The Influence of Eating Habits on Preferences Towards Innovative Food Products

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Abstract

Food industry is considered to be a sector with comparably low research and development efforts. Many companies belong to the small and medium sized enterprises and are limited in resources. Subsequently many new food products fail on the market. Integrating consumer research into product development enhances their success rates. Consumer segmentation is a suitable approach for effective target group identification.

The aim of the project was to develop and test a survey tool which determines consumers’ food consumption style in a simple and efficient way. According to life style and imagery research, visual stimuli of different food products and meals were elaborated. In a consumer survey 330 persons assessed these stimuli and also rated different product cards of two innovative food products.

Cluster analysis resulted in ten different consumer segments which can be well sourced with socio-demographic characteristics. Analysis of the segmentation tool bore good discriminatory power. Additionally, consumers’ preferences towards the food product features were examined with conjoint analysis. Differences in preferences can be observed for diverse food consumption style clusters and are basis for target group specific food product design.
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Description
A selected compilation of writings by IUFoST organization supporters, Global Themes in Food Science and Technology were those identified as representing the most important and relevant subjects facing food scientists and technologists today. Chosen by an international editorial board, these subjects offer insights into current research and developments and were selected to stimulate additional interest and work in these key areas. The International Union of Food Science and Technology (IUFoST) is a country-membership organization is the sole global food science and technology organization. It is a voluntary, non-profit association of national food science organizations linking the world's best food scientists and technologists. The goals of their work include the international exchange of scientific and technical information, support of international food science and technology progress, the stimulation of appropriate education and training in these areas, and the fostering of professionalism and professional organization within the food science and technology community.

Audience
An international audience of food scientists and technologists will find the writings in this book to be timely and important to the latest developments in their fields.

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