

THE DIETARY BEHAVIOR OF DIFFERENT FAMILY TYPES IN GREECE: 1957-2008. AN ECONOMIC ANALYSIS.

Constantinos C. Frangos

University College London
University of London
Constantinos.Frangos.09@ucl.ac.uk

Christos C. Frangos

Technological Educational Institute (TEI) of Athens
Dept. of Business Administration
cfragos@teiath.gr

Georgios Georgakopoulos

Universiteit van Amsterdam
Amsterdam Business School
Netherlands
g.georgakopoulos@uva.nl

Konstantinos Z. Vasileiou

Department of Business Planning & Information Systems
Technological Educational Institute of Patras, Greece
vasileiou@teipat.gr

Dimitrios Tsakiris

Department of Applied Foreign Languages in Management and Commerce
Technological Educational Institute of Epirus, Greece
dmtsak@teiep.gr

Ioannis Sotiropoulos

Department of Finance and Auditing
Technological Educational Institute of Epirus, Greece
sotiropoulosioan@yahoo.gr

ABSTRACT

This paper aims to describe the dietary behaviour of the different family types (in terms of size and composition) in Greece during the period 1957 to 2008. It attempts to highlight the characteristics of the different family types that influence the evolution of their food consumption behaviour. Data derived from the Household Budget Surveys (HBS) of the Greek Statistical Authority (ELSTAT) and were analyzed with methods of descriptive statistics (SPSS and Excel programs).

The examined period of the study is characterized by the most significant changes observed in the Greek diet over time. The study results indicate that the Mediterranean-Greek (traditional) dietary patterns rapidly decline and the Western origin, “modern”, industrial ones prevail. The younger and smaller households are the leaders of these changes and of the industrialization of dietary behaviour in postwar Greece, while those consisting of elderly people and the large families’ households are classified as more traditional in their dietary behavior.