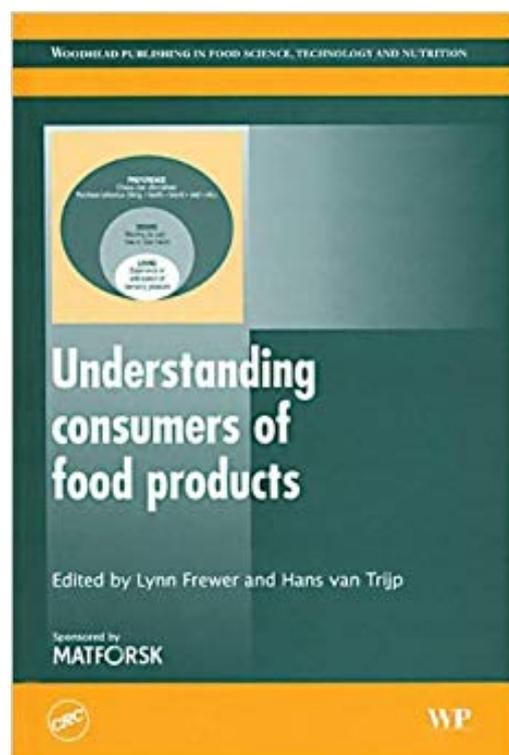


# Understanding consumers of food products *by* Lynn Frewer,Hans van Trijp



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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 behavior 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 context 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 2 examines the role of consumers' attitudes towards quality and marketing, and their views on food preparation and technology. Part 3 covers cultural and individual differences in food choice as well as addressing potential 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 4. 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 will provide a standard reference for all those in the food industry concerned with product development and regulation. Professor Lynn Frewer and Professor Hans van Trijp both work 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 and Hans van Trijp holds the Chair of Marketing and Consumer Behaviour.



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