



CONSUMER BEHAVIOR

Understanding consumer behavior and decision-making processes in the food domain.



Research Areas

- Public acceptance of new food technologies;
- Modeling consumer behavior in the food domain;
- Risk and health communication;
- Virtual reality in consumer research;
- Sustainable food choices;
- Disgust as a protective system.

Regions

Switzerland.

Partners

Federal Office of Public Health (FOPH); and Federal Food Safety and Veterinary Office (FSVO).

Contact

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Contribution to the WFSC

The group of Consumer Behavior contributes to a better understanding of individual and organizational decision-making in the food domain. Research ranges from individual to social level decision-making processes, focussing on consumer decision-making in the domain of food products. A better understanding of consumers attitudes and risk perception towards emerging food technologies is crucial to understand the needs of a society.



Prof. Michael Siegrist

