

FOCUS-BALKANS

Consumer study on fruit - In depth interviews -

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Survey on fruit consumption in Serbia

- The survey period: October-November 2009
- Total: 30 participants

Sample structure according to gender, age, type of the settlement and consumption level of participants

Gender		Type of settlement	
Males	11	Urban	16
Females	19	Rural	14
Age		Consumption level	
15-25	9	Heavy consumption	6
26-45	11	Moderate consumption	21
45+	10	Light consumption	3

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The first results

- Spontaneous associations of healthy life style and well balanced diet
- Fruit consumption in general
- Motivation for fruit consumption
- Perceived image of eaters and non eaters of fruit
- Information on nutritive value of fruit and its role in a well balanced diet
- Shopping habits



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Spontaneous associations of healthy life style and well balanced diet

HEALTHY LIFE

Generally:

- Healthy life style = healthy food + physical activity

Sporadically:

- Healthy life style = fruit + vegetables + varied diet + usual rhythm of daily activities (meals, going to bed and getting up at the same time every day)

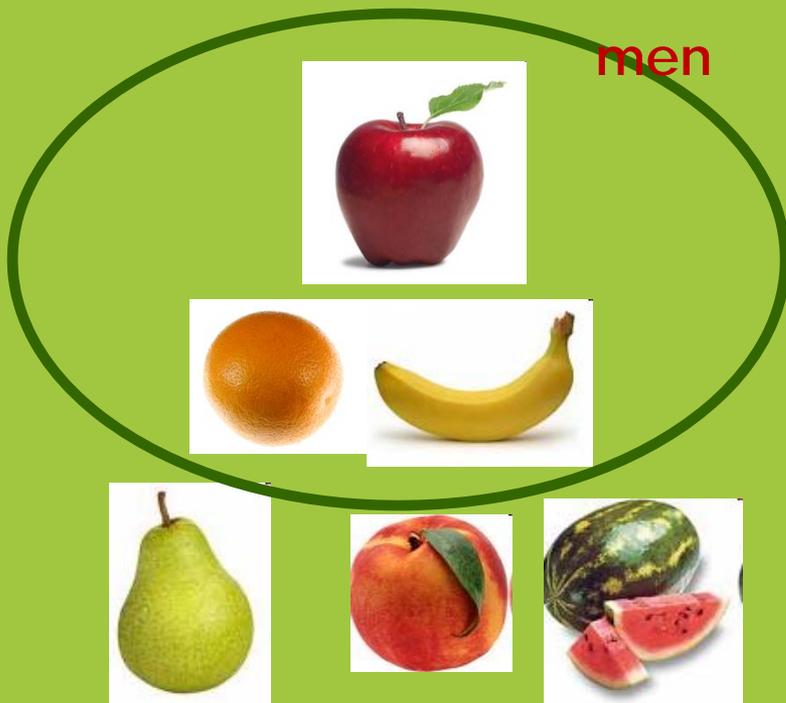
WELL BALANCED DIET

- Fruit+vegetables
- Varied and balanced diet
- Men usually mention meat intake
- Women spontaneously mention having more meals a day (3-5)

General consumption of fruit: fresh fruit

- The most often consumed fruit

- The favourite fruit



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General fruit consumption: processed fruit and dried fruit

- Processed fruit
- Jam is usually consumed as meal, sweets or as an ingredient for cakes and deserts
- People drink juices at home, at friends' house, at work or at cafes
- Canned fruit (pineapple) is rarely eaten (women, 40+)

