

Military Marketing & Consumer Behaviour



Supported by the Commonwealth of Australia as represented by the Defence Science and Technology Group of the Department of Defence



The Military Marketing & Consumer Behaviour Research Agreement encompassed 12 work packages and a secondment, focusing on understanding and influencing eating behaviour among defence personnel. The outcomes of the project included significant insights into eating behaviours, how to promote healthier eating choices and how to foster support for such habits in this population.

Key findings indicated that motives heavily influence eating behaviour, and that defence personnel vary in their wants and needs, which should be taken into account when designing programs. However, it also emphasised the flawed nature of human decision-making and some of the assumptions we make about human choices. These assumptions include the idea that more choice is better (when too much choice can confuse), and that liking can be reliably used for product design (when other approaches may produce better outcomes).

The research underscored the importance of breakfast for optimal mental and physical performance throughout the day, and that nutrition signposts can capture attention and guide personnel towards the foods they need.

The project recognised the related nature of elements within a food system, emphasising the impact of the food environment on eating behaviour, the importance of a satisfying experience in encouraging personnel to come back regularly for healthier meals, and the role of normalisation in behaviours such as supplement use. These systems-based elements require individual, cultural, and policy approaches to drive change.

The culmination of these diverse insights from the individual projects serves as the foundation for comprehensive behaviour change programs.

Research indicates the significance of breakfast for optimal mental and physical performance.

Read more:

- [Assessing Support for Advantaged and Dis-advantaged Groups: A Comparison of Urban Food Environments](#)
- [Appraisal of short and long versions of the Nutrition Environment Measures Survey \(NEMS-S and NEMS-R\) in Australia](#)
- [Impact of Dining Hall Structural Changes on Food Choices: A Pre-Post Observational Study](#)