

## عنوان مقاله:

STRATEGIES FOR BUILDING CONSUMER TRUST IN COOKING OILS USED IN IRANIAN FAST-FOOD RESTAURANTS

## محل انتشار:

سومین کنگره بین المللی و پانزدهمین کنگره تغذیه ایران (سال: 1397)

تعداد صفحات اصل مقاله: 1

## نویسندگان:

Fatemeh Esfarjani - *Department of Food and Nutrition Policy and Planning Research, National Nutrition and Food Technology Research Institute, Faculty of Nutrition Sciences and Food Technology, Shahid Beheshti University of Medical Sciences, Tehran, Iran*

a Zargaraan - *Food and Nutrition Policy and Planning Research Department, National Nutrition and Food Technology Research Institute, Faculty of Nutrition Sciences and Food Technology, Shahid Beheshti University of Medical Sciences, Tehran, Iran*

f Mohammadi-Nasrabadi - *Food and Nutrition Policy and Planning Research Department, National Nutrition and Food Technology Research Institute, Faculty of Nutrition Sciences and Food Technology, Shahid Beheshti University of Medical Sciences, Tehran, Iran*

y Salmani - *Food and Nutrition Policy and Planning Research Department, National Nutrition and Food Technology Research Institute, Faculty of Nutrition Sciences and Food Technology, Shahid Beheshti University of Medical Sciences, Tehran, Iran*

## خلاصه مقاله:

**Background and Aim:** The purpose of this study is to explore building trust to cooking oils used in fast-food restaurants among Iranian women consumers. **Methods:** In this qualitative study, eight Focus Group Discussions (FGDs) were conducted among women (n=82) who were responsible for food handling in their households from 5 districts of Tehran in 6 health centers. Each session was held with 7-10 participants with their voices recorded. The final transcripts were read to obtain categories until developing themes by using directed content analysis and constant comparison methods. **Results:** Three categories were emerged with 9 themes and 46 sub-themes: 1) Cooking oils in fast-food restaurants, 2) Fast-food restaurants, and 3) Building consumer trust. One of the main problem of fast-food restaurants according to the participant views, was cooking oils. The majority of women had desirable knowledge about the disadvantages of cooking oils in fast-food restaurants; however they prefer fast-food restaurants for changing mood, making fun and also the variety of food. **Conclusion:** The participants mentioned that the most challenging problem of fast-food restaurants was re-used cooking oils. For building trust, visible kitchen, was recommended to fast-food restaurants. Health policy makers should promote conducting educational interventions, media advertisements and improving the nutritional food quality of fast-food companies (e.g. legislation of menu labeling). There is a definite need for designing a system for collecting and recycling of used cooking oils in restaurant applications.

## کلمات کلیدی:

**لینک ثابت مقاله در پایگاه سیویلیکا:**

<https://civilica.com/doc/816216>

