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Consumers and food

Understanding and shaping consumer behaviour

Edited by Professor Marian Garcia Martinez, The University of Kent, UK



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About the book

This book reviews what we know about changing food purchasing behaviours so that farmers, food manufacturers, retailers and policymakers can better meet and influence customer needs and expectations. The book reviews existing models of customer behaviour such as dual process and neuroscience approaches.

About the editor

Dr Marian Garcia Martinez

is Professor of Marketing and Innovation and Dean of the Business School at the University of Kent, UK. She is internationally known for her research on open innovation management and product development by businesses working collaboratively with customers.

Professor Garcia Martinez is also Director of Kent Business School Open Innovation Network and has worked with businesses and public sector on customer-driven business model innovation.

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