## WP 1.3 Innovations in the European Fruit Industry

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<tr>
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### Objectives

1. To develop an integrated framework for understanding the determinants of consumer decision making with respect to fruit innovations.
2. To analyse the stages in the process of consumer acceptance and choice of new products, and the extent to which adoption is based on preference.
3. To classify consumers according to their attitude towards innovations.
4. To understand consumer choice in the presence of innovative fruit products.
5. To develop research guidance for researchers and the Fruit Industry with respect to future fruit product innovations.

### Tasks

**Task 1.3.1:** Consumer acceptance and choice of fruit innovations

**Task 1.3.2:** Fruit product innovations of the past will be investigated and results of the consumer study will be used to analyse and explain their success or failure.