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## WP6 Focus-Balkans project

# WBC N&H PRODUCTS STUDY INPUTS FOR WP9

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1

# Food Consumption

- Consumer s 7 day recall (how often which products)
- Products included in WP6 study
  - Yoghurt
    - Classic – 3.2% fat content
    - Light – reduced fat content
    - Yoghurt with probiotics
  - Milk and fruit juices as well

Try to cover all categories in different WP case studies as much as possible

Avoid overlaps

Include other products that will give a good overview of food consumption in general

2

# Research concept – research questions

Which factors influence WBC consumers' perception of studied categories? Does it depend on personal, social or cultural factors?

Do consumers in WBC associate products with N&H with specific benefits - such as nutritional knowledge improvement, better diet, social acceptability etc.?

What are consumers' perceptions about products with N&H claim in WBC? Does positive or negative perception towards products with additional health benefit exist?

Conducted EU studies

# Specific questions

Scale 1-2-3-4-5

(I completely disagree with statement – I completely agree with statement)

Claims made on food are easy to read,  
Claims made on food are useful.

Nutrition claims are useful.

Health claims are useful.

Nutrition claims are easy to read.

Health claims are easy to read.

Health claims providing information on food health benefits are truthful, trustful.....

I read claims made on product prior to making purchase decision.

I understand claims.

I understand nutrition claims.