

Consumer Behaviour Determinants

ABOUT THE TOPIC

Consumer science is an ever-expanding field that ILSI Europe has driven forward over the years. Without knowing about consumer behaviour, and how and why consumers choose certain foods over others, we cannot learn how to improve food products.

ILSI Europe's new Emerging Issues Process recognised the topic of 'Consumer Behaviour Determinants' as a key priority. Champions were invited to develop a New Activity Proposal (NAP) focusing on 'Nudging and Sustainable Changes Towards Healthier Food Choices'.



STATUS & NEXT STEPS FURTHER INFORMATION

The New Activity Proposal on 'Nudging and Sustainable Changes Towards Healthier Food Choices' underwent ILSI Europe usual scientific review process and received a very positive feedback from external and Scientific Advisory Committee reviewers. It has received final approval from the Board of Directors. Key academic experts have been invited to join this activity.

A kick-off meeting is being organised where experts from the interested member companies will work together with academic experts to further refine the workplan of this activity.

Upcoming Activity on 'Nudging and Sustainable Changes Towards Healthier Food Choices'

Nudging is a concept in behavioural science, political theory and economics which promotes the idea that positive reinforcement and indirect suggestion can influence the motives, incentives and decision making process of groups and individuals, resulting in more sustainable choices.

The purpose of the project is to review the literature on nudging when applied to food choices, and to provide conclusions on what is known and not known on nudging effects. In particular, the evidence on if and when nudging can lead to long-term behavioural changes will be reviewed.

Potential New Activity on 'Determinants Leading Consumers Towards Food Waste'

As the topic on 'Food Waste' was ranked second in the Emerging Issues Process and, as several member companies expressed a high interest in it, ILSI Europe proactively initiated discussions with experts from H2020 projects we are involved in. Additional experts from well-known relevant organisations also joined forces with ILSI

Europe to elaborate on sustainability-related research gaps. The purpose of a new activity on food waste could be to gain insight into the causal pathways leading to consumer food waste. It would ultimately help us to develop evidence-based intervention strategies to effectively address the challenge of food waste.

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RECENT PUBLICATIONS

L. J. Frewer, A. R. H. Fischer, M. Brennan, D. Bánáti, R. Lion, R. M. Meertens, G. Rowe, M. Siegrist, W. Verbeke, and C. M. J. L. Vereijken. **Risk / Benefit Communication about Food – A Systematic Review of the Literature.** *Critical Reviews in Food Science and Nutrition.* 2016; 26;56(10):1728-45..

T. Hess, M. Aldaya, J. Fawell, H. Franceschini, E. Ober, R. Schaub, & J. Schulze-Aurich, **Food, Glycaemic Response and Health.** *Journal of the Science of Food and Agriculture.* 2014;94:2-8.

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