

Trends from the consumer view

**Results out of a
consumer questioning**



**University of Applied Sciences
Waedenswil – Winter 06/07**

Background

- Consumer Questioning
(Winter 06/07)
 - Internet questioning concerning with questions about the knowledge and the habits of Swiss Olive Oil consumers.
 - Nutrition facts
 - Quality aspects
 - Application
 - Frequency of consume
 - Influencing factors for purchase and consume

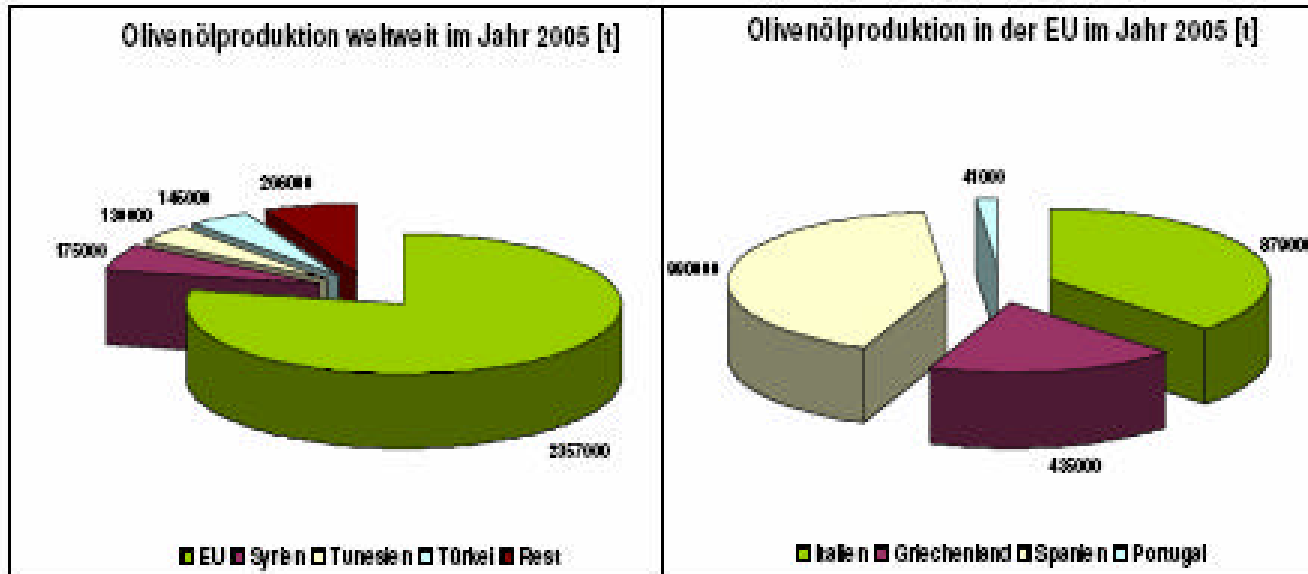


Background

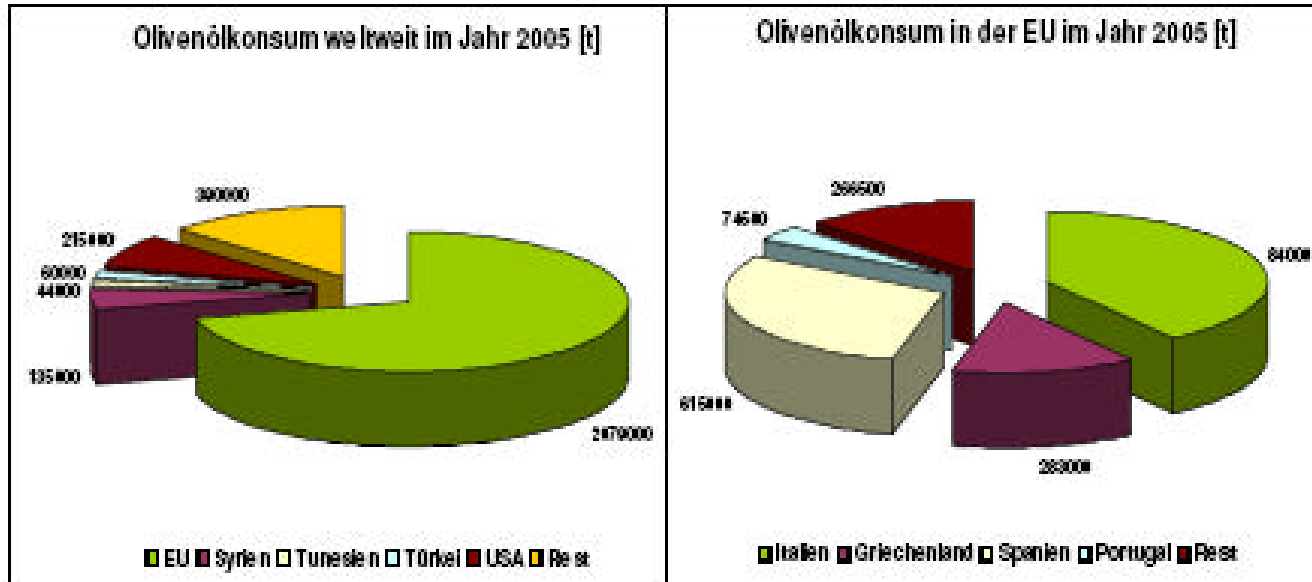
- Consumer Test of 6 Olive Oils from different areas in Italy (Winter 06/07)
 - Blind Tasting in the Sensory Lab of the University of Applied Sciences Waedenswil
 - Overall acceptance
 - Willingnesse to pay



