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Influence of fibre enrichment declaration on consumers' perception of functional milk desserts

ARES, F. et al.

■ Summary

Communication of health benefits to the public is an essential element for the development and marketing of functional foods. In this context, the aim of the present work was to study the influence of different types of fibre enrichment declarations on consumers' perception of functional chocolate milk desserts. A rating-based conjoint analysis with 135 consumers was carried out. Milk dessert concepts were designed using a full factorial design with two categorical factors: name of the ingredient (three levels: declared using a common name –fibre- or a specific source of fibre –wheat bran and resistant starch-), and claim (three levels: 'no claim', 'enhanced function' claim or 'reduced disease risk' claim). Consumers were asked to rate the familiarity, perceived healthiness, expected liking and willingness to purchase for each of the desserts, and had to complete a questionnaire related to their attitudes towards health and nutrition. Two consumer groups with different attitude towards health and nutritional issues were identified; which significantly differed in their perception of the functional chocolate milk desserts. Participants more interested in health significantly increased their willingness to purchase when fibre-enriched desserts were considered; whereas participants less interested in health showed the opposite behaviour. Moreover, the higher willingness to purchase scores were found when the addition of fibre was declared using its common name and when health claims were included.

Referência bibliográfica

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