

WP8 - Traditional products



Conjoint (analysis)
in Serbia



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Where? When?

100 in a rural area / 100 in a urban area.



	<p><i>Rural</i></p>	<p><i>Urban</i></p>
<p><i>Place</i></p>	<p>One shop/high frequency of consumers, nearby open market/Zajecar</p>	<p>Five shops/high frequency of consumers/ Capital city</p>
<p><i>Period</i></p>	<p>So-called market-days – Fridays and Saturdays 12th -13th December 2010.</p>	<p>During the third week in Dec / 14th-17th December 2010.</p>

How?



- **Recruitment:** face to face outside a shop
- Participants were awarded with 500,00 RSD vouchers for buying in Maxi/C Market shop (less than 5 euro)



Consumers in the rural area were more willing to participate.

Remarks about interview:

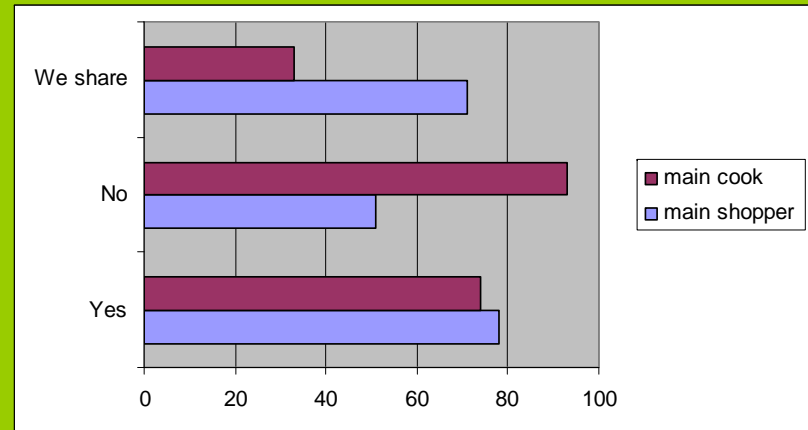
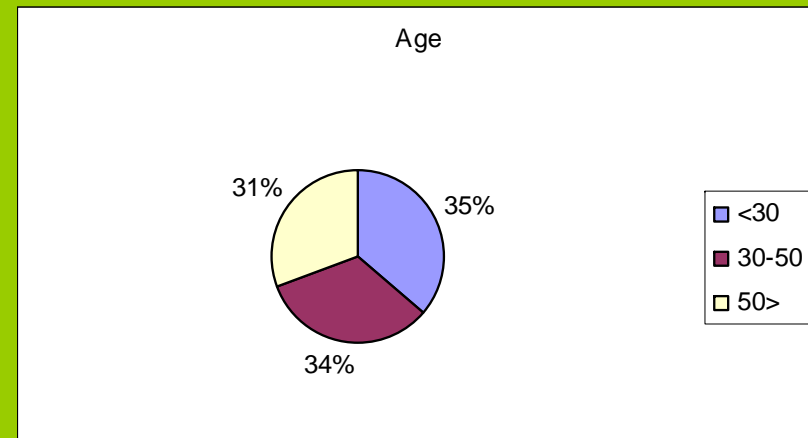
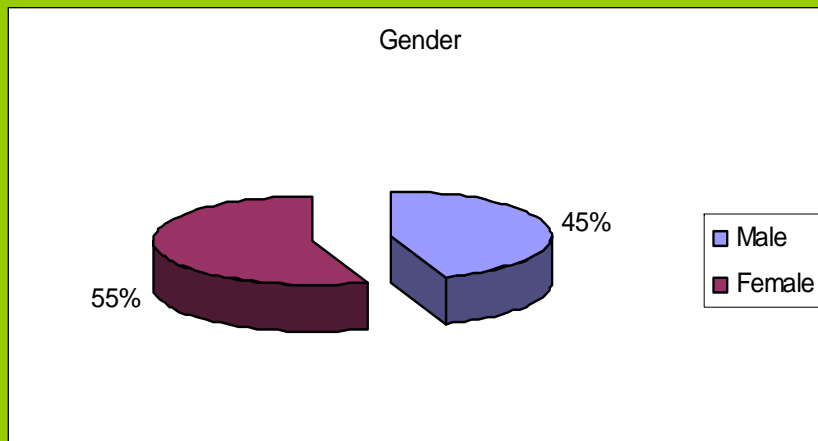
More time consuming than it was expected.
Implementation period (December, end of the year, during festive time, winter/cold time).

