

Consumer motivations and behaviours for fruit and fruit products in the Balkans

Siet Sijtsema, Harriëtte Snoek
Hana Baronijan, Cristina Mora, Isabella van den Berg
Partners WBC

June 2010

1

Content

- Objectives
- Approach
- Discussion of interesting, surprising and main results

Objectives

The main objectives of this deliverable of Focus Balkans are:

To determine **fruit consumption** in the different countries and identify the position of **fruit in a well-balanced diet** from Balkan consumers perspective;

To explore, analyze and understand **motivations** related to the purchase and consumption of fruit and processed fruit products in different situation and consumption moments;

To identify role of and **barriers** to fruit consumption and consumer characteristics in relation to nutrition;

And at last, to give input for the **quantitative survey** foreseen in WP9.

Approach

- Qualitative research:
 - In depth interviews explore fruit consumption and perception (N=183)
 - Focus groups – to deepen some interesting insights (N = 96)

Content report

1. Introduction

2. Method

3. Results in depth interviews

fruit consumption, knowledge, perception of fruit in well balanced diet, image of fruit eater, motives and barriers, purchase, home grown,

4. Results focus group discussion

Health perception, well balanced diet, out of home, home grown open market, national fruit

5. Discussion and concluding remarks

Fruit consumption

- Consumption of WBC participants seems to be rather high (56% say they eat two or more than two portions of fruit a day)
- Home grown fruit: 51% of participants says that 1/3 or 2/3 of the total fruit consumption is homegrown fruit
- Consumer consider themselves as medium consumer of fruit
- Majority of participants think that their consumption should be increased
- They express that there is a lack of habit of eating fruit
- Big variety in what participants say are the recommended daily needs
- Apple seems the most favorite fruit
- Sample shows no differences for man and woman, according to focus groups and literature we expected a difference
- Social desirable – self administered questionnaire

6

Well balanced diet – fruit - health

- Fruit suits perfectly in a well balanced diet
- Fruit is preventive for illness, it seems that there is awareness, and that fruit can prevent you from everything
- Fruit keeps you vital and gives good mood (also shown in image of fruit consumer)
- Especially children should get used to eating fruit, participants have doubts about that.
- Image of eating fruit, eu regulated lifestyle is not expressed in WBC, but it seems that for WBC it is not that hard to personalize themselves with a non fruit eater.

Motives EU and WBC Consumer

	EU (2000)	WBC (183)
Having a good taste	4.4	4.5 (2)
Giving me energy	4.2	4.3 (4)
Containing no pesticides	4.2	4.6 (1)
Helping to satisfy my hunger	4.2	3.7 (6)
Making me feel healthy	4.1	4.3 (5)
Prevents diseases/illness	4.1	4.5 (3)

Mean on a scale of 1-5

European Consumer Segmentation for fruit, ISAFRUIT 2009, Reinders, M.J. , Onwezen, M, Sijtsema, S.J. And Zimmermann, K.L.

8

Motives and barriers

- Containing no harmful substances important barrier and taste and health seem to be the most important motives for *food* choice
- Convenience less important, (convenient to buy, convenient to prepare, convenient to eat) but in group discussion the issue of time constraint in everyday life is mentioned
- Issue of safety very important for food and fruit
 - related to buying, WBC need trust in seller, therefore prefer green market in stead of supermarket
- Appearance seems of less importance compared to eu

Surprising, interesting, striking results

- National fruit: apple, but the second one differs per country
- WBC region is very suitable for growing fruit
- Each country prefers their own fruit for slovenia this seems the least relevant,
- Some participants say it is not country but quality what is more important

- No habit of eating fruit out of home (no water available) but few participants say they eat fruit at work and seem to be more health oriented

- Fruit doesn't suit with socializing,

discussion

- Dutch glasses
- WBC reflection is needed on this rich data
- Please add / comment / mention
 - Is it in line with experiences
 - Literature about consumption, knowledge etc
- Do you miss something?



Thanks for all your effort!



12

Publications:

Accepted for oral presentation at International Horticultural conference in Lisboa 2010:

Exploration of consumers' health and fruit perception of West Balkan countries.

Siet J. Sijtsema, Hana Baronijan, Karin L. Zimmermann, Miljan Cvetkovic, Igor Spiroski, Zaklina Stojanovic, Natasha Renko, Marija Klopčič, Sanja Sčepanovic

Aim 2 papers published in international peer reviewed journals

- Consumption of fruit
- Health perception

schedule

Output WP5 discussed in Split

Coding of in depth interviews was planned, not feasible in tight time schedule

As much countries per paper makes papers more interesting

If needed each participating country has to do coding and review, to be decided which participant takes the lead

With taking in respect the code of conduct of authorship the ones who really worked on it will be mentioned as author

Inform each other about conferences special issues