

How can I get my food?: Survey research to understand consumers' barriers for acquiring food in the COVID-19 pandemic

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Background

- Changes and issues within the food supply chain during COVID-19 have required grocery shoppers to alter food purchasing behaviors.
- Community-based social marketing (CBSM) informed this study because of its deliberate focus on identifying barriers and benefits associated with behavior change.

Purpose

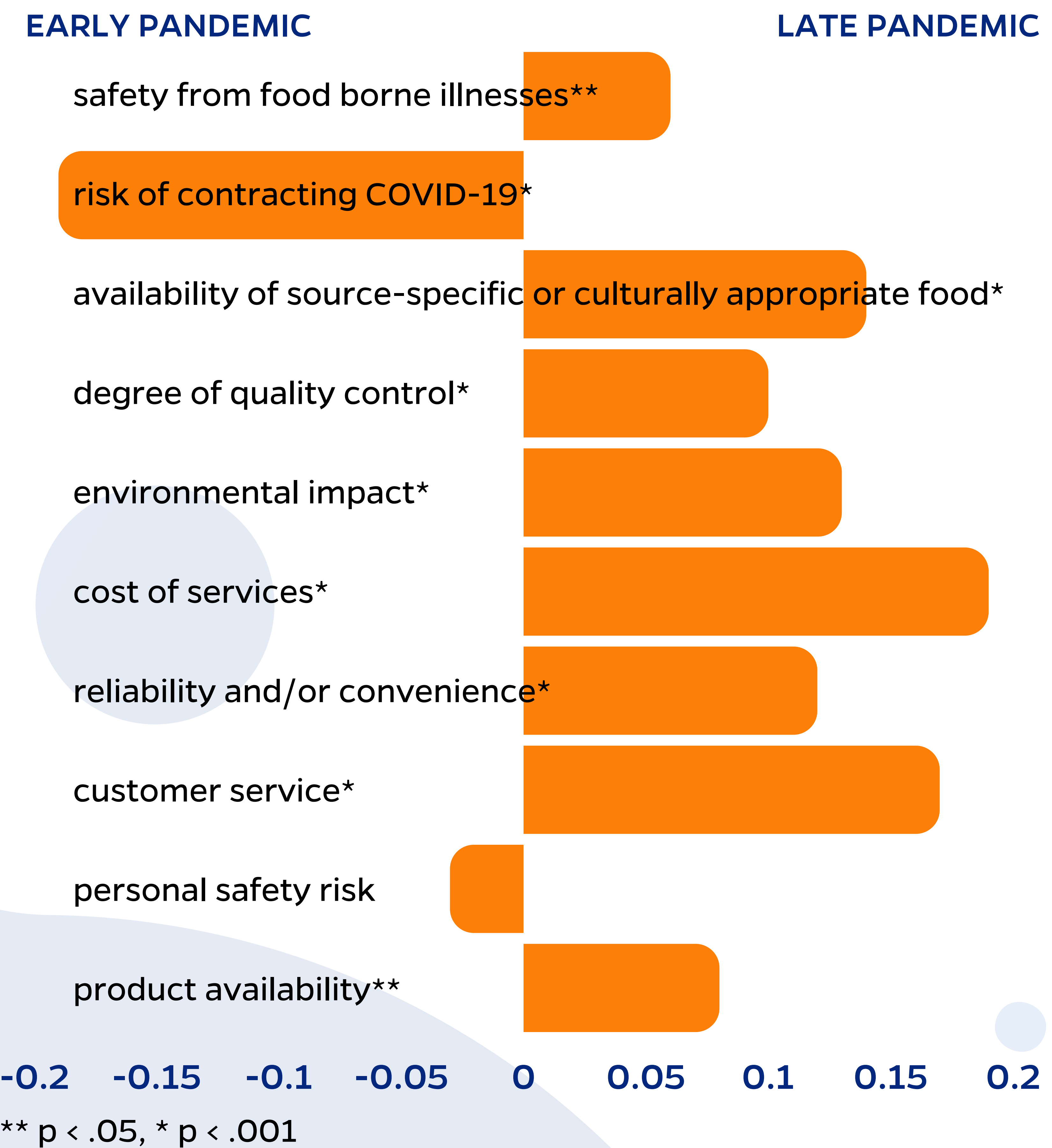
The purpose of this study was to understand American's barriers to purchasing food early and late in the COVID-19 pandemic.

Methods

- Data gathered July-August 2021 via an online survey
- Sample was 1,004 participants matched to U.S. Census
- 5-point Likert scale was used to measure barriers related to where and how participants buy food during two time periods: Early Pandemic (March-April 2020) and Late Pandemic (July-August 2021)

Results

T-tests were used to compare means. Barrier means were all above 3 in both time periods. Mean differences for each barrier were:



Conclusions

- Americans saw all barriers in this study as being important factors.
- Many barriers that increased from early to late pandemic were related to elements within the supply chain, and barriers that decreased in importance were related to personal risk and health.
- When considering CBSM and these specific barriers, the use of an incentive and/or convenience strategy could be helpful to mitigate disruptions faced by consumers.