Production in 2005 – World / EC



Consum in 2005 – World / EC



Internet Questioning

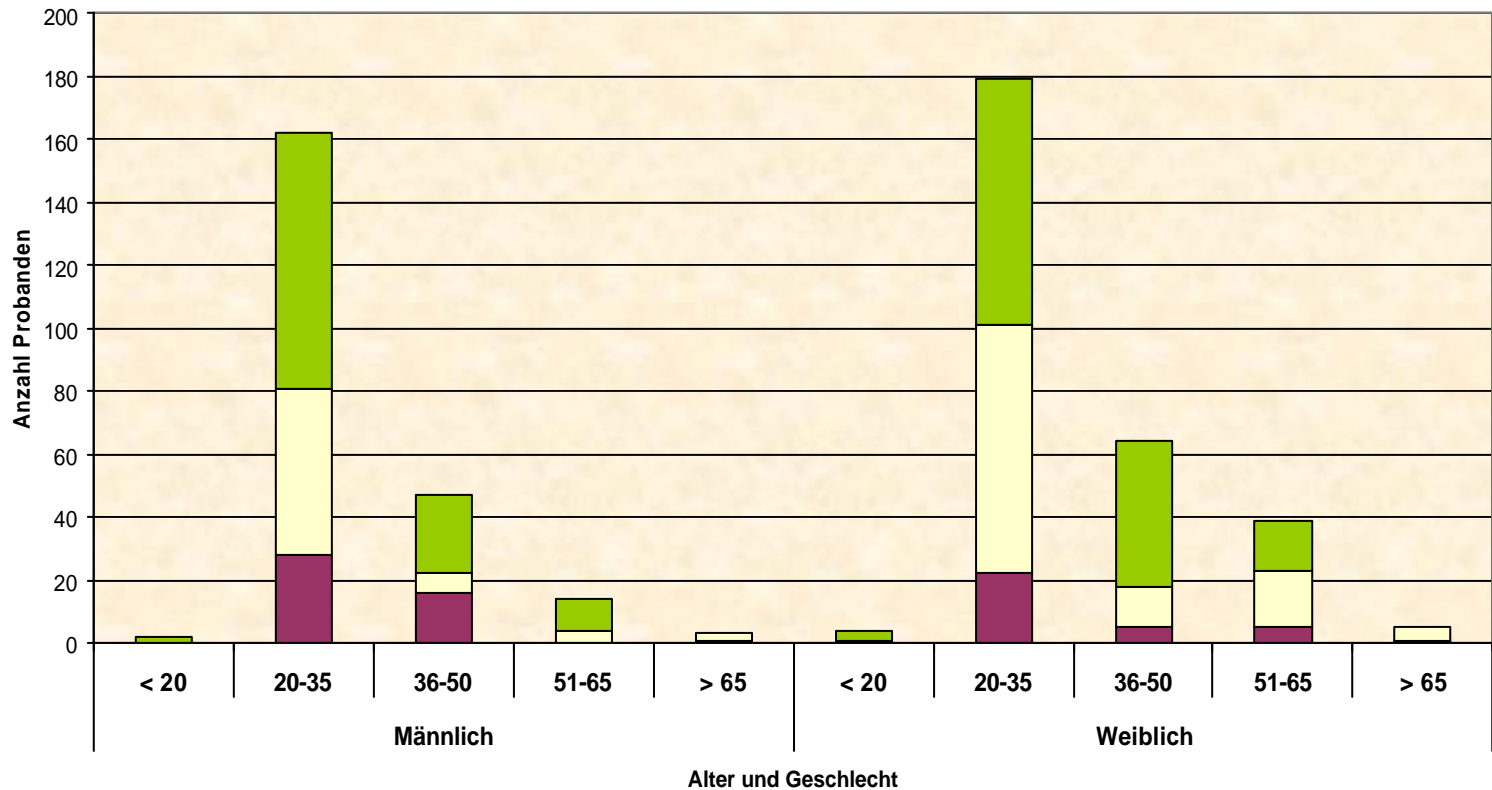


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Demografic background

→ Age / Gender / Size of household

Geschlecht, Alter und Haushaltsgrösse der Probanden

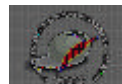
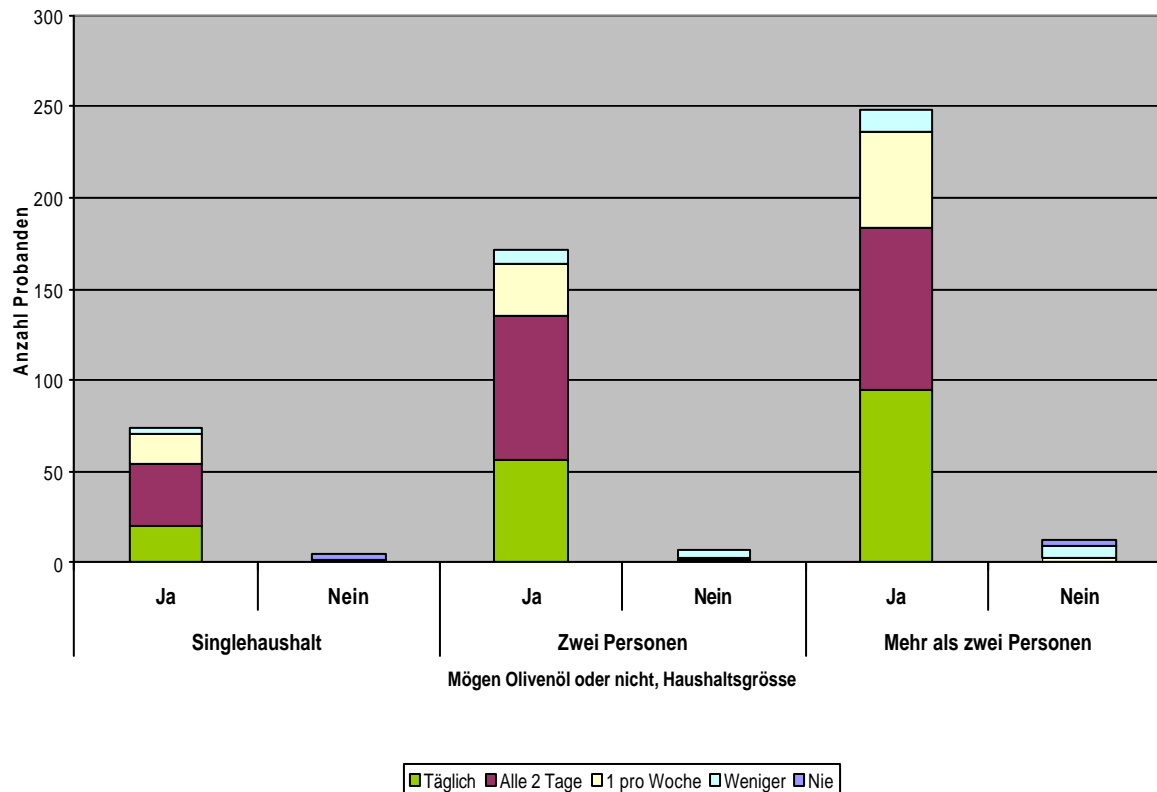


■ Singlehaushalt □ Zwei Personen ■ > 2 Personen

Demografic background

→ Frequency of consume dependend on the fact whether one likes or dislikes olive oil and on the size of the houshold one lives in

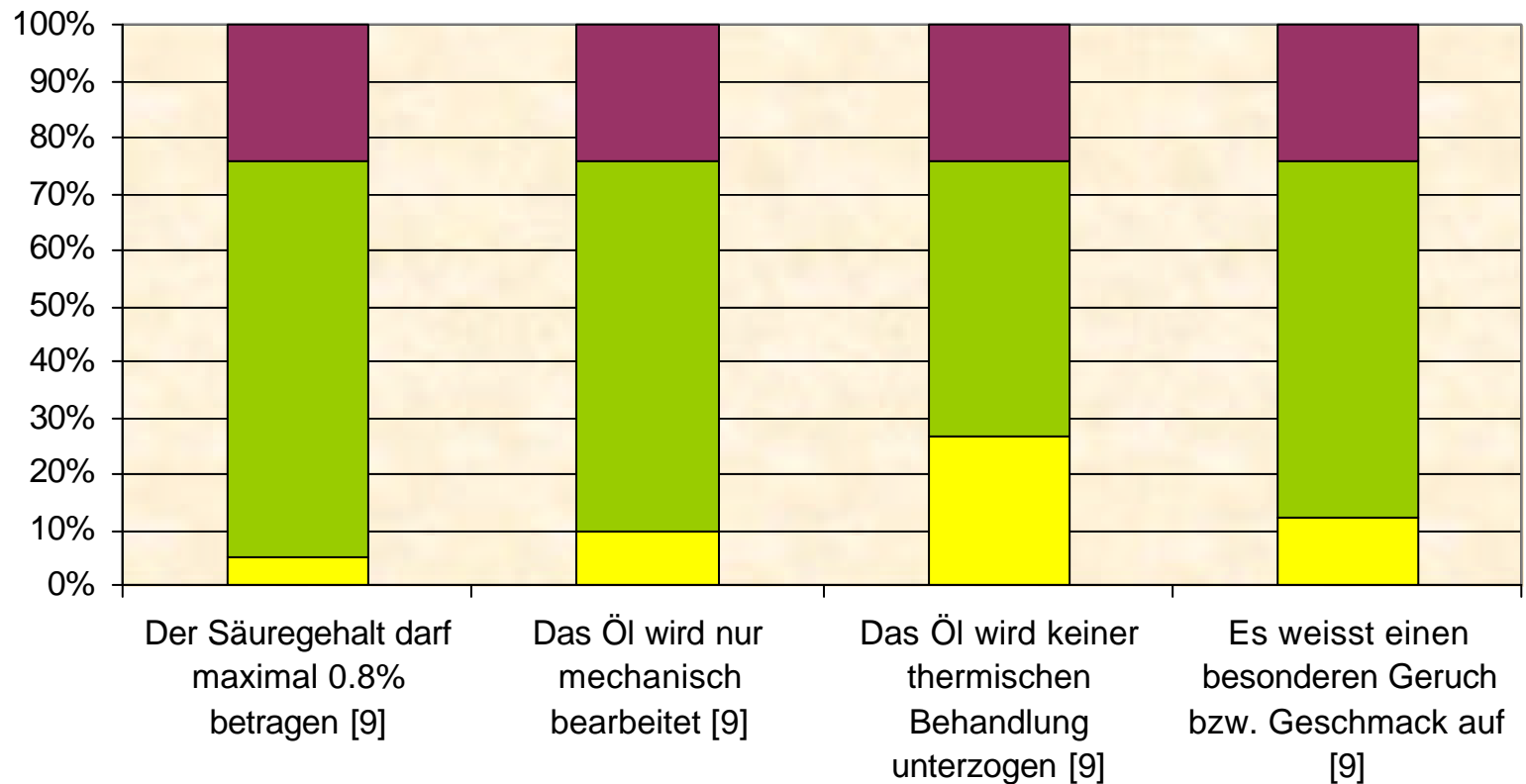
Konsumhäufigkeit



„extra vergine“ ... what ???

→ overall correct / wrong answers

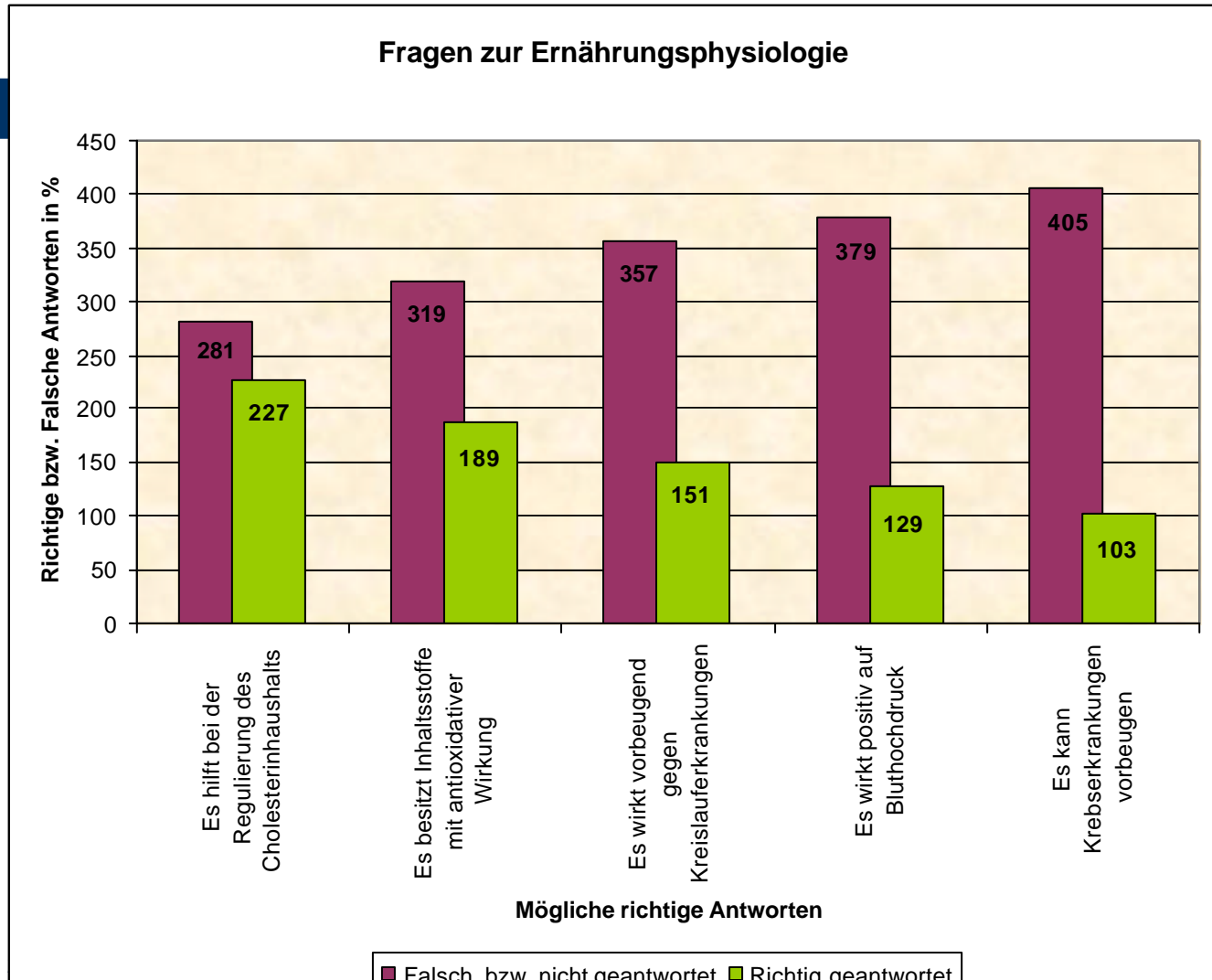
Für was steht "Extra Vergine"



