**Title** The customer knows best? Yes, really!

**Author** R. de Vos

Citation Program and Abstract. 2007 Australasian Postharvest Conference. Crowne Plaza Terrigal,

NSW, Australia. 12 September 2007. 87 p.

**Keywords** fresh produce; marketing; consumer preference

## **Abstract**

Good consumer research, well conducted can make the difference between product failure or great success. This session will examine consumer and market research and how it shapes marketing strategies from variety development right through to the shop-floor. The different types of market research will be outlined. Discussion will focus on the place of each in overall product and service marketing.