

# WP 5 Consumer study implementation for fruits and nutrition balance

*First input for survey WP 9*

Karin Zimmermann, Siet Sijtsema, Igor Spiroski and Cristina Mora

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## General goal for WP 9 from perspective of WP 5

Suggested overall goals:

To stimulate consumer knowledge about WB for industry and policy

To publish results in a relevant journal

To stimulate interaction with companies for consumer driven product development

To stimulate drivers for healthy eating and formulate policy recommendations

## WP 5 ambitions for the survey

Goal: To collect data about consumer consumption and perception of fruit from

\* The geographic perspective of :

- participating countries
- WB region
- Europe

\* The European database perspective of:

- Further European validation of the consumer database on fruit
- European consumer segments on fruit
- European level of knowledge about healthy diet (nutrition balance)

\* Extra spin off of the survey:

- Integrated WBC-consumer data on combinations of fruit, organic, traditional and healthy food
- Consumer profile (e.g. demographics, orientations, life style..)

## Suggestion for General Questions to be asked for all WP 's

Goal: integrated approach on personal characteristics of the WB consumers

“loading the consumer profile and segmentation”

### Construct **health orientation**

Goal: To explore the personal characteristics health orientation in relation to fruit consumption and fruit perception (Q1 and Q2)

Measurement instrument: one question, 14 items, 5 point Likert scale

### Construct **convenience orientation**

Goal: To explore the personal characteristics convenience orientation in relation to fruit consumption and fruit perception (Q1 and Q2)

Measurement instrument: one question, 5 items, 5 point Likert scale

Constructs to be decided, for example based on in-depth interviews  
e.g. price orientation, safety orientation, taste orientation, .....traditional ....

## WP5 questions

### 1. Construct **consumption**

Goal: to measure actual consumption

Measurement instrument:

- in depth interviews (one question in tabel (3x7))
- Suggested approached (Sobell & Sobell)

### 2. Construct **perception of benefits of fruit.**

Goal: to segment the consumer in line with ISAFRUIT

Measurement instrument: one question with min 5 and max 12 items, 5 point Likert scale

### 3. Construct **objective knowledge**

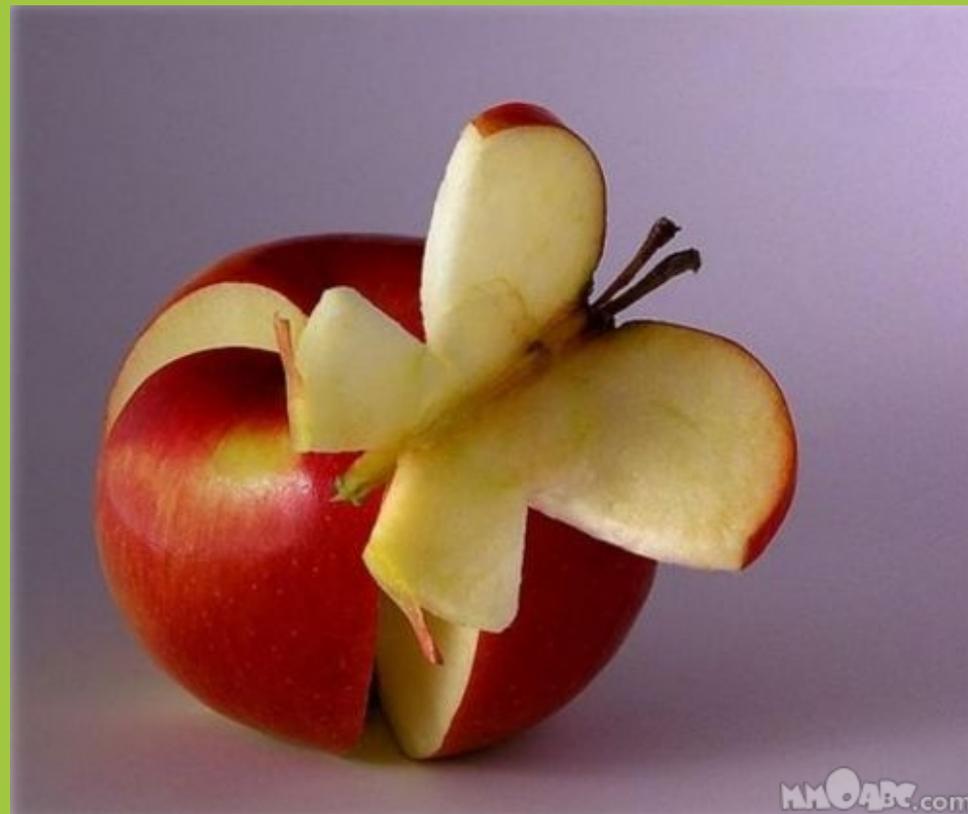
Goal: to analyze the effect of knowledge on consumption, related tot high-low SES (Q3 combined with Q income)

Measurement instrument: one question with 11 statements (true/false)

Or constructs about **consumption moment and situation**

## Final remarks

It would be great to integrate all interesting insights of WP 5,6,7,8 in WP 9 to better understand the food consumer of WBC compared to EU



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