



Consumer-Led Food Product Development (Woodhead Publishing Series in Food Science, Technology and Nutrition)

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Consumer acceptance is the key to successful food products. It is vital, therefore, that product development strategies are consumer-led for food products to be well received. Consumer-led food product development presents an up-to-date review of the latest scientific research and methods in this important area.

Part one gives the reader a general introduction to factors affecting consumer food choice. Chapters explore issues such as sensory perception, culture, ethics, attitudes towards innovation and psychobiological mechanisms. Part two analyses methods to understand consumers' food-related attitudes and how these methods can be effectively used, covering techniques such as means-end chains and the food-related lifestyle approach. The final part of the book addresses a wide variety of methods used for consumer-led product development. Opportunity identification, concept development, difference testing and preference trials are discussed, as well as the use of techniques such as just-about-right scales and partial least squares methods.

Written by an array of international experts, Consumer-led food product development is an essential reference for product developers in the food industry.

- Introduces the factors affecting consumer food choice
- Explores issues such as sensory perception, culture and ethics
- Analyses methods to understand food related attitudes

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