

عنوان مقاله:

Formative Research on a Social Marketing Campaign to Promote the Consumption of Healthy Breakfast and Snacks:
A Qualitative Study

محل انتشار:

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خلاصه مقاله:

Background: The elimination of breakfast and the high consumption of low-value snacks are becoming more frequent and common among adolescents. Nutrition is a complex behavioral phenomenon that is associated with the specific cultural and environmental issues of each society as well as psychological features. This qualitative research was conducted to identify factors affecting breakfast consumption behavior in adolescents using the social marketing framework. Materials and Methods: A qualitative research based on the social marketing framework was conducted through directed content analysis in the high schools of Isfahan and Khorramabad, Iran, in 2016. Data were collected through seven focus group discussions and 33 in-depth, semi-structured; interviews conducted in person with both male and female students, the parents, and the teachers and were analyzed simultaneously in three phases, namely preparation, organization and reporting. Results: The results obtained in the present study within the social marketing framework were coded into the four categories of product, place, price and promotion. The product category had four subcategories, including favorite taste sought in breakfast, breakfast preparation, breakfast serving style, variety and the healthful features of breakfast. The price category had four subcategories, including time, psychological, social and financial prices. The promotion category had three subcategories, including official channels, unofficial channels, and educational materials and equipment. The place category had two subcategories, including having breakfast at school or having breakfast in an outdoor space. Conclusion: The promotion of healthy breakfast as a product, requires that first its important features be considered, including the favorite taste sought in breakfast, second that it be promoted through channels most popular with students, and most importantly, that its price be reduced by using incentives such as serving breakfast at school as an attractive place for students

کلمات کلیدی:

Adolescents, Breakfast, Snack foods, Social marketing, Students

