

## **14 REASONS WHY WE EAT & DRINK**

While hunger is the most fundamental reason we eat, our food choices and consumption habits extend far beyond basic physiological needs. Below, we explore the key drivers, providing a deeper understanding of why we consume beyond the basic need for sustenance.

1. **Hunger:** The primary driver of eating, triggered by complex hormonal and neurological signals indicating the body's need for energy.
2. **Cravings:** Cravings are an intense desire for a certain food or drink. It is perceived that this will bring enjoyment & satisfaction.
3. **Thirst:** Dehydration triggers a need to replenish fluids to maintain hydration.
4. **Tiredness:** A lack of sleep can increase your hunger and desire for hyper-palatable foods.
5. **Emotions:** We often turn to food for emotional comfort, seeking to alleviate negative emotions like anger, sadness, or boredom. Conversely, positive emotions like happiness & euphoria can also be a trigger for celebratory indulgences.
6. **Stress:** Similar to tiredness, stress can often increase our desire to eat &/or drink.
7. **Boredom:** Food can be used to fill voids or occupy time, especially when lacking other engaging activities in our lives.
8. **Habits and Rituals:** Familiar routines and ingrained habits can shape our eating patterns, leading us to eat at specific times or crave specific foods regardless of actual hunger.
9. **Social Pressure:** Eating habits can be influenced by friends, family, and societal norms, leading to peer pressure to eat certain foods in certain situations.
10. **Environment:** The atmosphere and surroundings can impact our eating behaviours. For instance, pleasant music or attractive food displays can subconsciously encourage consumption.
11. **Time of Day:** Our internal body clock can influence cravings and hunger cues, leading to increased desire to eat at specific times of the day.
12. **Accessibility and Convenience:** The ease of access to certain foods, particularly unhealthy options, can significantly influence our choices.
13. **Taste & Smell:** The enjoyment derived from the taste and smell of food plays a significant role in driving our food preferences and consumption.
14. **Free Food:** The availability of free food can significantly influence our consumption decisions, even if we're not necessarily hungry.

Understanding the multifaceted reasons behind our eating habits empowers us to make informed choices.

### ***WHICH 3 ARE THE MAIN REASONS WHY YOU EAT & DRINK?***