■ Richtige Antwort
 ■ Falsche bzw. keine Antwort
 ■ Weiss nicht

Knowledge of Nutrition Facts „Olive Oil“

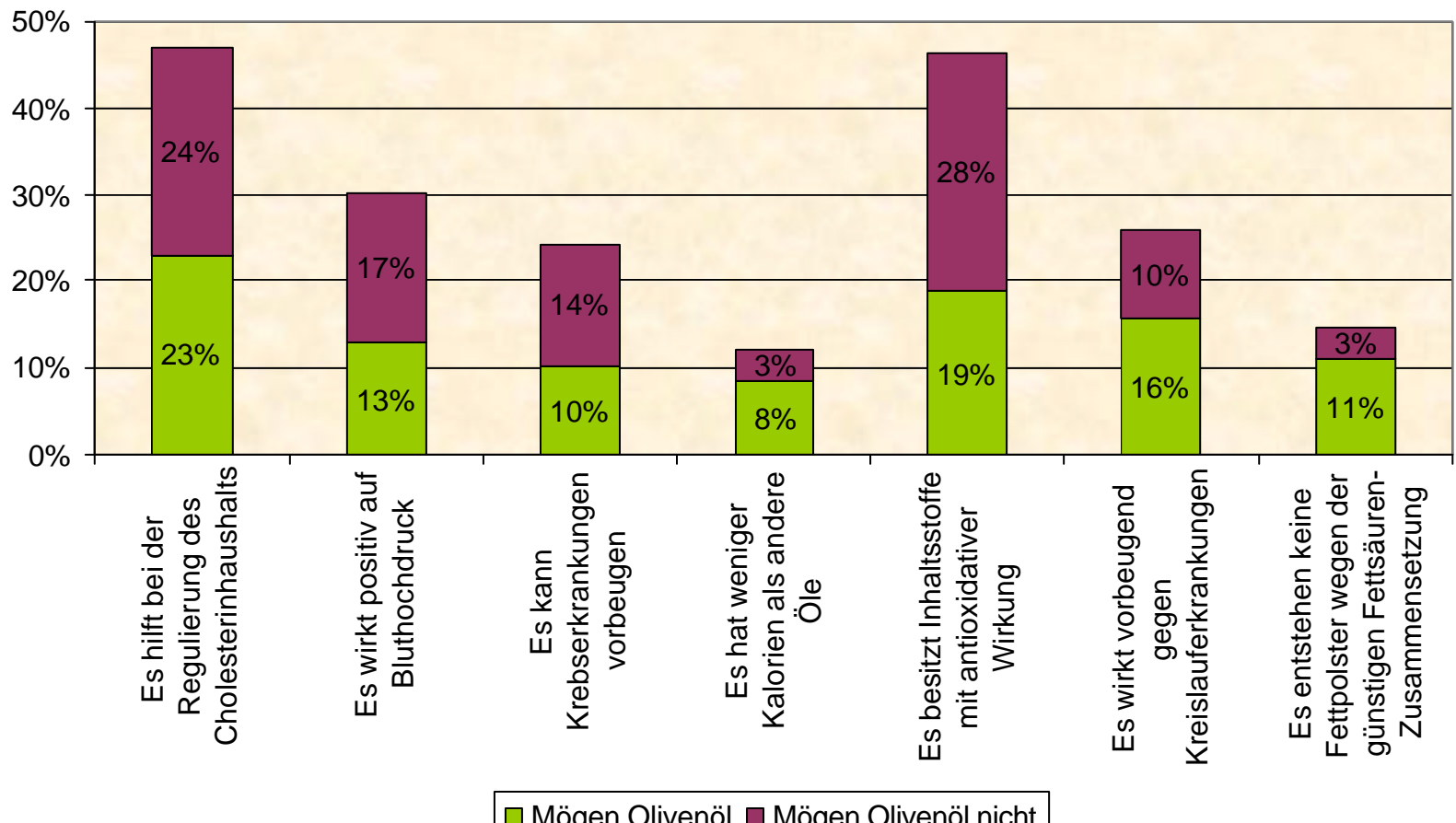
→ overall - correct / wrong answers



Knowledge of Nutrition Facts „Olive Oil“ –

→ correct answers dependent on liking / disliking !?

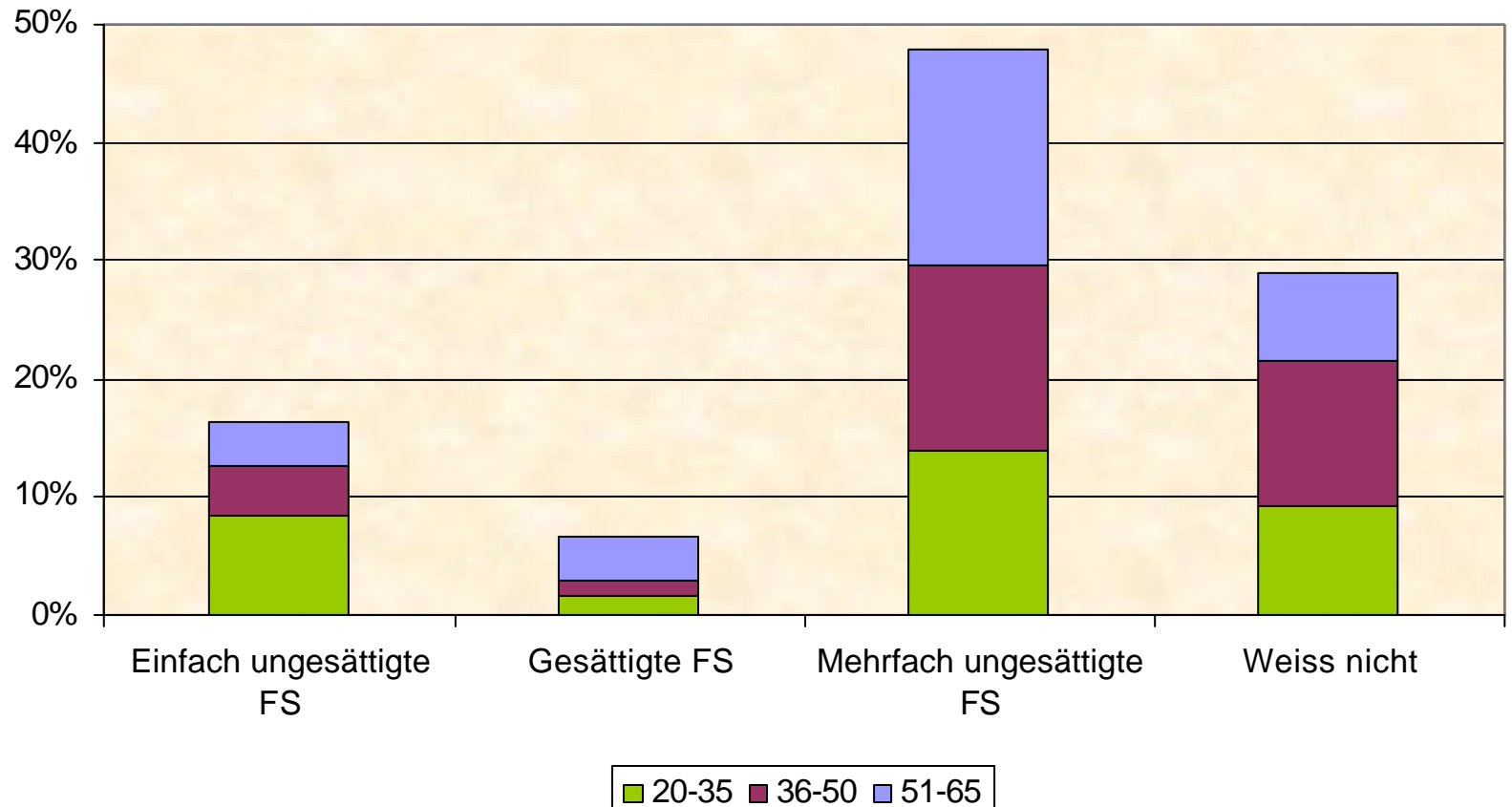
Steht Wissen mit Beliebtheit im Zusammenhang?



Knowledge of Nutrition Facts „Olive Oil“

→ fatty acids

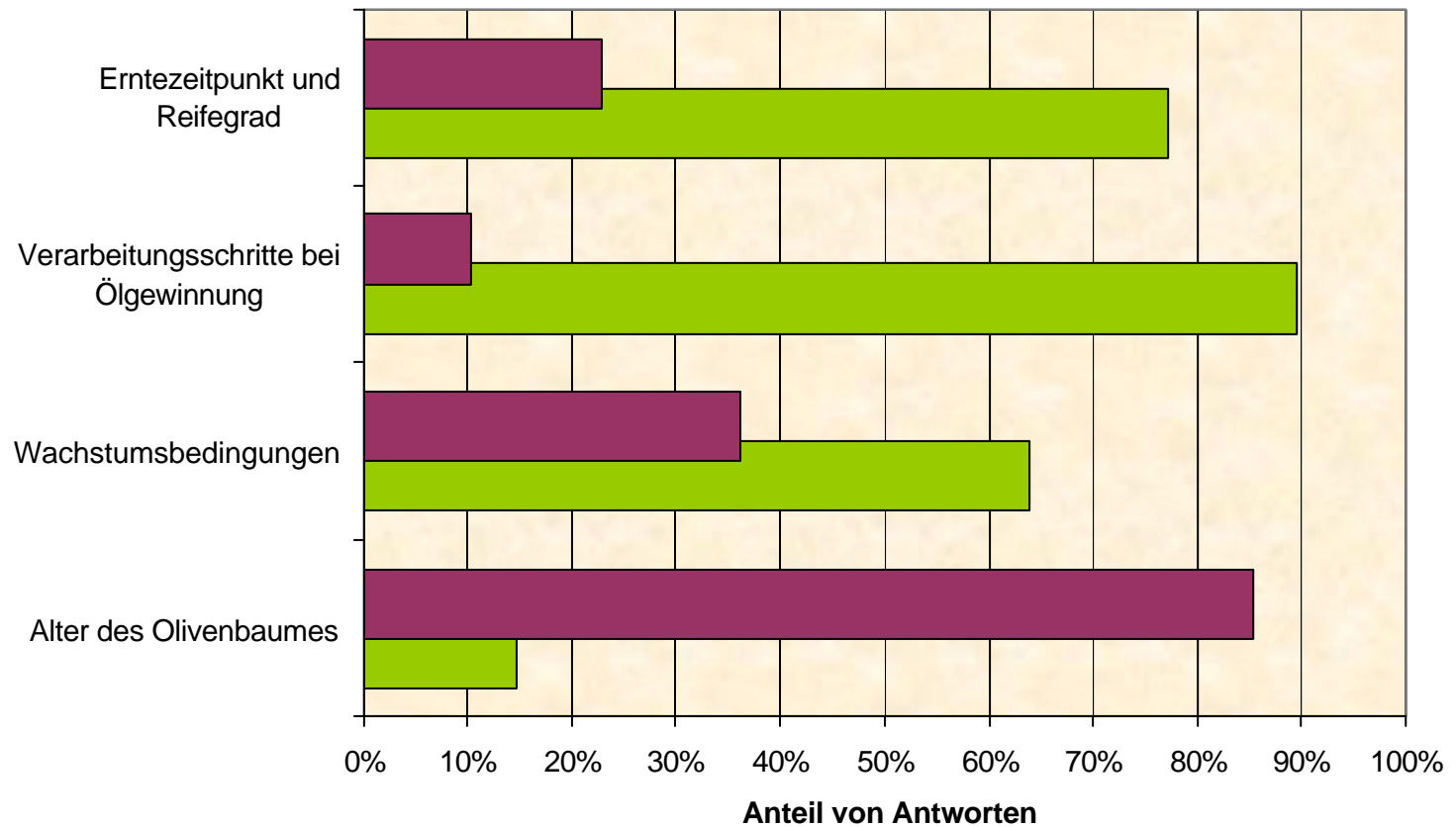
Kenntnis über die Fettsäurezusammensetzung



