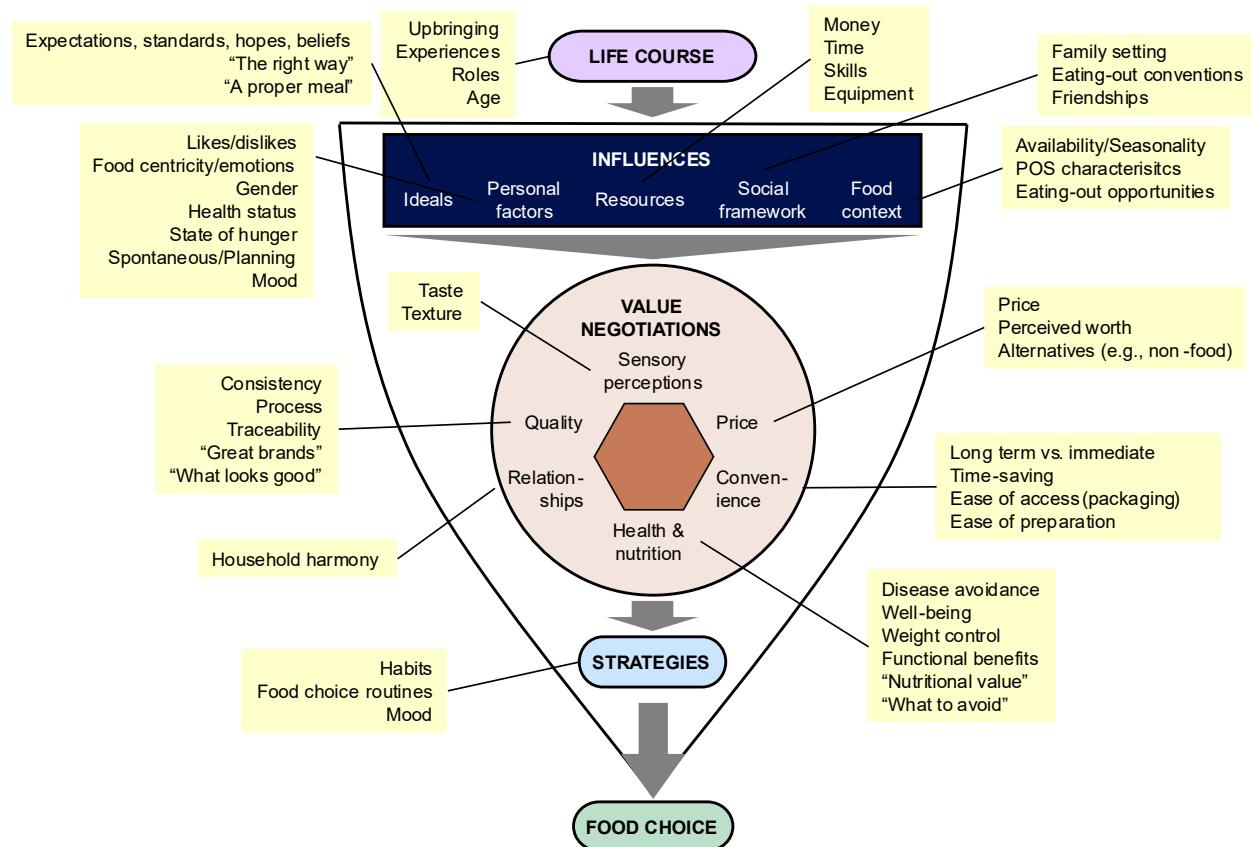


# TELLUSANT QUICK READS

## THE FURST FOOD CHOICE FRAMEWORK

We apply Tanis Furst's food choice framework<sup>1</sup> when trying to understand consumer behavior. We use it to design consumer surveys, to specify statistical analysis, and to have informed discussions.

The framework gives a holistic view of consumer choices. Too often, choices are described only from the view of value trade-offs. But who is the consumer? The Furst framework allows you to unpack this in an efficient manner.



The framework presents a series of steps toward making the food choice. It is based on ethnographic deep interviews with consumers across the socioeconomic and age spectrum.

1. What is the individual's life course? E.g.: grew up in rural area and moved to the city; grew up poor but now upper middle class; is enter middle age and less need for caloric intake.
2. What influences food choices? E.g.: believes in environmental matters; a child has an allergy; has ample financial resources but no time for cooking.
3. What are the value negotiations going on in the consumer's mind when in the shopping? E.g.: One family member does not eat fish while others love it; health concerns as children want sugary food.
4. A shopping strategy is formulated in the consumer's mind. It may be a deliberate or unconscious strategy, but there is always a strategy.
5. Choices are made and a category / brand / package decision is made.

Below are a few examples of consumption triggers based on the Furst framework.

### **EXAMPLES OF CONSUMER BENEFITS LEADING TO A FOOD CHOICE**

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<b>Emotional benefits</b>	<ul style="list-style-type: none"> <li>• I'm a modern person. I know where the world is heading. People see this when I choose this item</li> <li>• I live a natural life; my well-being increases with this choice</li> <li>• It's never the wrong choice for my family</li> </ul>
<b>Physiological benefits</b>	<ul style="list-style-type: none"> <li>• I will stay hydrated, conveniently</li> <li>• I won't be off-balance because of additives</li> </ul>
<b>Product benefits</b>	<ul style="list-style-type: none"> <li>• Pure and clean—great taste</li> <li>• Keeps me going on a dreary February commute</li> </ul>
<b>Convenience benefits</b>	<ul style="list-style-type: none"> <li>• Easy to bring along</li> <li>• Simple package. Even I understand how to open it</li> </ul>

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<sup>1</sup> Furst, T., M. Connors, C.A. Bisogni, J. Sobal, and L.W. Falk (1996): Food Choice: A Conceptual Model of the Process. <https://pubmed.ncbi.nlm.nih.gov/8800481/>