

**School of Health Sciences
Honours Research Project**

Title (*approximate*)

Perceptual mapping of fruit and vegetables

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Project Details (*Brief Description of the Project*)

Food consumers make their food purchases partly according to the ways they perceive food products. However, little is known about the ways Australian consumers perceive common fruit and vegetables or how these perceptions influence purchasing behaviours. In this project a simple questionnaire will be developed and administered to random samples of shoppers at point of purchase, and statistical algorithms will be used to generate visual representations of the perceptions of various groups of consumers. Statistical modelling will be used to test hypotheses generated from the Food Related Lifestyle Model.

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
Sound knowledge of basic statistics.

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

Must have basic skills in SPSS.