Knowledge of Quality Facts „Olive Oil“

→ overall

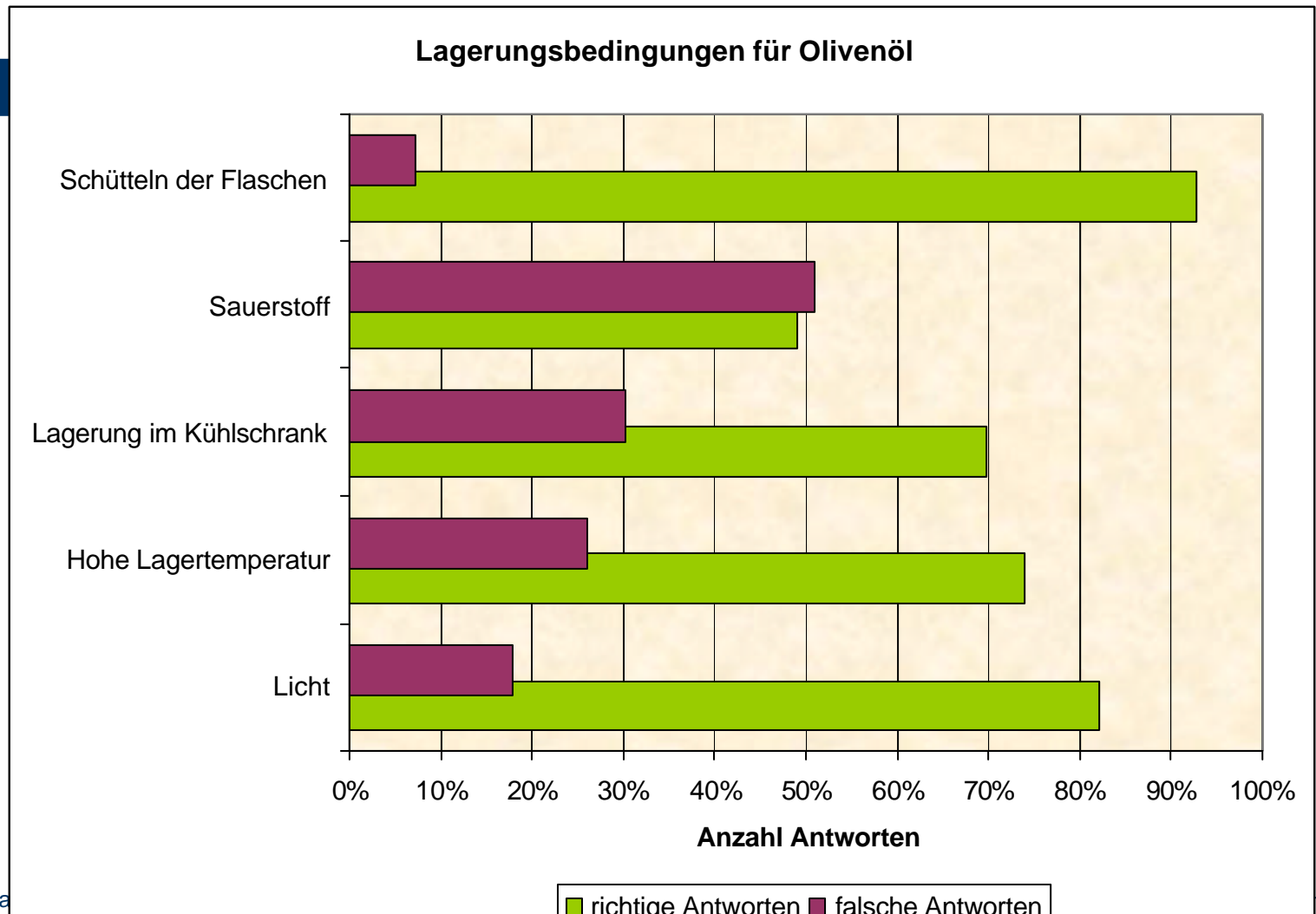
Entscheidende Einflussfaktoren auf die Olivenölqualität



