

Identifying activist consumers of food (March 2016)

Area of research interest: [Behaviour and perception](#)

Study duration: 2015-06-01

Planned completion: 1 March 2016

Conducted by: 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

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