ID	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10	Rank 11
Example	B	K	D	A	I	E	C	F	J	H	G
1											
2											

Guidelines well prepared and clearly presented / VETAgro Sup + IPSOS Strategic Puls

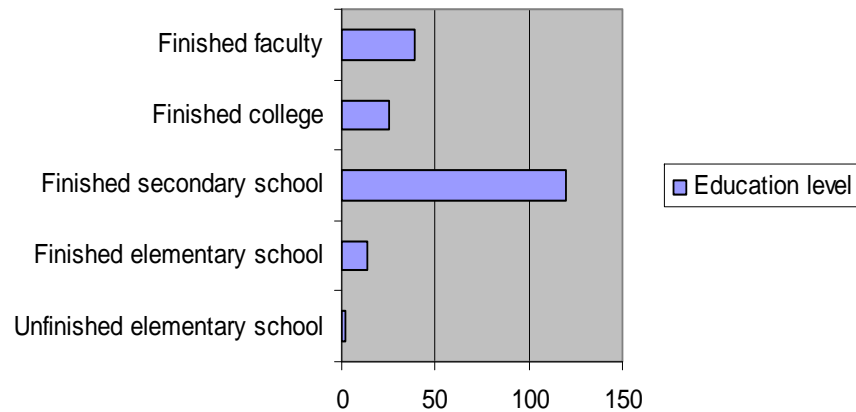
Sample structure 1

Sample variation: according to age and gender.

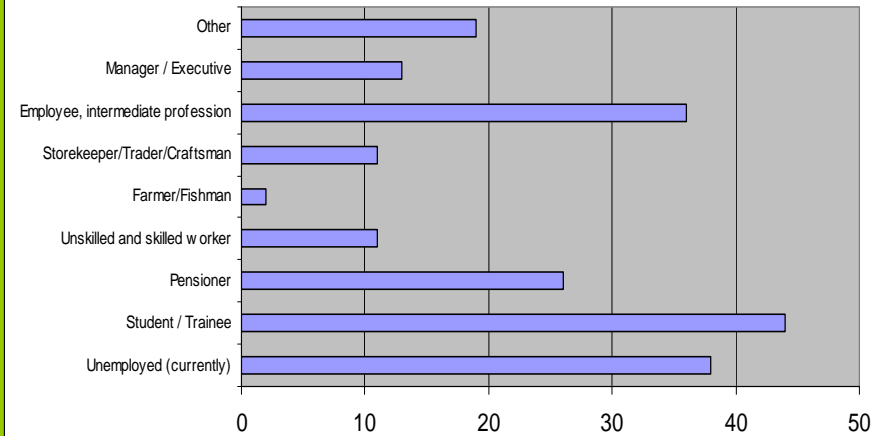


Sample structure 2

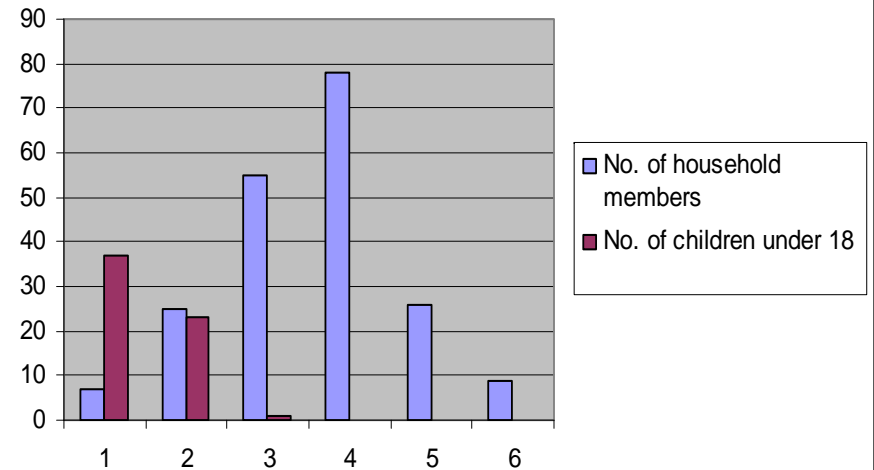
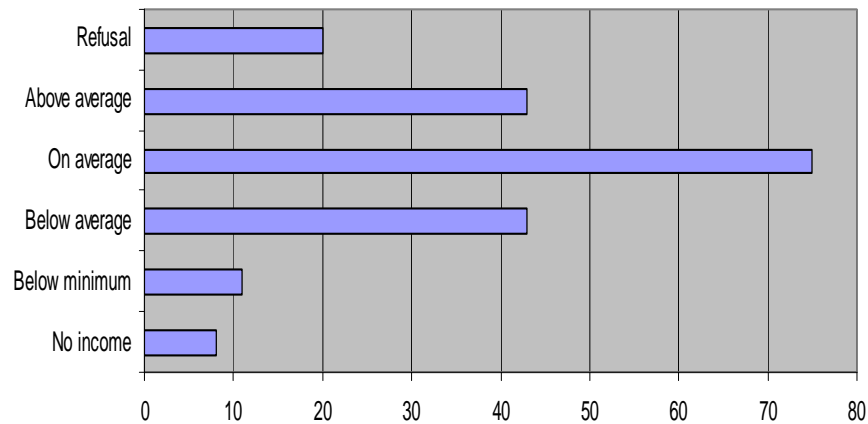
Education level