■ richtige Antworten ■ falsche Antworten

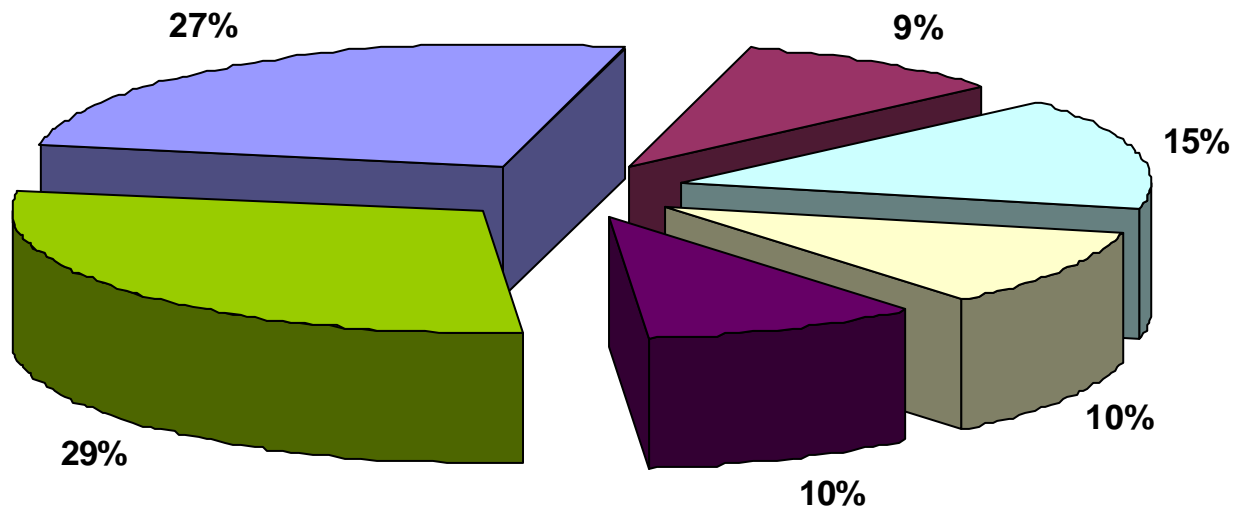
Knowledge of Quality Facts „Olive Oil“

→ storage



Sources of Knowledge

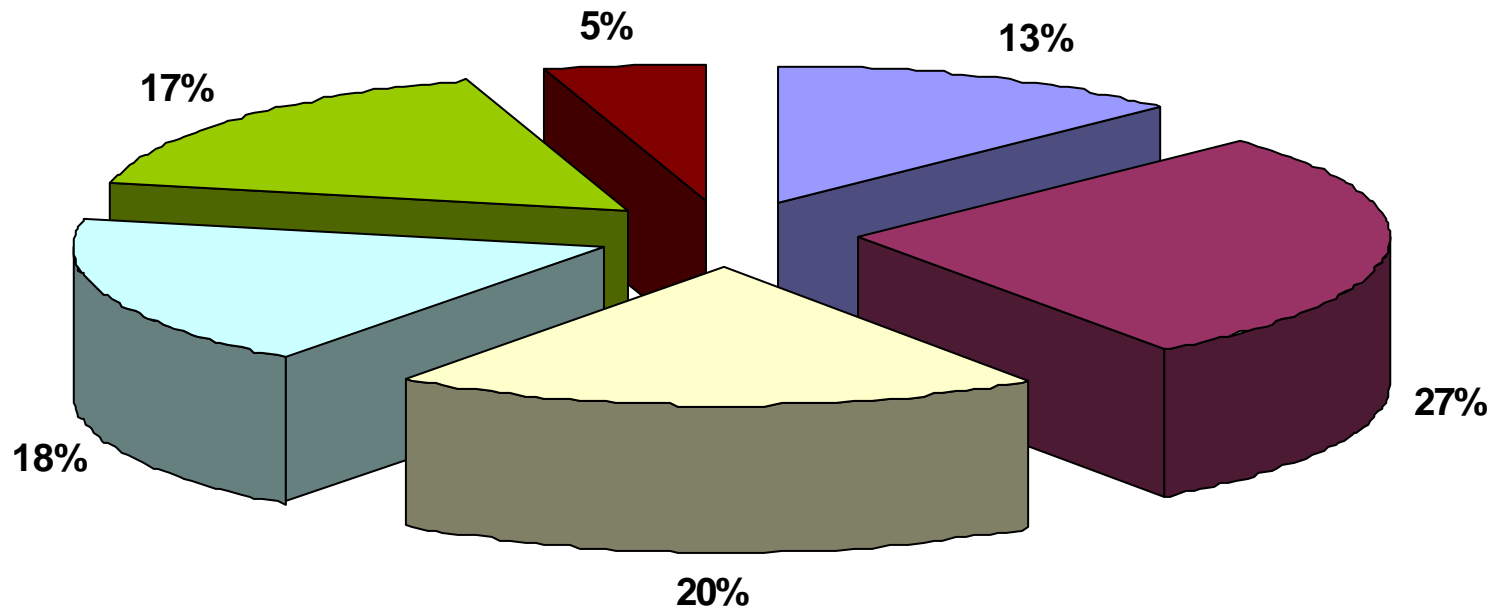
Informationsquellen



■ Zeitschriften ■ Bücher ■ Zeitungen ■ Internet ■ TV ■ Verpackung

Application

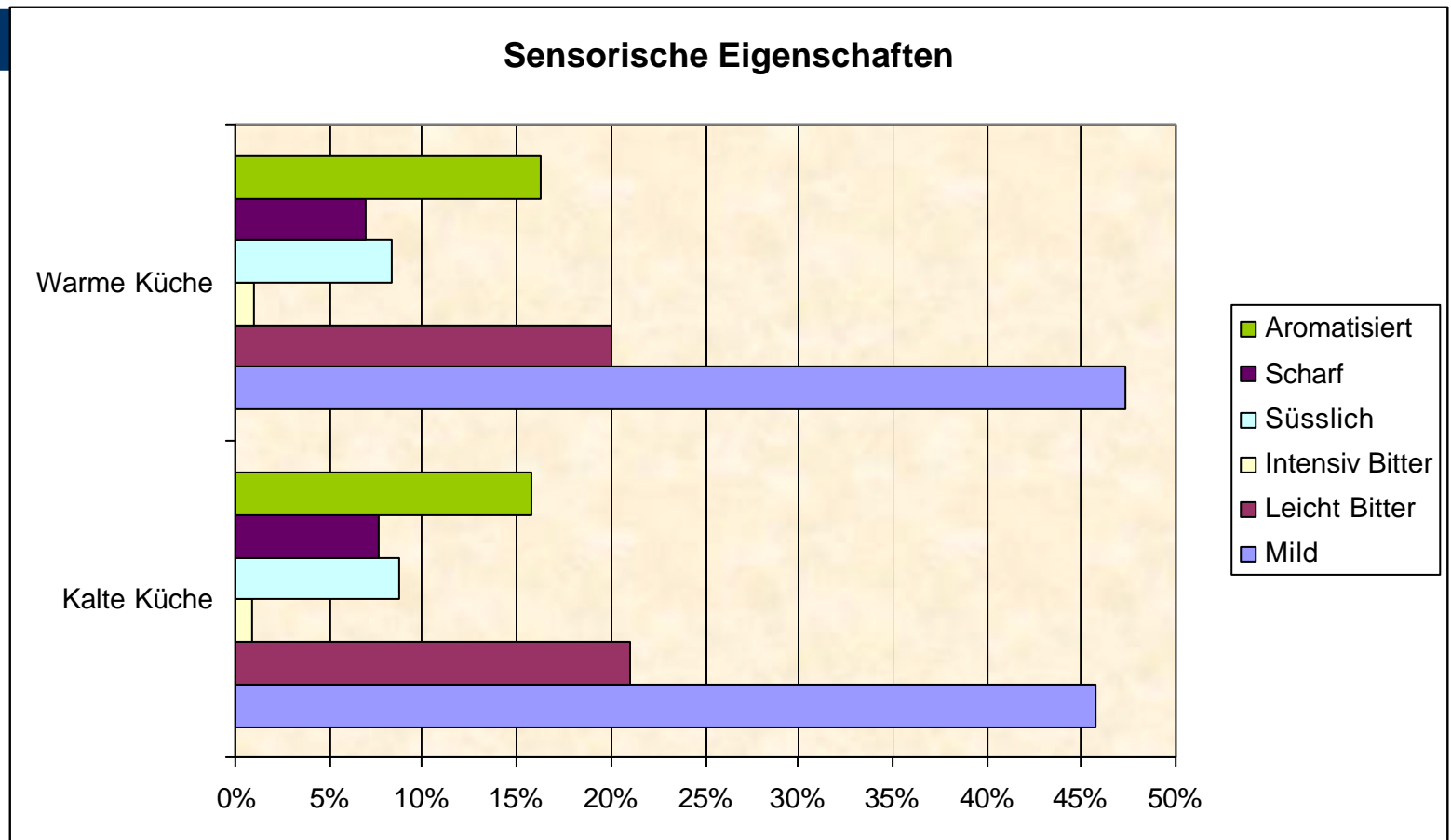
Verwendung von Olivenöl



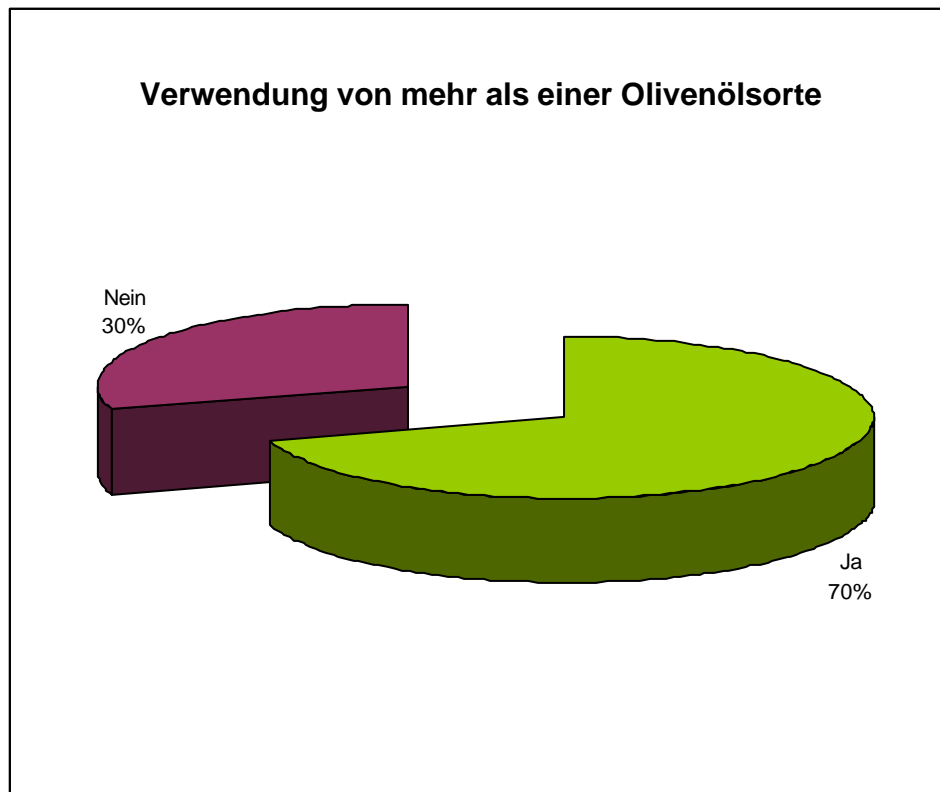
■ Fleisch anbraten ■ Salatsauce ■ Pasta ■ Pizza ■ Gemüse ■ Andere

Application

→ raw / cooked ?

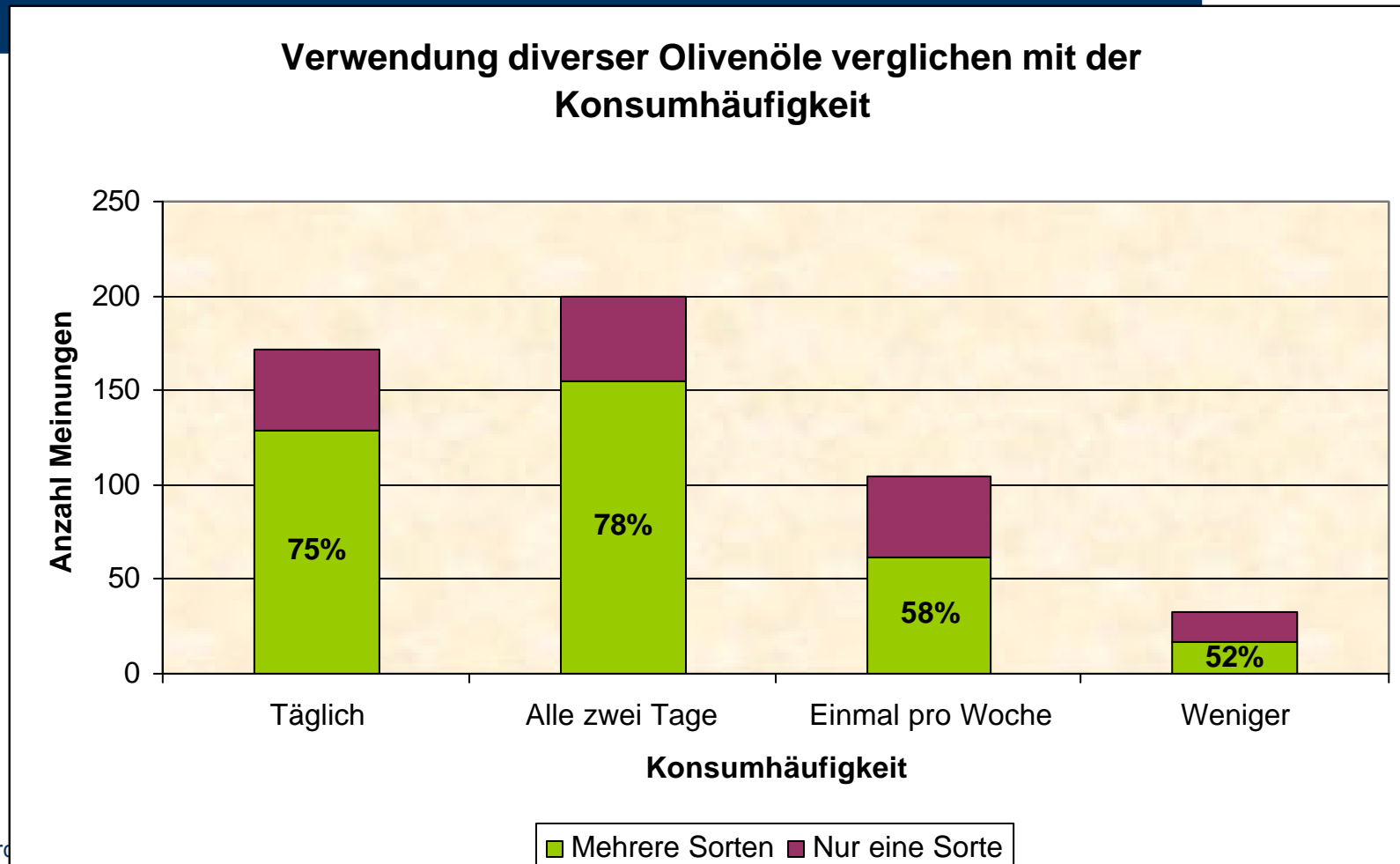


One, two, three ... Olive Oils ?

