# WP 1.2 CONSUMER PREFERENCES

| Leader | UPM (Universidad Politecnica de Madrid)-Spain  
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| Other participants | WUR-LEI (Wageningen UR-Agricultural Economic Research Institute)-Netherlands, WUR-PPO (Wageningen UR-Plant Research International)-Netherlands, WAU (Warsaw Agricultural University)-Poland, AUA (Agricultural University of Athens)-Greece, IRTA (Institut de la Recerca i Tecnologia Agroalimentaria)-Spain, ACW (Agroscope Changis-Wädenswil)-Switzerland |

## Objectives

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

Task 1.2.1: Theoretical framework consumer preference formation

Task 1.2.2: Consumer Segments