



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

FOOD & CONSUMER SCIENCE

*Understanding and involving
consumers to promote healthy
and sustainable food choices*

Consumer Science at University of Bologna covers all steps from measurement of consumer attitudes and preferences, to the modelling of food choices and their determinants, predicting future consumer trends and supporting private strategies and public policies, especially in relation to healthy and sustainable food choices.



Research at University of Bologna covers a wide range of issues:

- Consumer research surveys: design & data-analysis
- Experimental methods to analyze consumer choice
- Sensory evaluation and its integration in marketing strategies
- Determinants of food choices, consumer profiling and segmentation
- Consumer perception and acceptance of new foods and technologies
- New media and the measurement of consumer attitudes and trends
- Qualitative methods & foresight of consumer trends
- Advanced modelling of novel big data sources (home scan consumer panels, retail scan)
- Econometric modelling of demand and sales forecast
- Food marketing research, including social marketing and promotion strategies
- Food pricing and consumer willingness-to-pay for product attributes
- Food & lifestyle choices and their impact on health, sustainability and household welfare
- Quasi-experimental methods for the economic evaluation of consumer-oriented policies

HIGHLIGHTS

FP7 and H2020 projects: **FoodE** - Food Systems in European Cities; **FOODLAND** - FOOD and Local, Agricultural, and Nutritional Diversity; **DEDIPAC** - a joint initiative involving 13 European countries to explore the determinants of diets to support policymaking; **ECROPOLIS** - aimed at documenting the sensory properties of organic foods through sensory testing and consumer research; **EATWELL**, on evidence-based healthy eating policies and their consumer acceptance; **CONNECT4ACTION** - on communication between consumers, consumer scientists, food technology developers to reduce market failure of new products; **SUSDIET** - on healthy and sustainable diets in relation to consumer preferences and public and private policies that could favor their adoption; **VALUMICS** - on the relationship between value chains and consumer behaviours; **CHANCE** - barriers to healthy dietary habits and exploration of effective ways to overcome unhealthy nutrition with consumers.