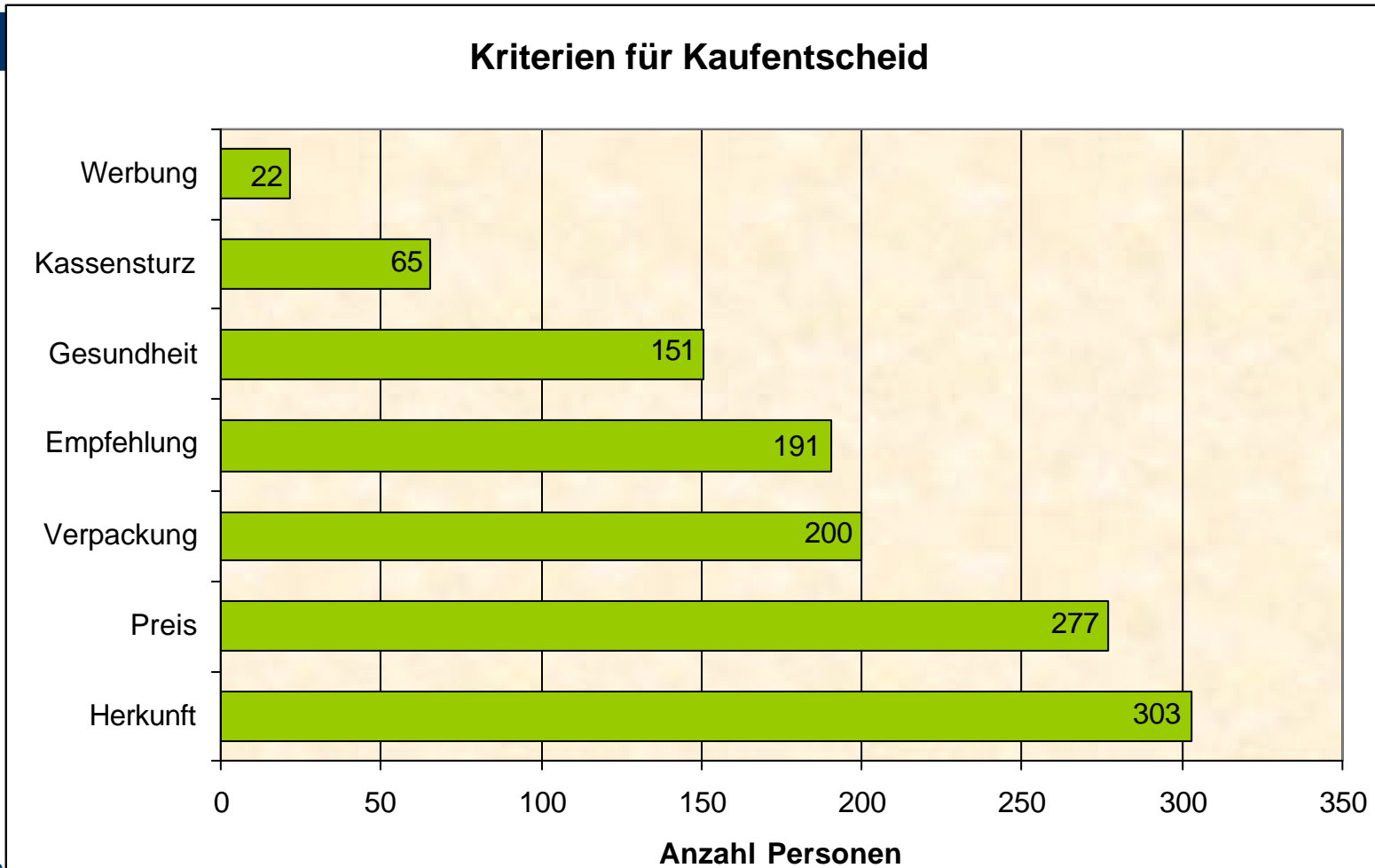


Frequency of consume

→ dependent on whether one uses one or more different olive oils

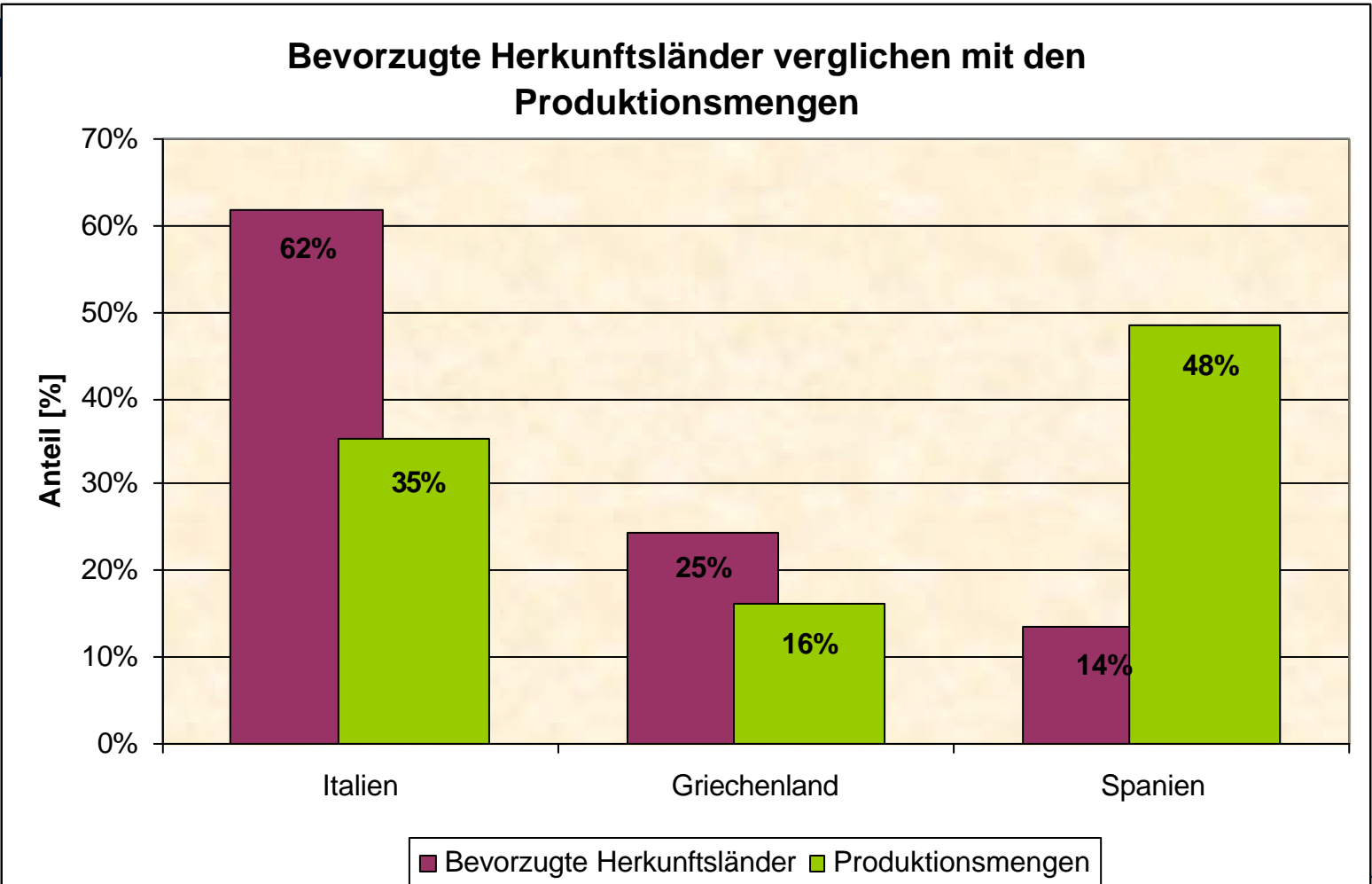


Influencing factors for purchase



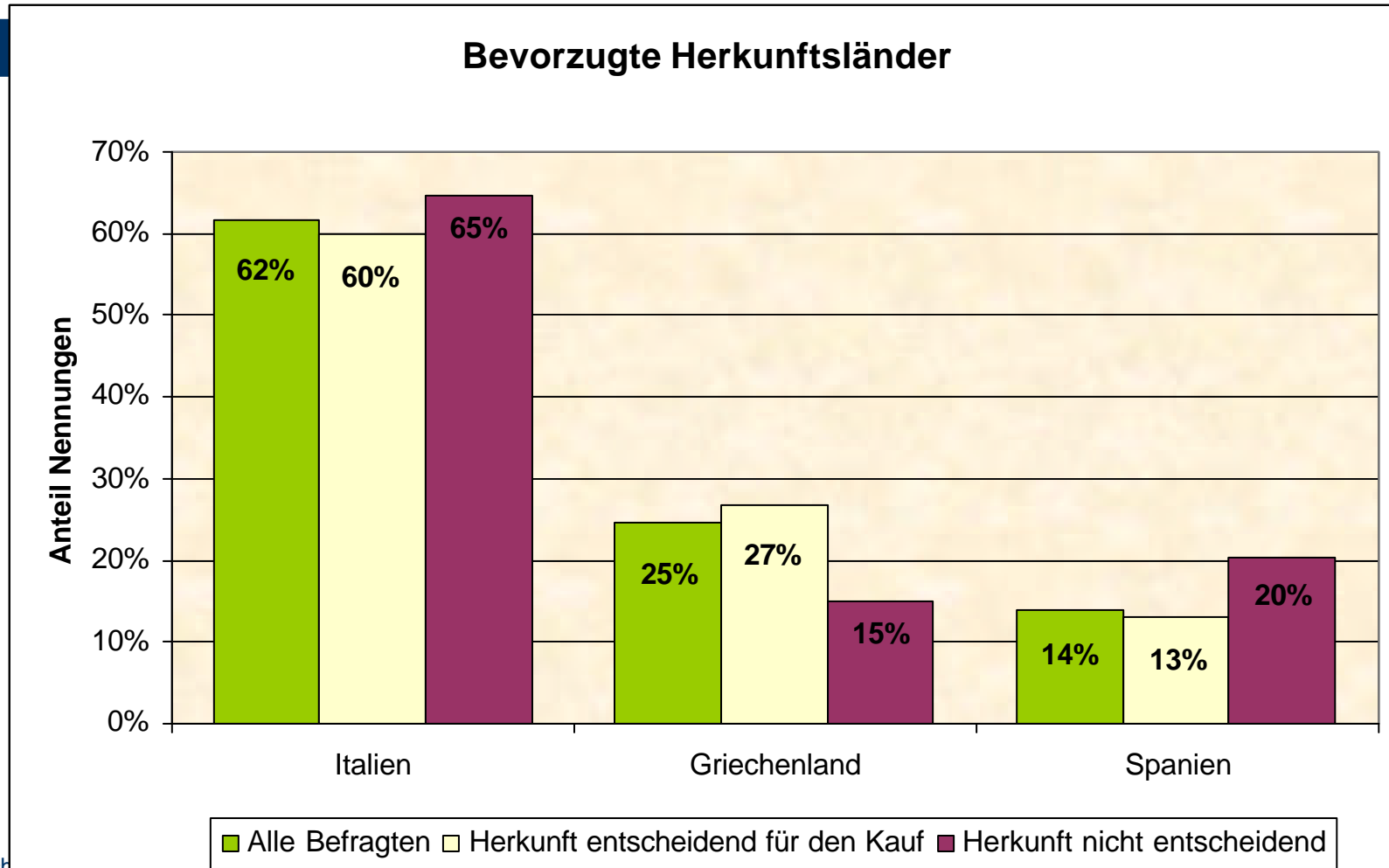
Influencing factors for purchase

→ origin