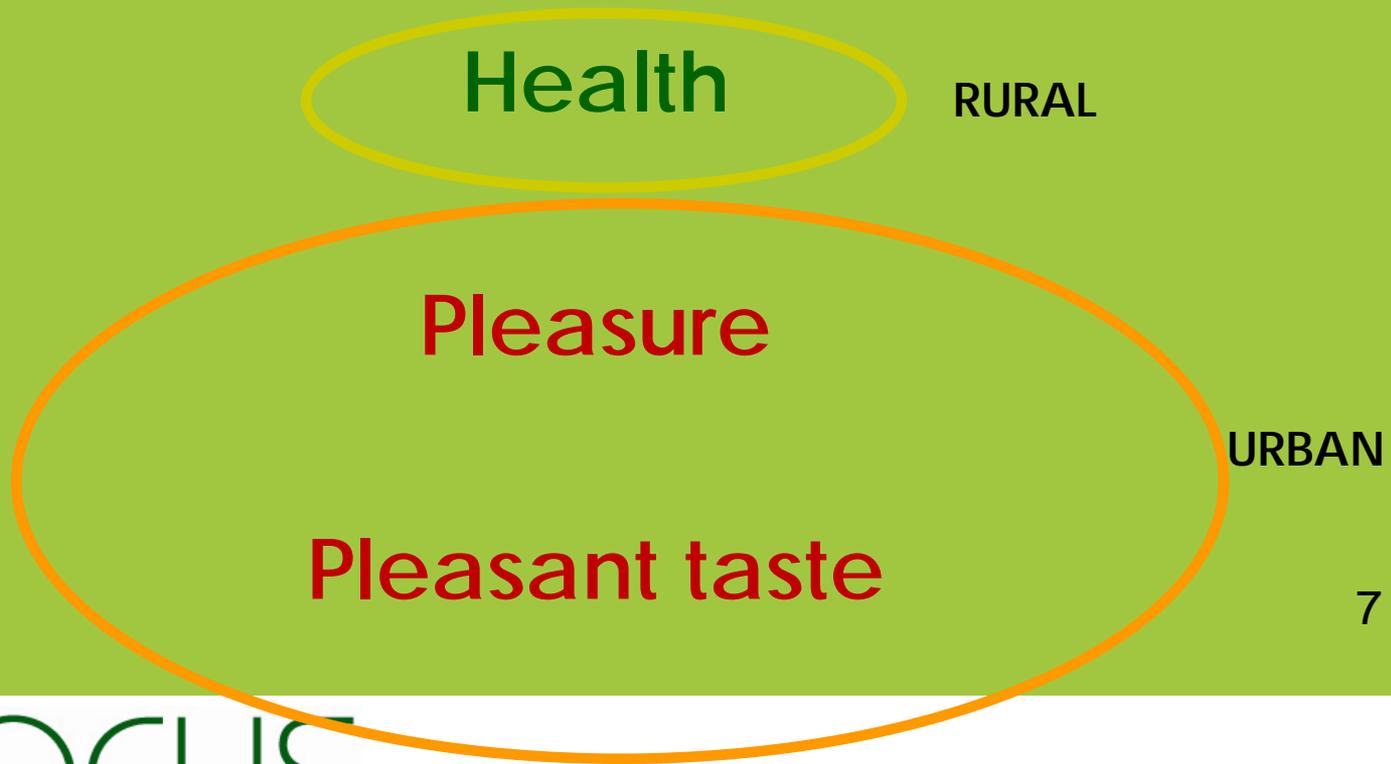
- Dried fruit
- The least consumed of all studied fruit categories
- Associated to winter, fast and holidays (Christmas)
- The most often are consumed: plums, raisins and figs



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Motivation for fruit consumption

Spontaneously mentioned motives



The most and the least important motives for fruit consumption: frequency and average rank of significance

Motives	The most important (f)	Average rank (f)	The least important
Taste	27	2.18	0
Health and disease prevention	27	2.22	0
Pleasure	20	3.35	2
Diet habits	19	2.56	5
Convenient for eating	12	4.25	8
To be in a good shape	12	3.17	12
The appearance of the fruit	11	3	18
Convenient for preparation	6	3.83	16
Tradition	5	4.4	18
Convenient for storage	4	4.5	19
Convenient for purchase	3	3.33	21
Out of home	3	5	15
Body shape and beauty	2	3	15

DIFFERENCES BETWEEN URBAN/RURAL AND MEN/WOMEN: urban population is mainly consisted of hedonists (satisfaction and taste); rural population is more concerned about health; men emphasize satisfaction, while women predominantly think of health

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The main barriers for fruit consumption

Spontaneously mentioned barriers

The lack of time

Non existence of the habit to eat on the move

Other significant results:

