300/J038v13n01_02 [Article copies available for a fee from The Haworth Document Delivery Service: 1-800-HAWORTH. E-mail address: <docdelivery@haworthpress.com> Website: <<http://www.HaworthPress.com>> © 2007 by The Haworth Press, Inc. All rights reserved.]

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