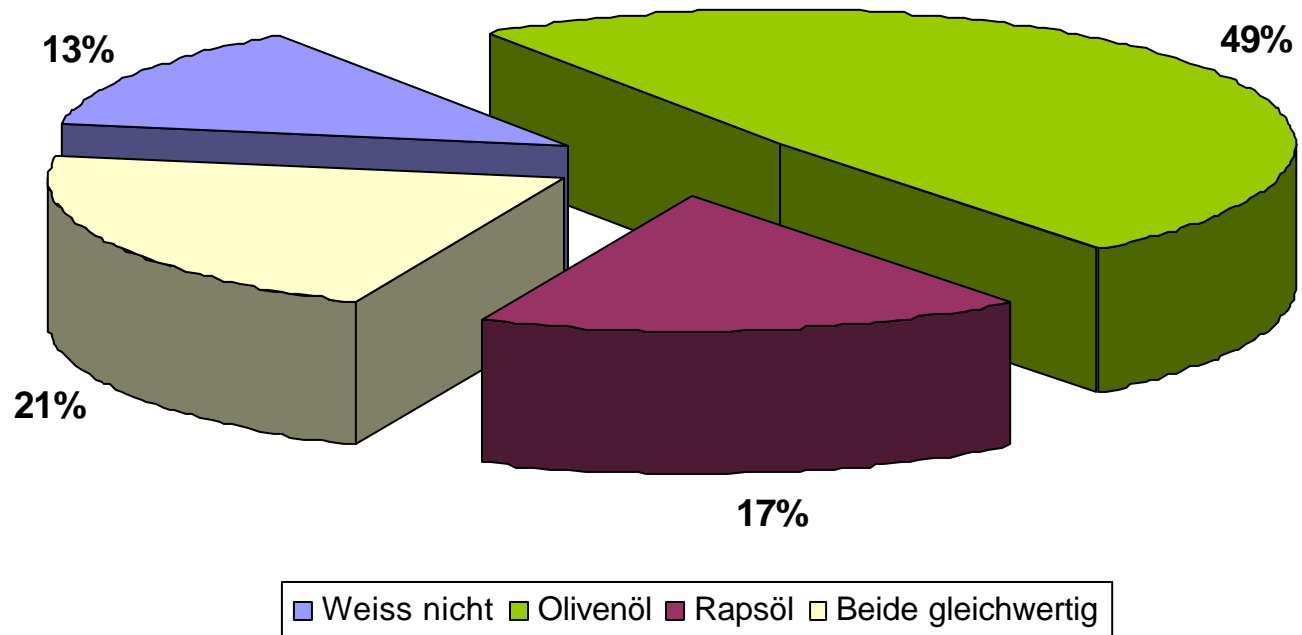
Preferred Origin

→ dependent on the fact whether origin is important or not for purchase



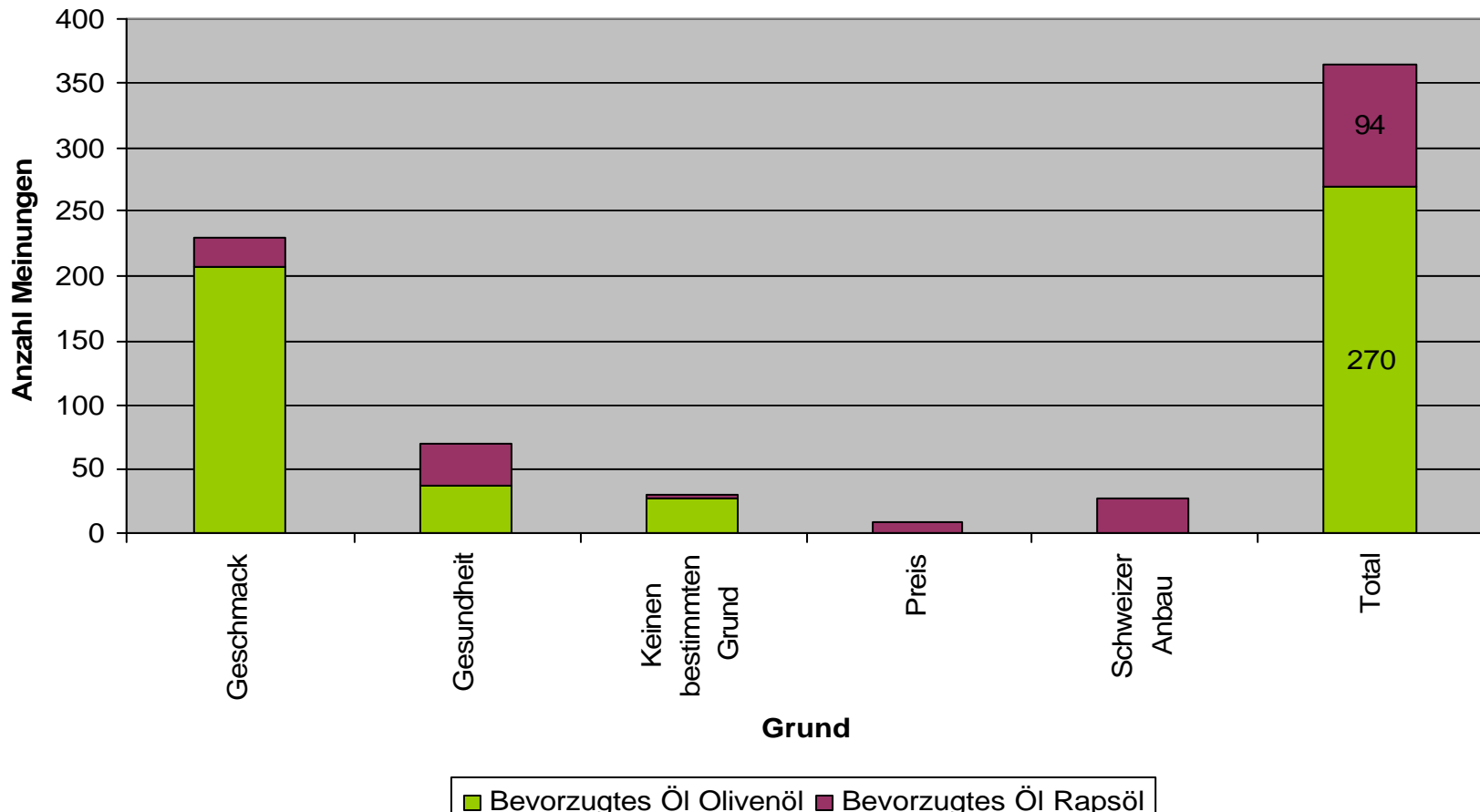
Raps Seed Oil « Olive Oil

Präferenz: Olivenöl oder Rapsöl



Raps Seed Oil « Olive Oil

Präferenz: Olivenöl oder Rapsöl



