

# Consumers' motivations and behaviours for fruit and fruit products in the Balkans

Siet Sijtsema and Karin Zimmermann

[siet.sijtsema@wur.nl](mailto:siet.sijtsema@wur.nl)

[karin.zimmermann@wur.nl](mailto:karin.zimmermann@wur.nl)

Belgrade 2 February 2011



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# Content

- Do WBC consumers eat enough fruit?
- What position has home grown fruit?
- What are WBC consumers motives to eat fruit?
- What are barriers to eat fruit?
- Where do they buy fruit?
- How is health perceived?
- Interesting findings, future research and recommendations



# Research approach

## Exploratory research in 6 WBC

### Consumer research:

- In depth interviews to explore fruit consumption and perception (N=183)
- Focus groups – to deepen some interesting insights (N = 96)
- Fruit is apple, orange, tangerine, peach, strawberry, plums etc, but for example nuts and tomato are not included

### Market survey

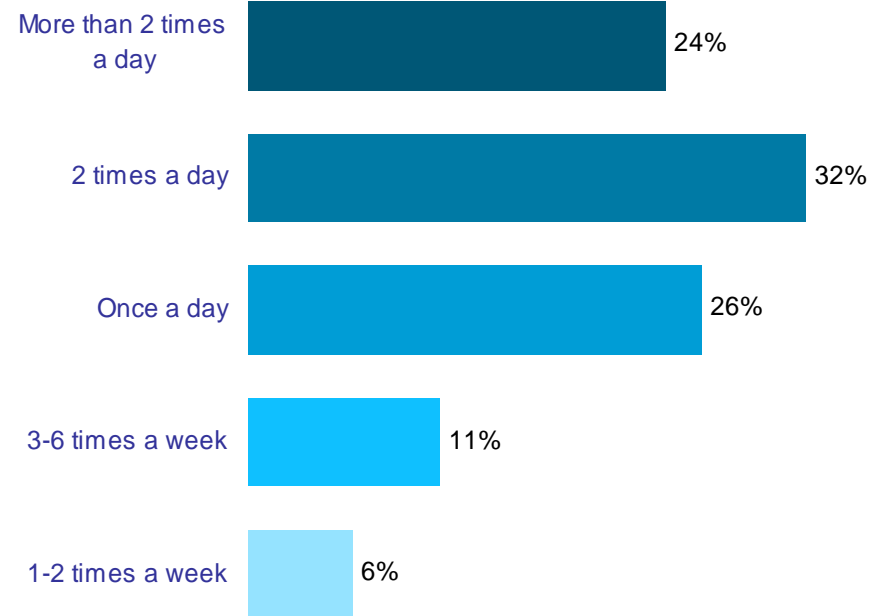
- In depth interviews with representatives from fruit processing industry and authorities



# Fruit consumption

How much and how often do you eat fresh fruit in general?

- 82% of the respondents indicated to consume **a portion of fruit at least once** a day
- 56% say they eat **two or more than two portions** of fruit a day
- Consumption of WBC participants seems to be rather high
- Portion is indicated as 100 grams of fruit



- Experts: fruit consumption is increasing, but it does not reach recommended levels

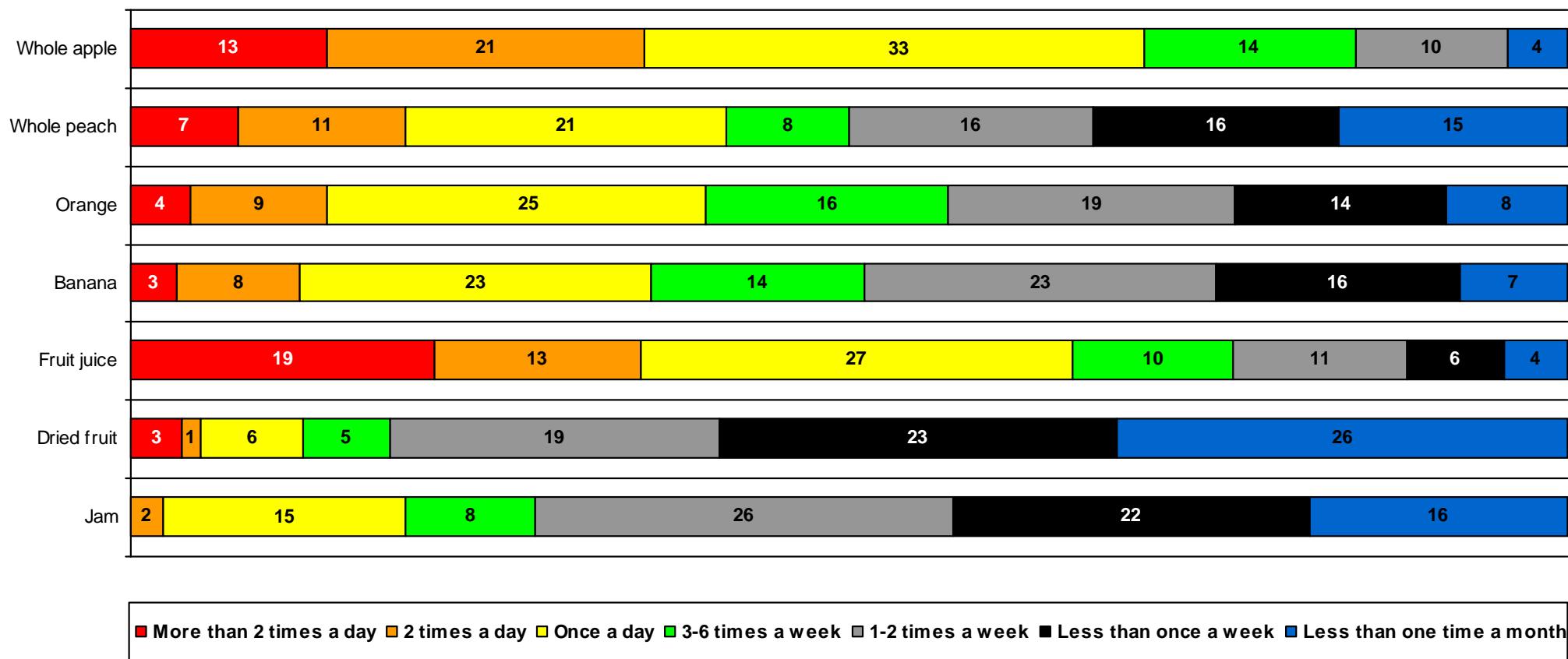
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# Fruit consumption

