



PERCEPTIONS OF GREEK YOGURT AMONG CONSUMERS OF AN EMERGING-MARKET: A QUALITATIVE STUDY

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Resumo

Greek yogurt has gained rapid popularity since its introduction in the Brazilian market. Although it is inspired by Labneh, a product widely consumed in Mediterranean countries, in Brazil and other Western countries it is a type of concentrated yogurt produced either by the direct addition of milk proteins or by the addition of starch or gums, besides fruit concentrates, flavorings and sugar. This research explored the perception of the Brazilian consumer (n = 200) and non-consumer (n = 200) in relation to Greek yogurt using free listing and sentence completion tasks. Both methodologies were efficient in determining the salient categories that influence preference and willingness to purchase the product and showed similar findings. Distinctive flavor and consistency (creamier and firmer) were the main sensory drivers of preference, while price, on the other side, was the main extrinsic factor that restricts the purchase of the product in Brazil, reflecting the market positioning as a premium product compared to traditional yogurts.

Palavras chaves:

Consumer perception, free listing, completion task, greek yogurt.

Área temática:

A4.4 Estudo de consumo

Preferência de apresentação:

Oral ___ Pôster __x__