Fruit is mostly eaten at the home

People eat fruit impulsively – when they see it on the table



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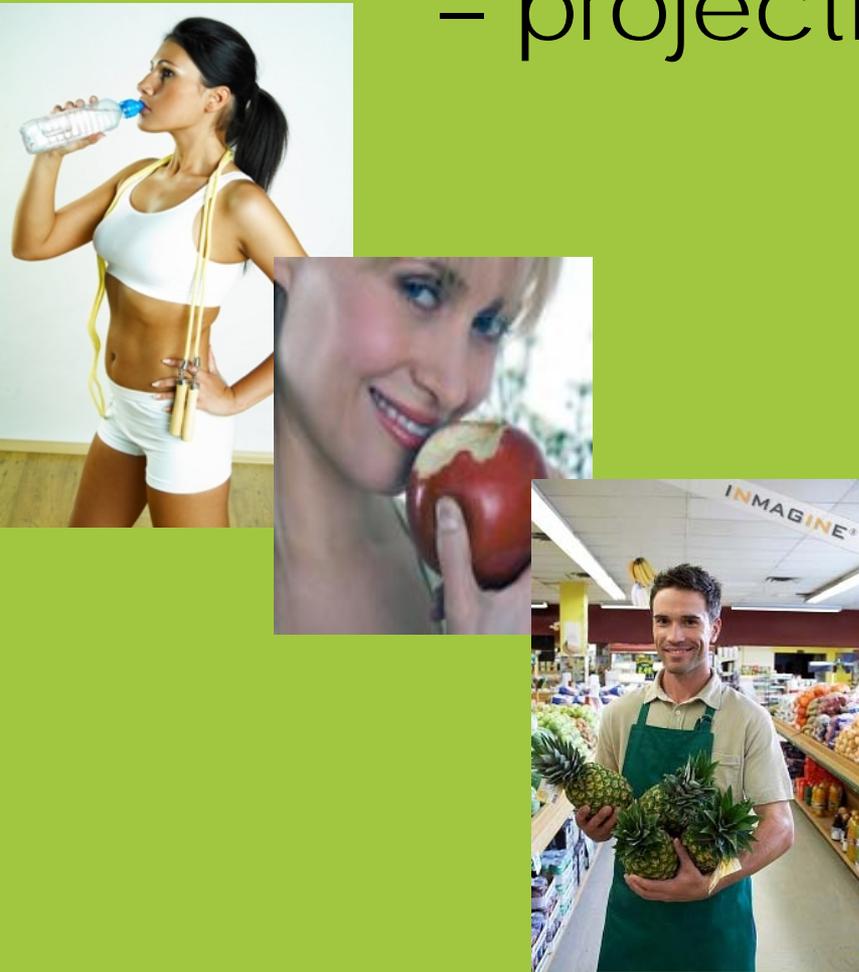


The main barriers for fruit consumption according to frequency and average ranking

Barriers	The most important (f)	Average rank
Availability	25	2.16
Price	22	2.68
Safety (pesticides)	20	3.3
Inconvenient for storage	15	3.87
Inconvenient for consumption	13	3.46
Inconvenient for preparation	11	3.18
Taste	10	2.5
Out of home	10	2.8
Allergies	9	3.44
Inconvenient for purchase	6	3.33

DIFFERENCES BETWEEN URBAN/RURAL AND MEN/WOMEN: rural population rank availability on higher place than urban population with regard to barriers; man considers availability slightly more important than women do

Image of people who consume fruit – projective technique



Dominant stereotype referring to people who eat fruit is that they are slim and healthy, good looking and attractive – they have beautiful complexion, hair and skin

They are athletes, fitness instructors, they work in beauty industry or they produce and sell fruit ¹¹

Image of people who do not consume fruit – projective technique



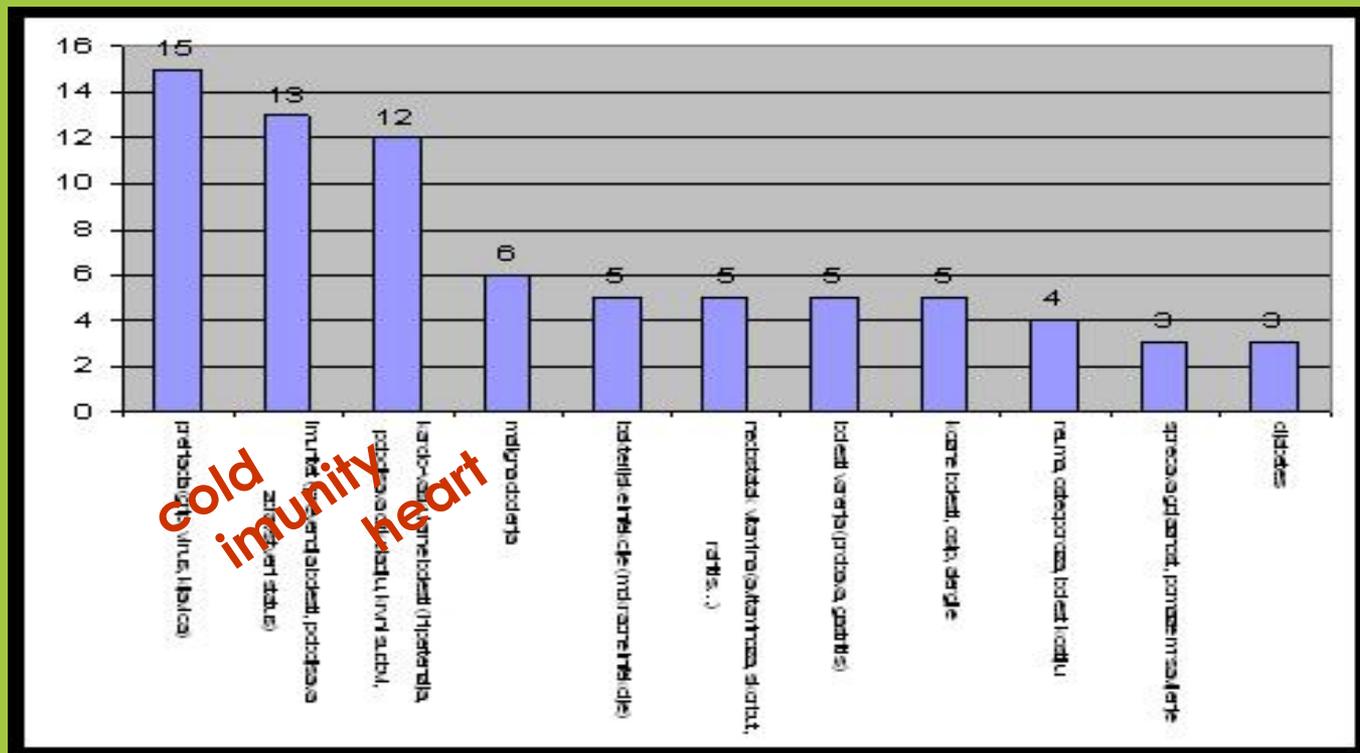
Dominant stereotype concerning people who do not eat fruit is that they are obese, anemic, they do not have beautiful skin or hair, they like to eat meat and meat products, they consume alcohol and cigarettes