## Some observations:

- Consumers consider themselves as medium consumers of fruit
- Majority of participants think that their consumption should be increased
- Big variety in what participants say are the **recommended daily needs**
- **Consumption in WBC** seems the same although in Montenegro the consumption seems higher than other WBC countries.
- They express that there is a **lack of habit** of eating fruit
- Fresh fruit is mainly consumed at home. There is no habit **to eat fruit out of home**\_(for example as a snack at work or school). Barriers to eat fruit out of home are hygiene, waste, not socially accepted.

# Consumption fruit types and fruit products



# Fruit consumption and home grown fruit

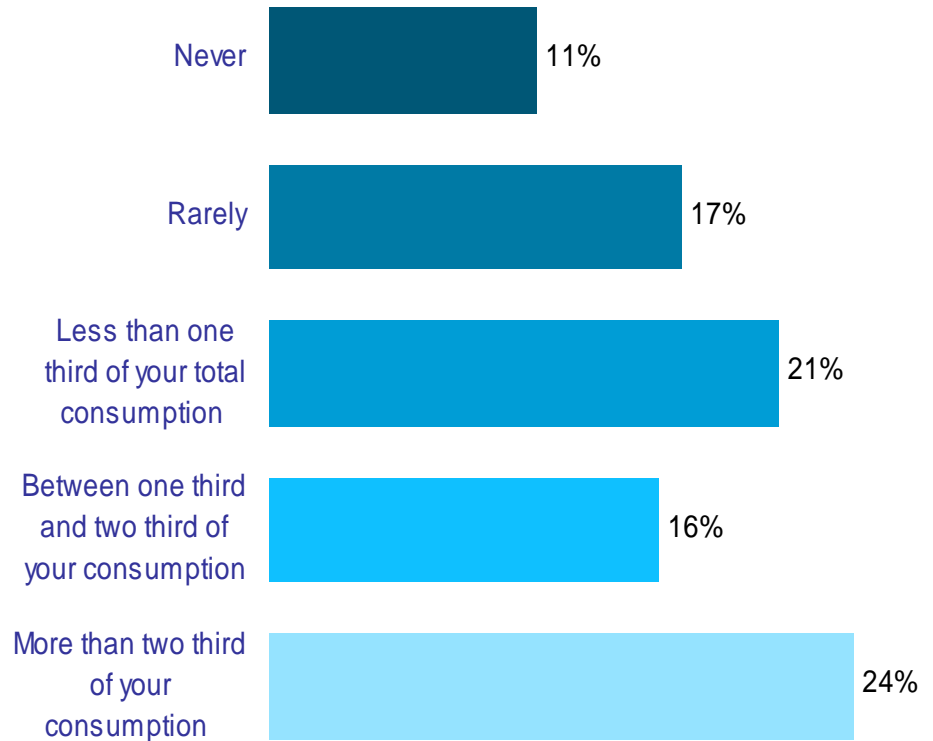
At least **half** of WBC respondents say that **one third** of the fruit they consume is home grown

For **one fourth** of respondents stated that even more than **two third** of their consumption is home grown

Experts:

