

CONSUMER PERCEPTION OF HIGH PRESSURE PROCESSING: A THREE COUNTRY SURVEY

*A. BARON², O. BAYER¹, P. BUTZ¹, B. GEISEL¹, B. GUPTA³, U. OLTERS DORF¹ and
B. TAUSCHER¹*

¹ Bundesforschungsanstalt für Ernährung, Haid-und-Neu-Str. 9, D-76131 Karlsruhe, Germany
Tel: +49-721-6625501/540, Fax:+49-721-6625503, Email: peter.butz@bfe.uni-karlsruhe.de

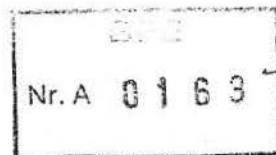
² INRA, Le Rheu, France

³ St Ivel Ltd, Wootton Bassett, UK

A representative survey of consumer attitudes concerning high pressure processing (HPP) of foods was carried out among 3.000 adults aged 14 years and over, in France, Germany and the UK in face-to-face computer assisted personal interviews (CAPI). The structured interview required the interviewees to indicate their opinion by evaluating 35 positive and 25 negative statements about the new technique. In addition, it was asked to compare the new technique with the conventional techniques. At the end of the interview, the interviewees were asked if they would buy products preserved using High Pressure Pasteurisation. If they gave a positive answer, a further determination was made under which conditions a decision to buy would be made. The concept used for the data analysis was that of a market segmentation model. Sociodemographical, geographical and psychographical attributes were used. Thus, the total market is divided into segments using attributes that decompose the total market into homogenous groups, i.e., segments. The variable to be predicted using the model was the willingness to buy products preserved by HPP. The average acceptability rate is discussed with respect to the MAYA threshold value (Most Advanced Yet Acceptable), a pragmatic market research threshold value which is about 60 %. The acceptability values are lying far above the crucial value, France with 71% and Germany with 74%, United Kingdom below with 55%. The average acceptability rate of 67% is clearly above the threshold value. That means that High Pressure Processing (HPP), the new concept of preserving food is accepted as presented in the representative survey in two of three European countries. The best predictor which optimises the classification result of potential buyers and non buyers in the three countries is mainly the hope for more personal advantage from this new technology. However there are national differences in the classification results of lower levels especially for non buyers, which are of interest for marketing activities.

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