

Identifying activist consumers of food (March 2016)

Maes o ddiddordeb ymchwil: [Behaviour and perception](#)

Hyd yr astudiaeth: 2015-06-01

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Cynhaliwyd gan: Manning Gottlieb

This research was conducted in three stages:

- Desk research and social listening to identify the most engaging key topics and the consumer profiles interacting with them
- Social profiling and primary qualitative research to identify the behaviours and attitudes of consumers who are engaging with food topics, with a view to building a number of consumer typologies (distinct type of activist food consumer)
- Analysis of relevant behavioural change theory to identify a possible logic model (sequence of steps from passive to active) for activist consumers

Research report

PDF

[Gweld Identifying activist consumers of food as PDF\(Open in a new window\)](#) (3.6 MB)