

# Consumer Behaviour Determinants Task Force

## 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**'.



## WHAT'S NEW

A kick-off meeting was organised where experts from the interested member companies worked together with academic experts to further refine the workplan of this activity that has now started.

## ACTIVITY

### **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.

## MEMBER COMPANIES

- Ajinomoto
- Mars Chocolate
- Mondelēz Europe
- Nestlé
- PepsiCo International
- Ülker Bisküvi

## 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.

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