

# WP5: In depth interview with Consumers

## Case: SLOVENIA

# Structure of in-depth interviews in Slovenia

Different categories		IDI number
Gender	Female	20
	Male	10
Age	15- 25	8
	25-35	6
	36-45	5
	More than 45	11
Type of settlement	Urban	15
	Rural	15
Region	In four regions of Slovenia	4 regions

2

# Association on healthy life and well balanced diet

When somebody mentioned “**healthy life**”, people imagine as follow:

- healthy life, life without stress
- **healthy food**, healthy nutrition, home-made food
- sport, recreation, more/daily exercise outside on fresh air, regular race, yoga, walking, mountain walking, relax – physical activities
- consumption of more vegetable and fruits together with other food (leguminous plants, pasta, full- grained bread, meat, cereals ...),
- food rich with vitamins and minerals
- the meals have to be arranged over all days (recommendation: 5 meals per day)
- to work, to eat and to leave in normal way
- food without pesticides, without toxins, food which is produced in nature and biological (ecological) way

*The most oft statements are healthy food and exercises in different forms (walking, race, sport, recreation...).*

*Fruits are mentioned especially in relation with healthy food and need for vitamins and minerals.*

3

# Association on healthy life and well balanced diet

When somebody mentioned “**well balanced diet**”, people imagine as follow:

- proper quantity of food, sorts of food, **five-times per day**, frequent eating
- different kind of food (heterogeneous of food): vitamins, minerals, proteins, carbohydrates, fats...
- nutrition have to contain all nutritive substance in the right balance
- more fruits and vegetable
- organic, home-produced and home-made food
- well balanced diet (which include cereals, meat, milk and dairy products, fruits and vegetable) – as less as possible sweetmeat

*The most oft statements are:*

- ➔ *A well-balanced diet is the most important requirement for healthy life*
- ➔ *A well balanced and varied diet is important for good health*
- ➔ *It is essential that we have a wide variety of foods in our diet*



4

# Fresh fruit: the most often, favourite and the least often consumed fruit

The most <u>often</u> consumed fruit	The most <u>favourite</u> consumed fruit	The <u>least often</u> consumed fruit
strawberry, apples, orange, mandarin orange, banana, raspberry, cherry, grapes	cherry, whortleberry, strawberry, mandarin orange, apples, orange, grapes	plums, currant, apricot, kiwi, melon, watermelon, pears, ananas, kaki, gooseberry

# Motivation for fruit consumption

The most oft mentioned motivations for fruit consumption are:

- Good taste
- Refreshing food
- Juiciness of fruits
- Healthy food
- Not a lot of work with preparing meal
- Very rich with vitamins / the most rich food with vitamins
- The most healthy food
- Better to eat fruits than chocolate
- It is available at home / on home garden
- Fresh food

# Motivations for fresh fruit consumption

Motivations	No. of consumers who choose it as <b><u>the most</u></b> important	Average rank from 1 to 5	No. of consumers who choose it as <u>the least</u> important	No. of respondents
Tradition	2	3,625	4	8
Eating habits	-	3,462	4	13
Taste	<b>14</b>	<b>1,522</b>	-	23
Appearance of fruit	1	<b>2,583</b>	-	12
Pleasure	4	<b>2,308</b>	1	13
Convenient to eat	-	3,231	2	13
Convenient to buy	-	4,000	2	4
Convenient to prepare	2	<b>3,111</b>	2	9
Convenient to store	-	5,000	3	3
To feel fit	3	<b>3,000</b>	2	21
Health and disease prevention	4	<b>3,167</b>	2	18
Body image and beauty	-	4,500	<b>6</b>	10
Out of home	-	4,667	2	3

# Barriers for fresh fruit consumption

Barriers	No. of consumers who choose it as <u>the most important</u>	Average rank from 1 to 5	No. of respondents
Availability	6	<b>2,85</b>	20
Taste	3	<b>2,17</b>	6
Price	1	3,17	18
Inconvenient to eat	2	3,00	9
Inconvenient to buy	-	4,00	7
Inconvenient to prepare	1	3,33	6
Inconvenient to store	-	3,70	10
Out of home	2	3,06	17
Safety (pesticides)	<b>13</b>	<b>2,21</b>	28
Allergy	2	<b>2,80</b>	15
Others .....	-	4,67	3



# Image of fruit eater

- Athletic figure
- To watch one's waistline
- To practise sport
- Women which take care for her image
- Good looking and healthy person (probably lady)
- Person with weak constitution
- He/she has non-stress life
- Optimistic person
- Intelligent and creative person
- Life motto: "live and let live"  
"healthy life"
- Healthy life style is very important for this person

# Personal consumption of fruit compared with general consumption

## *Self perception of respondents as:*

- *heavy consumer – 13 participants (43,3%)*
- *medium consumer – 11 participants (36,7%)*
- *light consumer of fresh fruit – 6 participants (20%)*

# Personal consumption of fruit compared with general consumption

	More than 2 times a day	2 times a day	Once a day	3-6 times a week	1-2 times a week	Less than once a week	Less than once a month	Never
Fresh fruit in general	6	6	7	<b>8</b>	3	-	-	-
Whole apple	3	1	<b>10</b>	4	6	-	4	2
Whole peach	2	1	2	3	1	<b>12</b>	5	4
Orange	1	1	4	<b>8</b>	5	7	3	1
Banana	-	4	5	4	<b>8</b>	6	1	2
Fruit juice	<b>13</b>	4	4	-	5	2	1	1
Dried fruit	2	-	-	5	<b>7</b>	5	<b>7</b>	4
Jam	-	-	4	2	<b>8</b>	3	5	<b>8</b>

# Suggestions for focus groups

- Older group of people (above 50 years) vs group of young people (below 30 years (perhaps students or even scholars in secondary school)
- Older group of people (above 50 years) vs group of young parents (with children younger than 15 years)
- Group of people on country side (home produced fruits) vs consumers in the city
- In some way would be good to established differences between the regions
- Perhaps it would be good to make the same focus group in different season and to see effect of season on their response / their reaction
  
- We have impression that time of making interview (winter) has effect on the answers of participants
- It was difficult to get answers on some questions (e.g. *description of fruit consumption situations (when, where, with whom), favourite fruits in different situations (during the day), image of fruit consumer: What makes this person think that fruit is healthy or unhealthy? Why?*)

12