- No official data
- Typical for WBC

## The share of consumption of home-grown fruit



# Food Motives WBC and EU Consumer

Mean on a scale of 1-5

	WBC		EU
<b>Containing no pesticides</b>	4.6	Having a good taste	4.4
Prevents diseases/illness	4.5	Giving me energy	4.2
Having a good taste	4.5	<b>Containing no pesticides</b>	4.2
Making me feel healthy	4.3	Helping to satisfy my hunger	4.2
Making me feel a responsible parent	4.3	Making me feel healthy	4.1
Giving me energy	4.3	Prevents diseases/illness	4.1
Making me feel like doing the right thing	3.9	Making me feel a responsible parent	4.0
Helping to satisfy my hunger	3.7	Making me feel like doing the right thing	3.9
Being easy to take along	3.1	Being easy to take along	3.7
Not taking much time to eat	3.1	Not taking much time to eat	3.3
Not giving me dirty hands	2.2	Not giving me dirty hands	3.2

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



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# Motives and barriers of fruit consumption



## Motivations

- **Taste** and **health** are important
- Appearance isn't that relevant for most respondents  
*"it is about taste and fruit doesn't have to look perfect for that"*

## Barriers

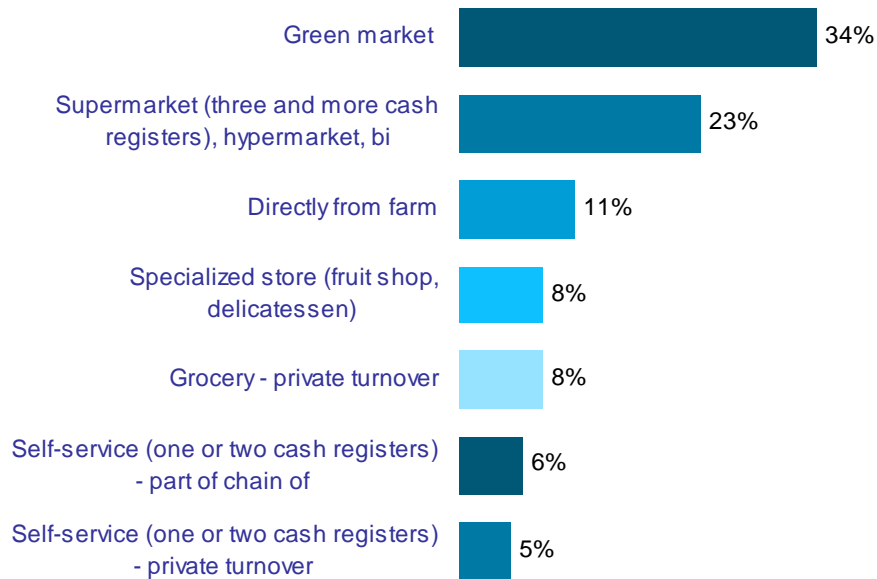
- **Safety, availability and price** are most important barriers
- Allergy

Convenience issues related to eating and storing seem not to be that important compared to WEU

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# Market channels- where fruit is bought

Where do you buy fruit most often?



People prefer to buy fruit at green market and directly from farm

# Health perception

- Health is considered to be important
- **Balanced diet is:** variety, regularity, healthy preparation, moderate portions, fresh food, eating according to recommendations
- Fruit suits in a balanced diet
- Fruit is **preventive** for illness, it seems that there is awareness, and that fruit can prevent you from nearly everything
- Fruit keeps you **vital and gives good mood**

# Health perception

## Image non fruit eater

- Overweight clumsy looking person
- **Unhappy**
- Bad character varies from lazy to angry
- **Inactive in spare time or watching tv**
- To live from day to day



## Image fruit eater

- Fit good looking healthy living person
- **Happy**
- Strong personality
- **Being active in spare time**
- Healthy mind in a healthy body



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# Interesting findings

- **Lack of habit to consume fruit**
  - Interventions e.g. for children and parents
  - Other consumption moments, e.g. out of home consumption
- **Perception of health**
  - Use of healthy image of fruit
  - Not only healthy as benefit but also other benefits should be used to market fruit
- **Convenience**
  - Availability of food
  - Emphasize the convenience of fruit, promote convenient fruit types



# Interesting findings

- **Safety**

- Quality control amounts of pesticides in fruit
- Insight in safety of all types of fruit (home grown, supermarket)
- Domestic production is more trustful; what are the consequences of this perception

- **Knowledge**

- What do consumers know about nutrients, fruit , food
- Intervention to inform about recommendations
- Governmental promotion to increase knowledge and awareness



# Future research and Recommendations

- What is **actual consumption** of fruit in WBC?
- **Home grown**
  - *get insight in total amounts related to the actual consumption*
- Perception of **fruit products**
- Combination of all benefits related to **health and convenience** are becoming more important.
- In marketing and policy aiming for specific **segments of consumers**
- **Product development** – product differentiation
- **Interaction** between fruit innovation and consumer research



# Involved (WBC) partners



Igor Spiroski, Vladimir Kendrovski



Miljan Svetkovic



Ružica Butigan  
Natasha Renko

Zaklina Stojanovic



Marija Klopčič  
Jurij Pohar,

Borko Bajic  
Boban Mugosa,



Magali Esteve



Jasna Milosevic,  
Hana Baronijan

Cristina Mora



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