



(Research on Lifestyles, Values and Environment)  
UNIVERSITY OF SURREY, Guildford, Surrey GU2 7XH

## **FORTHCOMING SEMINAR**

**Monday**  
**31<sup>st</sup> March 2008, 1300-1400**

45b AZ 04  
University of Surrey

**Andrew Fearne**

**In pursuit of sustainable consumption – Insights from supermarket loyalty data**

There is a growing interest in sustainability and how to encourage consumers to live more sustainable lives and consume more sustainable diets. Significant emphasis is being placed on changing consumer perceptions and attitudes towards sustainability but this will not happen overnight.

In the meantime, there remains a fundamental lack of research, and thus understanding, of food purchasing behaviour and the way different consumer segments react to sustainability initiatives.

This seminar will explore how supermarket loyalty card data can be used to improve our understanding of food purchasing decisions and support the development of sustainability projects that are more carefully targeted at specific consumer segments with heterogeneous attitudes, perceptions and preferences.

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