Current occupation



Household Net Income



Most preferred

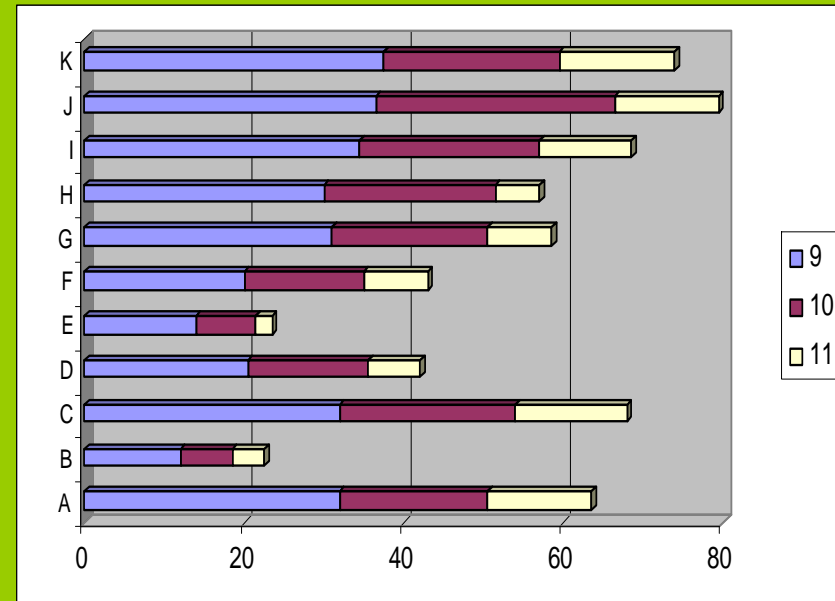
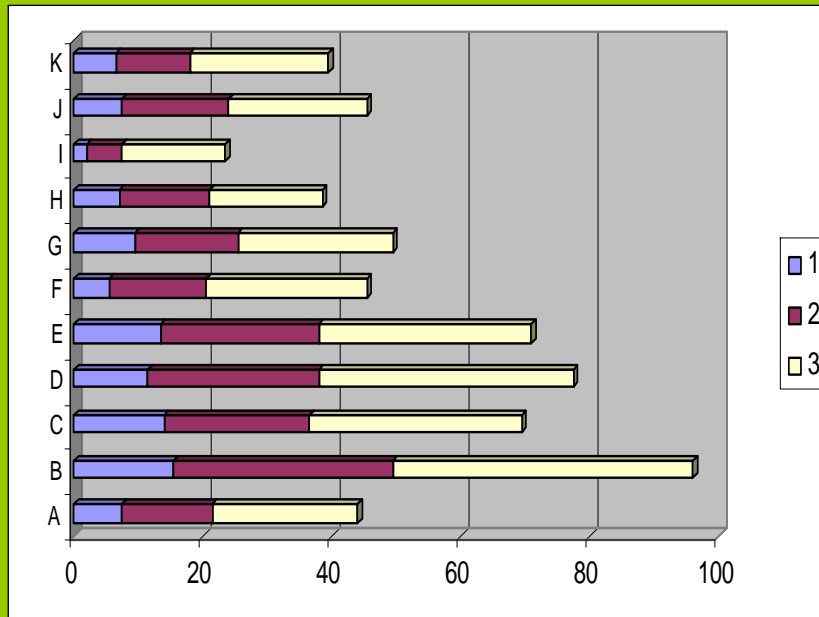
- B
- D
- E

Cards

Cumulative frequencies

Least preferred

- J
- K
- I



Prepacked

Small dairy production

Fresh cow cheese from Serbia

335RSD/kg

314213141B

Sold loose

Small dairy production

Fresh cow cheese from Sremski

220RSD/kg

351542138D

Sold loose

On-farm production

Fresh cow cheese from Serbia

220RSD/kg

356154218E

Sold loose

Small dairy production

Fresh cow cheese

450RSD/kg

371685165I

Sold loose

Industrial production

Fresh cow cheese from Sremski

220RSD/kg

371852712K

Prepacked

On-farm production

Fresh cow cheese

450RSD/kg

371632496J

FGD reminder

- Consumers often identify traditional food at the opposite side of industrial and strong branded food.
- Traditional products are processed products based on ancient cuisine and old recipes rather than raw foodstuffs.
- Consumers consume traditional products in everyday life.
- Consumers consider traditional products as “healthy food”: without preservatives, without artificial colouring, or other additives
- Consumers consider traditional food unhealthy due to its fattiness, high caloric values and low diversity of ingredients especially healthy nutrients.
- Women might perceive the traditional food quality not as high as men.
- Consumers in the rural areas eat locally available and recognizable traditional products more often.
- Consumers living in the urban areas eat well known and recognizable traditional products at national level.
- Men and women equally associate traditional food with family concept.

Thanks for your attention!