

## Übersicht 63:

Literaturauswahl zum Themen-Bereich: Persönlichkeit/"life style"-  
Typus und Ernährung/Gesundheit

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### Beispiele für Typologien bei Menschen

#### im biologisch-konstitutiven Bereich

Pykniker / Leptosomen  
 hyperplastische / hypoplastische Typen  
 zentrale (androgene) / periphere (gynoid) Adipositas  
 (s.S.316ff)  
 Sanguiniker / Phlegmatiker  
 Morgen- / Nacht-Menschen, usw.

Grimm, H.: Grundriß der Konstitutionsbiologie und Anthropometrie. Volk und Gesundheit, Berlin (DDR). 3.Aufl., 1966

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im psychologisch-soziologischen Bereich

psychologische Typen (Personalität; gesellig, introvertiert, etc), s.o.

psychologische Belastbarkeit; Stress-Coping; angepaßt/unangepaßt; Typ A/B, usw. - s.o.

Lebensstil-Typologien: gesundheitsbewußt/risikant; konservativ/aufstiegorientiert/alternativ, usw. - s.o.

Konsumenten (Käufer) - Typologien

W.Kroeber-Riel: Konsumentenverhalten. F.Vahlen, München, 1980

J.F.Engel, R.D.Blackwell, D.T.Kollat: Consumer Behavior. Holt-Saunders Int.Ed., Dryden Press, Hinsdale, Ill., 1978

CMA-MaFo-Jahrbuch, 1973

Brigitte-Kommunikationsanalyse Nr.2, Gruner + Jahr, Hamburg, 1986

CMA: Einkaufsverhalten und Hausfrauentypen. CMA-Fleischreport. # 2, S.6-8 (1988) Lit. 20.653

Lebensmittel-Zeitung Nr.40/87 - Lit. 20.382

Yuppie: Young Urban Professionals

Dinks: Double Income, No Kids

Taps: Technical advanced persons

Ultra Consumer: spontane, intensive, extrovertierte Konsumenten

im Ernährungsverhalten-Bereich

s.Lit. OLT 71,66,76

Außenreiz-Abhängigkeit; gezügeltes Essen - s.Übersicht 62

Sadalla, E., Burroughs, J.: Profiles in eating. Psychology Today 15(10) 51-57 (1981) zit. in Axelson, M.L.: The impact of culture on food-related behavior. Ann.Rev.Nutr. 6: 345-363 (1986) Lit.16.084 (vegetarian / gourmet / health food fan / fast-food devotee / synthetic food user)

Fetzer, J.N., Solt, P.F., McKinney, S.: Typology of food preferences identified by Nutri-Food Sort. J.Amer.Diet.Ass. 85(8) 961-965 (1985) Lit. 14.646 (finicky eater / health-conscious dieter / diverse dinner / high-calorie traditionalist)