

Understanding Consumers of Food Products (Woodhead Publishing Series in Food Science, Technology and Nutrition)

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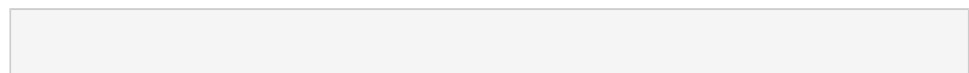
Understanding Consumers of Food Products (Woodhead Publishing Series in Food Science, Technology and Nutrition) From Woodhead Publishing


In order for food businesses, scientists and policy makers to develop successful products, services and policies, it is essential that they understand food consumers and how they decide which products to buy. Food consumer behaviour is the result of various factors, including the motivations of different consumers, the attributes of specific foods, and the environment in which food choices occur. Recognising diversity between individual consumers, different stages of life, and different cultural contexts is increasingly important as markets become increasingly diverse and international.

The book begins with a comprehensive introduction and analysis of the key drivers of consumer food choices, such as the environment and sensory product features. Part two examines the role of consumers' attitudes towards quality and marketing, and their views on food preparation and technology. Part three covers cultural and individual differences in food choice as well as addressing potentially influential factors such as age and gender. Important topics such as public health and methods to change consumers' preferences for unhealthy foods are discussed in part four. The final section concludes with advice on developing coherent safety policies and the consumers' responsibility for food production and consumption.

Understanding consumers of food products is a standard reference for all those in the food industry concerned with product development and regulation.

- Develop an understanding of buyer behaviour to assist developing successful products
- Recognise the diversity between consumers and learn how to cater for their needs
- Covers cultural and individual differences in food choice



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Editorial Review

About the Author

Professor *Lynn Frewer* works at the Marketing and Consumer Behaviour Group of the highly regarded Wageningen University, The Netherlands, where Hans van Trijp holds the Chair of Marketing and Consumer Behaviour.

Hans van Trijp works at the Marketing and Consumer Behaviour Group of the highly regarded Wageningen University, The Netherlands, where Lynn Frewer holds the Chair of Food Safety and Consumer Behaviour.

Users Review

From reader reviews:

Paul Greenblatt:

Spent a free time to be fun activity to complete! A lot of people spent their down time with their family, or their particular friends. Usually they undertaking activity like watching television, going to beach, or picnic inside the park. They actually doing same every week. Do you feel it? Would you like to something different to fill your free time/ holiday? Could possibly be reading a book may be option to fill your totally free time/ holiday. The first thing that you will ask may be what kinds of reserve that you should read. If you want to try look for book, may be the guide untitled Understanding Consumers of Food Products (Woodhead Publishing Series in Food Science, Technology and Nutrition) can be excellent book to read. May be it might be best activity to you.

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