

WP 1.2 CONSUMER PREFERENCES

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OBJECTIVES	
<ol style="list-style-type: none"> 1. To analyse and understand perception, attitude, and preference formation of European consumers with regard to fruit and fruit products. 2. To identify the role of product characteristics, personal, situational, and contextual or environmental (retailer) characteristics in consumer attitude and preference formation for fruit and fruit products. 3. To identify the role of cognition and affection in consumer attitude and preference formation. 4. To develop a cross-cultural benefit segmentation for consumers. 5. To determine the influence of product information on consumer attitude and preference formation for fruit. 	
TASKS	
<p>Task 1.2.1: Theoretical framework consumer preference formation</p> <p>Task 1.2.2: Consumer Segments</p>	