They do not eat fruit often because they live in the bad economic situation, they are dissatisfied and disappointed

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Knowledge of nutritive value of fruit and its role in a well balanced diet

Participants are well informed about benefits of fruit consumption and they are aware of its significance for health and disease prevention



Cold
immunity
heart

Purchase of fruit

- In markets, supermarkets, directly from fruit producers
- They shop most often on green markets and that is their favourite place for purchasing fruit
- Males tend to buy fruit more often in stores or in specialised stores
- Women like to buy on green markets
- In cities they buy fruit most often in supermarkets
- In little cities they mostly buy directly from fruit producers

Purchase of processed and dried fruit

- People usually buy processed fruit in supermarkets (urban population) or in convenient stores (rural population) or they prepare them by themselves
- All participants like home-made jam
- Dried fruit is usually bought in specialised shops (so called "healthy-food store"), supermarkets or green markets (in cities)
- In rural areas all channels of distribution are equally present

Fruit from their own farms

- Serbian consumers use fruit grown at their own orchards and vineyards to great extent
- More than a half of participants indicate that the share of their domestically grown fruit in their overall consumption is more than a third
- There are significant differences in males and females responses
- Females state less share of fresh fruit grown domestically in overall fruit consumption and bigger share of home-made processed fruit, in opposite to males¹⁶

Conclusions

- Serbian consumers consider fruit to be healthy and delicious food and they usually link it to healthy life style and well balanced diet
- Due to their availability and taste, they usually eat apples, bananas and oranges, and beside that, they like strawberries the most
- With regard to processed fruit, they consume jam and juices
- Dried fruit is the least present in their consumption among all fruit categories

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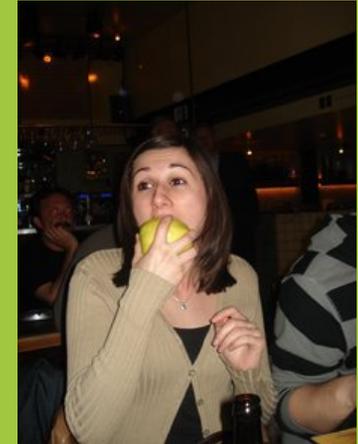
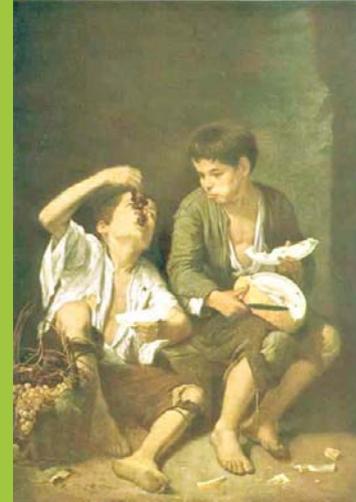
Conclusions

- The most important motives for fruit consumptions are: health, pleasant taste and pleasure
- The most important barriers are: availability, price and time constraints
- There are some stereotypes concerning persons who consume or do not consume fruit
- They are well aware of health and other benefits of fruit

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Conclusion

- Education of consumers on various situations for fruit consumption (on move, out of home)
- Creating the other image of people who eat fruit – it does not have to be strictly the person who has a lot of time, actively practice sport, lives alone...
- Education of consumers on ways and benefits of consumption of processed and dried fruit



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