

Consumers' Needs and Expectations – 1st study

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- To identify the drivers for buying low in fat food products (taste, health benefits, appearance in terms of packaging, labelling, willingness to pay)
- Food products involved: pizza dough, puffing pastry, ham, mozzarella for pizza, tomato sauce, apple sauce, ready to eat pizza

Sample

- 100 consumers for each of the five countries
- Questionnaire being based on the Theory of planned behavior
- The questions were based on 7 point Likert scales

- 70% of Dutch and 58% Spanish (58%) consumers think that the “reduced in” food will be **tastier**. French, German and Romanians do not think so.
- Dutch (62.8%), Romanians (73%) and Spanish (73%) agree that the “reduced in” food will have more **health benefits**. Germans and French have a different opinion.
- 63.8% of Dutch, 52% of French and 59% of Romanians think that “reduced in” food will have **novel packages** in relation to the conventional products. Germans and Spanish think differently.

Some of the results (cont.)

- Romanians (65%), Spanish (63%), French (69%) in their majority say that the “reduced in” food will have more understandable **labeling** than the conventional ones. Germans and Dutch were not sure about this, despite the fact the Dutch in their majority (63%) gave an importance in labeling.
- Most of the consumers from all countries **were willing to pay** the actual price for all products they were asked about. The percentages ranged from 30.2% to 51.7% for Dutch, from 25% to 61% for Romanians, from 46.4% to 65% for Spanish, from 26.7% to 35.2% for Germans and 32% to 42% for French consumers.

- Dutch (60.4%), Romanian (46%), German (54.3%) and French (80%) consumers agree that they will buy the “reduced in” because they are affected by the media.
- Dutch (68.1%), Romanian (58%), German (53.3%) and French (54%) consumers agree that they will buy the “reduced in” food because their family and doctor approve it.
- Dutch (62.9%), Romanian (71%), and French (54%) consumers agree that they will buy the “reduced in” food because their doctor approved it

Some of the results (cont.)

- Dutch (63.8%), and French (58%) consumers agree that they will buy the “reduced in” food because looking on the supermarket shelves will be easy.
- Dutch (63.8%), Romanians (51%), Germans (61.9%) and French (69%) agree that understanding of the “reduced in” information will be easy.
- Dutch (42.2% had a neutral opinion), Spanish (59%) and French (80%) consumers in their majority think that their intention to buy these specific foods and their trust **will not** change after their knowledge of the reduction. Romanian consumers in their majority think that their intention to buy these specific foods will change after their knowledge of the reduction (68%). German consumers in their majority (60%) think that their intention to buy these specific foods will change after their knowledge of the reduction.

Consumers' Sensory Needs - 2nd study sample

- 100 consumers for each of the five countries
- Countries : Ireland, Spain, Germany, France and Romania.

- To study the consumer acceptance through sensory analysis of the conventional and newly developed low in fat, salt and sugar food products in comparison with the conventional ones.
- Food products involved: pizza, sweet puffing pastry and meat puffing pastry.



Implementation of the objective

- Creation of a questionnaire for the needs of the study.
- Some indicative questions include:
 - a) Do you like the appearance of the low in fat meat puffing pastry?
 - b) Would you purchase this product in the future?

Implementation of the objective (continued)



Questions of the questionnaire were based on previous published sensory studies e.g. Ackbarali et Maharaj (2014).

- Data from 100 consumers in each country were collected and sent to Rlabs for the analysis.
- The questions were based on 5 point Likert scales.
- At the time we have received all data except France.

- Will be conducted in December 2014 by Rlabs
- A report will be written being based on the analysis results

Results Spain

- reduced in pizza

- 45% of Spanish consumers showed a neutral preference for the **appearance** of 'reduced in' pizza, 48% of Spanish showed a neutral preference for **odour**. 36% of them liked the **taste** of reduced in pizza and 35% the texture. **Saltiness and fat intensity of pizza** was just about right (66%), and 52% respectively.
- The overall acceptability of reduced in fat pizza was neutral [neither they liked or disliked] (36%).
- The above was probably due to the fact that the consumers taking part in the study consumed pizza only 2-3 times per month

- 63% of Spanish care about nutritional info such as products '*reduced in salt*' and 80% care about nutritional info such as products '*reduced in fat*'.
- *COST* is 29% important as a motivation of pizza purchase, whereas **convenience and package** are not important.
- **Reduction in saltiness and fat** are split between half importance and half lack of importance as a motivation of pizza purchase.
- **Taste** is mostly important (64%) as a motivation of pizza, but **brand** and sustainability are not important.
- Organic as a motivation of buying is half important and half non important.

Results Spain

- Sweet puffing pastry

- 30% did not like the appearance of sweet puffing pastry, 47% had a neutral preference for odour, and 32% had a neutral preference for taste and texture.
- Sweetness intensity was about right, but fat intensity was wrong.
- 31% showed an overall acceptability with a probability for 35% of consumers to buy this product [low].



- Sweet puffing pastry (cont.)

- 64% care about the ‘*reduced in*’ sugar info and 79% about the ‘*reduced in*’ fat info.
- 31% of consumers said that **cost** was a motivation for purchase. Most of consumers said that convenience was a motivation, but packaging was not an importance motivation.
- 60% said that taste was a motivation, but brand was not. Organic was almost half an important and half an unimportant motivation, whereas sustainability was not important.

Results Spain

- Reduced in meat puffing pastry

- The appearance of ‘reduced in’ meat puffing pastry was not either liked nor disliked. Odour, taste and texture were mostly liked.
- Saltiness intensity was just right (70%) and fat intensity too (44%). 36% of consumers would purchase this product in the future.
- 64% of consumers cared about nutritional info related to reduced in salt and 84% cared about nutritional info related to reduced in fat.
- 30% of consumers said that cost is important as purchase motivation, convenience was also important, but packaging was not.
- Reduction in salt was not important as a motivation, reduction in fat was. Taste was the most important (52%).
- Brand and sustainability were not important motivations of purchase
- Organic was neither important nor unimportant as a motivation.

Conclusion

- Different needs and expectations as well as different sensory preferences for different products and from different countries.
- The above result corroborates with the consumer results from other projects such as Trace, Safefoods and others.
- *NEED FOR MUCH BIGGER SAMPLES FOR CONSUMER STUDIES AS WELL AS FOR SAMPLES OVER PERIODS OF TIME WHERE WITH COMPLEX STATISTICAL METHODS WE CAN UNEARTH DEEPER RESULTS.*

THANK YOU
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