

**School of Health Sciences  
Honours Research Project**

**Title** (*approximate*)

**Functional foods and consumer perceptions**

**Supervisors Name: Prof Tony Worsley**

Office No: 41.254

Email: tworsley@uow.edu.au

Ph: 5103

**Project Details** (*Brief Description of the Project*)

Functional foods are foods that provide health benefits beyond basic nutrition. They are similar in appearance to conventional foods and intended to be consumed as part of a normal diet, but modified to serve physiological roles beyond the provision of simple nutrient requirements. There is limited knowledge about how consumers view functional foods, what they understand specific functional foods to deliver, and motivators for uptake of functional foods. For example, do target consumers perceive a level of personal risk sufficient to prompt uptake of specific functional foods? Do consumers perceive a level of response-efficacy in a functional food? How do various motivations relate to consumption behaviours of functional foods?

This project could draw upon the Health Belief Model, the Social Cognitive Theory, Theory of Planned Behaviour or the Protection Motivation Theory as a framework to examine consumer motivations towards purchase, and consumption of functional foods, within the context of overarching personal-environmental interactions. Quantitative or qualitative techniques could be used to address this topic.

The project will be conducted in collaboration with Dr Trevor Webb from Foods 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 desirable.

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

Must have basic skills in SPSS.