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**Determinant attributes in consumer choice via projective technique: Differences among profiles of product users**

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Projective techniques have been used to better understand uncovered consumer attitudes towards foods and beverages. This study aimed to identify, via completion test, determinant product attributes among different consumer profiles in relation to the product use. The chosen product was frozen hamburger because it is well-known and widely consumed in Brazil.

The data were gathered by internet questionnaire, and 357 people (63% female and 37% male) participated in the study. The stimulus used in the completion test was an image of a couple in the supermarket frozen products aisle with dialogue balloons. Participants were instructed to fill up the dialogue balloon by responding the following question: "Why do you think we should take this frozen hamburguer among many available options?". Recurrent terms were individually grouped into categories by three researchers, and their evaluations were combined into final categories (mentioned by at least 5% of participants). Frequencies of mention were obtained for Product Users (188 participants who had purchased frozen hamburger for consumption at home in the previous three months); Potential Users (89 individuals who had not purchased hamburger, but have bought other frozen meat products); and Non Users (65 participants who had not purchased neither one).

Regardind reasons for buying frozen hamburgers, 696 out of 759 initial terms were grouped into 10 valid categories. For Users and Potential Users, the top three categories affecting consumer choice were: "Brand/Reference", "Price/Cost x Benefit" and "Sensory characteristics". For Non Users, the three most frequently cited were "Brand/Reference", "Healthiness/Nutrition information" and "Price/Cost x Benefit". Therefore, determinant attributes differed mostly for the latter.

Projective technique was useful to identify the reasons of consumer choice for frozen hamburger considering distinct groups of individuals, revealing the most important atributtes for an adequate marketing strategy together with the R&D team.

Keywords: Food Choice, Projective Technique, Completion Test, Frozen Hamburger