

**School of Health Sciences
Honours Research Project**

Title (*approximate*)

Actual purchase behaviour of consumers

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Project Details (*Brief Description of the Project*)

Consumer research regarding the use of nutritional labelling on packaged foods consistently finds that 70-80% of consumers report they use nutritional labelling at least sometimes. Similarly studies suggest that nutritional labelling is important to consumers when making purchase decisions. However some studies suggest that reported nutritional label activity simply involves looking at the information rather than processing it further and actively incorporating this information in purchase decision, even when purchasing for healthy foods.

This project will explore the use of observational techniques in real-world shopping situations to better understand the extent and nature of nutrition label use in purchase decisions. Volunteers could be asked to shop for a standard list of products in two ways: first when they go shopping normally and then when they go shopping for healthier alternatives.

Decision-making paradigms and social cognitive theories could be applied within the context of food purchasing to explore these issues. Observation and survey techniques could be used to elicit the information used by consumers in making their decisions.

The project will be conducted in collaboration with Dr Trevor Webb, Food Standards Australia and New Zealand.

Number of Students: One

Special requirements (*eg early starts, late finishes, lab skills, body composition assessment, good interviewing/communication skills*)

Good interviewing skills

Skills required (*eg computer skills, laboratory skills, etc*)

Must have basic skills in SPSS.