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Fruit juice label: What matters to the consumer?

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The market is dynamic and eager for new products. The High Hydrostatic Pressure (HHP) is an innovative technology, which is able to minimize the loss of nutritional and sensory quality. However, every innovation must be accepted by the consumer, because, despite the benefits the technology may have, a rejection can occur. Packaging plays a major role on attracting consumer attention and influencing purchase decisions. Important messages about the innovation and the health benefits to consumer can be delivered on product label/packaging, allowing better choices. The objective of this study was to investigate the influence of different package attributes on consumer intention to purchase of Brazilian cherry (*Eugenia uniflora* L.) juice. Five factors with two levels each were handled to create the juice labels: illustration (traditional and modern), HHP information (yes and no), antioxidant content (yes and no), additives (yes and no) and the support of a recognized Brazilian food research institute (logo and without logo). By applying a fractionated experimental design a set of eight labels was generated, and created using the Corel® and Illustrator® programs. One hundred and sixteen fruit juice consumers evaluated the intention to purchase using nine-point scale. The data were analyzed by Conjoint (CA) and Cluster Analyses. Three consumer segments were identified composed of 32, 58 and 26 participants. CA was carried out for each segment. Cluster 1 was characterized by consumers interested in the illustration (Relative importance – RI 38.2%) followed by antioxidant content (RI 20.4%) and HHP information (RI 19.8%); additives (RI 11.2%) and the Brazilian food research institute logo (RI 10.4%) had lower importance. In Cluster 2 the HHP information (RI 26.1%) was the most relevant label's attribute followed relatively equally by the other features (illustration RI 20.5%, antioxidant content 19.8%, additives 18.2%, and the research institute logo 15.5%) suggesting that people in segment 2 was very involved with the task. Consumers in Cluster 3 had the label illustration (RI 66.7%) as the principal factor affecting their intention to purchase. Results confirmed the role of illustration for those in Clusters 1 and 3 (58 individuals), suggesting consumers' lack of involvement with the product. However, Cluster 2 indicated that packaging might play an important role on consumers' purchase intention of functional foods, as they valued the information on antioxidants.

Keywords: intention to purchase, consumer, Brazilian cherry