

WP6 : Focus groups

National report overview

Faculty of Business and Economics Zagreb

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Recruitment

- In Croatia Focus groups were held on 19.01.2010 for mothers having children up to 15 years of age and on 22.01.2010 for elderly people.
- Elderly – 6
- Mothers – 6
- Participants were recruited by personal networks
- It was easier to find older participants than mother with young children's
- All participants were willing to participate

Associations

- Food and healthy lifestyle - clear association
- For elderly group good **sleep** was mentioned as first association of healthy life-style
- For mothers group first associations was **home prepared and cooked food and physical activities.**
- Both groups mentioned fruit and vegetables, white meat and fish as the most important associations to healthy life.
- Mothers group had highlighted the fresh juices, **fruit and vegetables and sport** as most important
- Elderly group have more associations related to **spiritual and social factors**

Food and health (collage)

- *pictures of drinks*
 - *fruits, vegetables and tea;*
 - *celebrities, babies;*
 - *pictures of nature*
 - *add for Wellness and SPA*
 - *Recipes*
 - *relaxed lady; successful manager good looking man.*
- Group of elderly said that it is very important for food to be grown in their own garden or green market
- Group of mothers prefer Croatian and domestic products

Choice, image

- Choice – Traditional products, Croatian products
- Elderly consumers had a longer discussion and mothers read more about all kinds of claims

Image of a person buying yogurt with probiotics

- Middle aged person, well educated, follows magazines and news about healthy food
- Woman (20-30) who has extra money and time, who cares for her look and appearance, or the elderly people who are sick; pregnant women
- She buys the product in the supermarket, once a month
- She usually drinks it in the morning and sometimes in the evening
- Motives for buying are low fat content and help in food digestion
- The home of this person looks trendy.

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Difference among different types of claim

- Most of the participants from both focus groups have chosen the **product with health claim.**
- More than half of participants **didn't recognize the difference** between different types of claims.
- Mothers group showed more knowledge in their choice.

Perception and comprehension of nutritional information

- Both groups stated that their choice are **products which they traditionally consume and products from the familiar manufacturer.**
- The claim and other information on the product are not explored in usual shopping, **only when buying new product.**

Products with nutritional and health claims: motives for consumption, trust, expectations

- **Women are the ones who buy products** with nutritional and health claim.
- Elderly do not take so much care about nutritional claim, and mothers give special attention to it when they want to reduce weight.
- Mothers group read what is written in the magazines about the products and claims.
- Both groups **usually believe to the information** displayed at the product and make their **choice based on habits**
- Mothers are concerned who provides information in Croatia, is there anybody who is checking the **truth** of these information
- If they have some doubts, mother group usually decide to take product produced in Croatia, or country nearest to Croatia.

Products, elderly

Product category (Margarine)	Product group (e.g. Light Margarine)	Brand name	Remark (e.g. the oldest, traditional brand on the market)
Margarine	Light, 2,5%		
Margarine	Light, diet	Margo light	Zvijezda, domestic brand
Margarine	With omega 3 and omega 6 fatty acids, for protection of blood vessels	Omegol	Zvijezda, domestic brand
Margarine	Classic	Rama classic	
Product category (Biscuits)	Product group (e.g. Biscuits for diabetics)	Brand name	
Biscuits	Cookies	Karolina	Domestic brand
Biscuits	No sugar	Vitela	Kraš, traditional brand
Biscuits	Integral cookie with oat flakes, rich in dietetic fibre	McVities	
Product category (Yoghurt)	Product group (e.g. Yoghurt with probiotics)	Brand name	
Yoghurt	Balans +, with probiotics, 1% fat	Vitaktiv	Vindija, traditional brand
Yoghurt	3,2% fat, classic	Dukat	Traditional brand
Yoghurt	0,1% fat	Vindija	Traditional brand

Products, mothers

Product category (Fruit juices)	Product group (e.g. Fruit juice with added vitamins and Ca)	Brand name	Remark (e.g. the oldest, traditional brand on the market)
Fruit juice	100% orange	Juicy	Domestic brand
Fruit juice	100% apple	Cappy	
Fruit juice	12 Vitamins	Happy day	
Fruit juice	multifruit		
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