

Food consumption behavior model in the old age

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The phenomenon of aging has been gradually taking the lead instead of demographic boom among the challenges of global population since the World War II. Recently both the population of developed and less developed countries has been growing old. In the history the convergent period of demographic development has started concerned with the world's biggest regions. As long as one had to struggle against the previously experienced demographic boom, aging in itself is a process which one has to welcome, moreover, it would be an offence to prevent against. Effects caused by aging cannot be just appreciated in a positive way. Consumption structure alteration of elderly population can be mentioned among the macrolevel effects. The importance of daily consumed items would be barely disputable. Aging is not just a challenge for the manufacturers but also a repository of opportunities in the field of innovative activities. These behaviour models have been elaborated according to the older generation's demand in order to draw manufacturers' attention to this continuously growing market segment. Meanwhile it is impossible to condense the heterogeneous population's food consumption behaviour. The two hypothetical models have been elaborated for the sake of profound research. Our aim is to control our models from the point of view of both the manufacturers and the consumers.

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