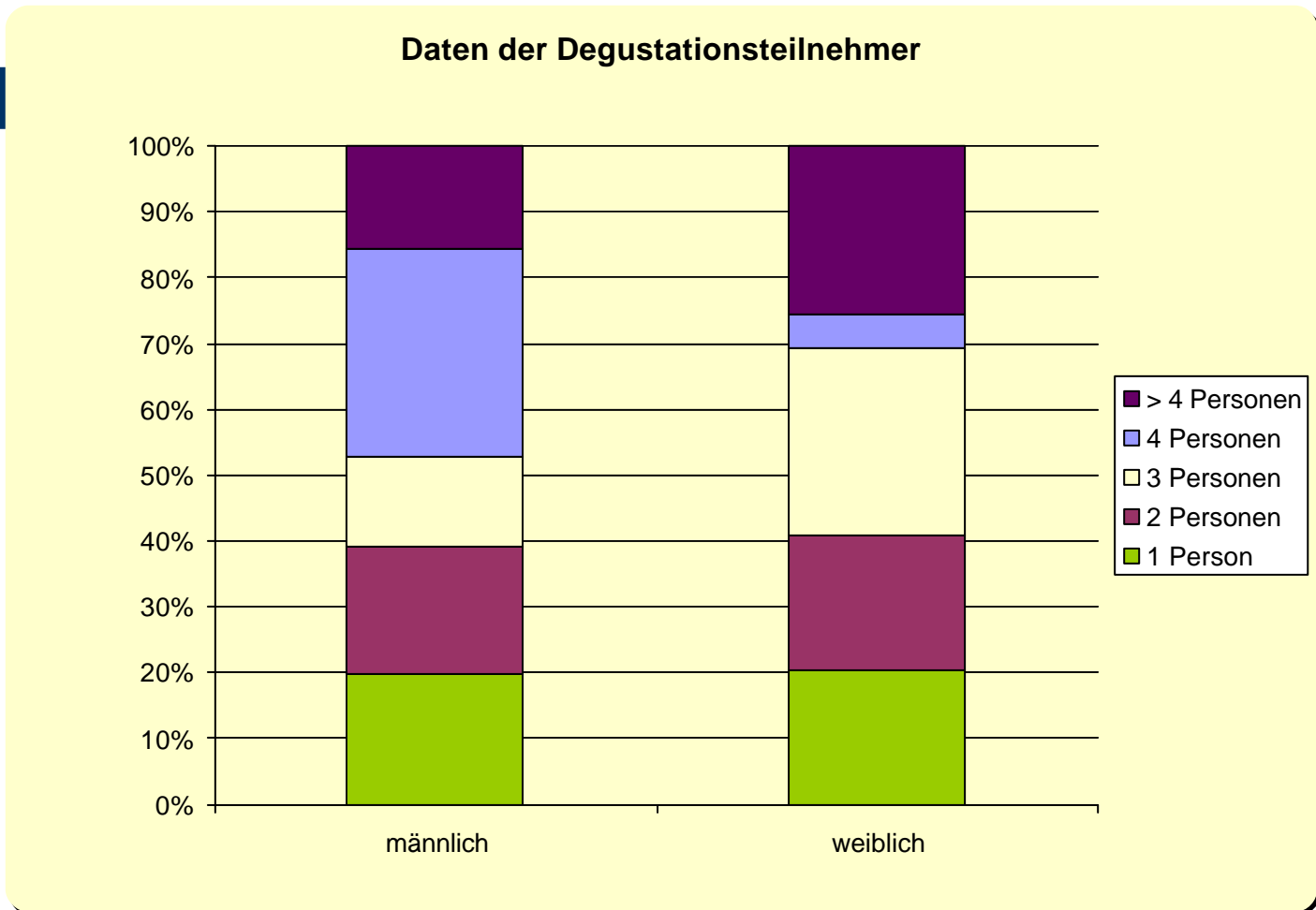
Consumer Test



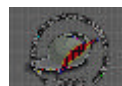
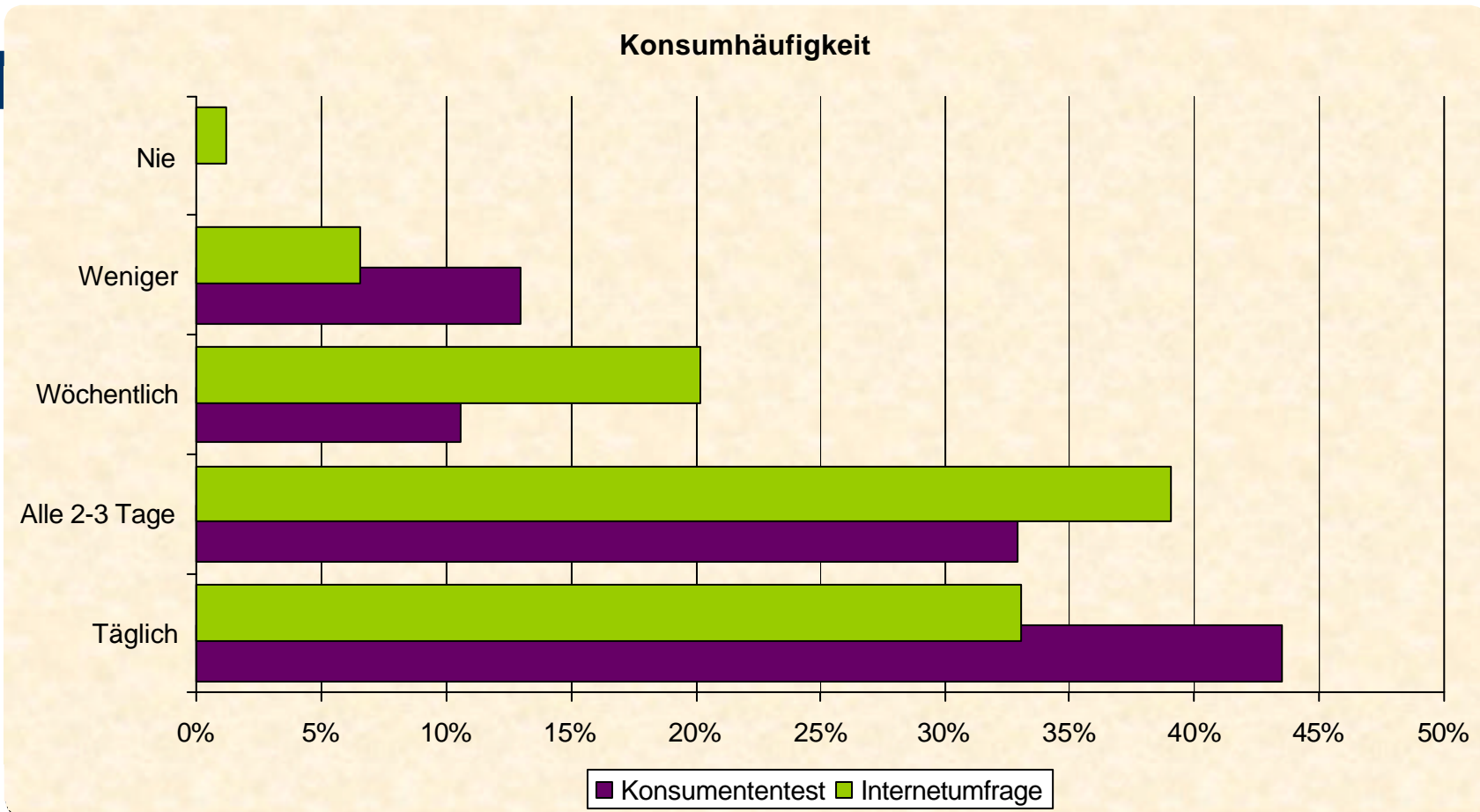
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Demographic Data Consumer Test

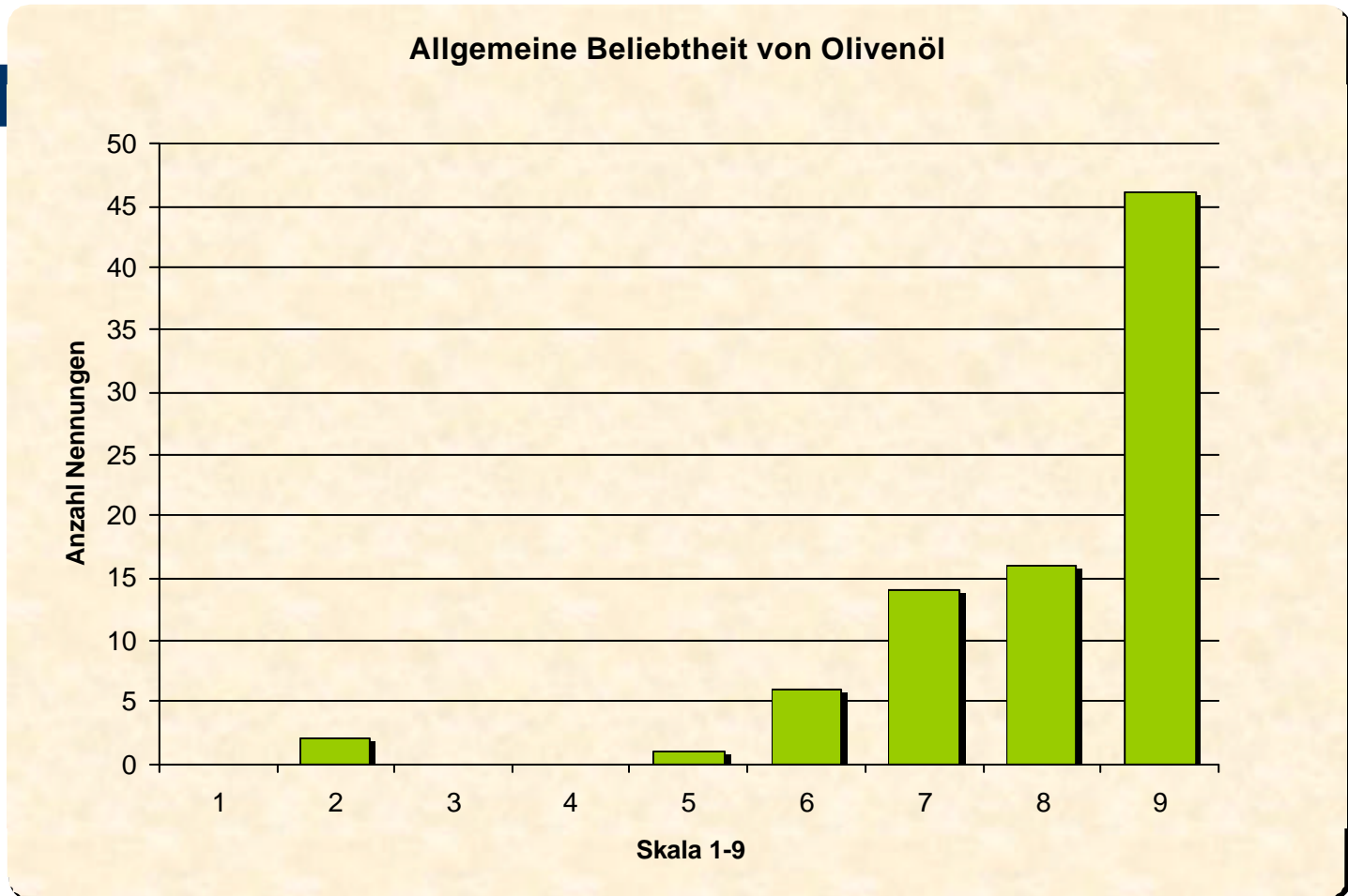
→ Gender / Household



Frequency of Consume

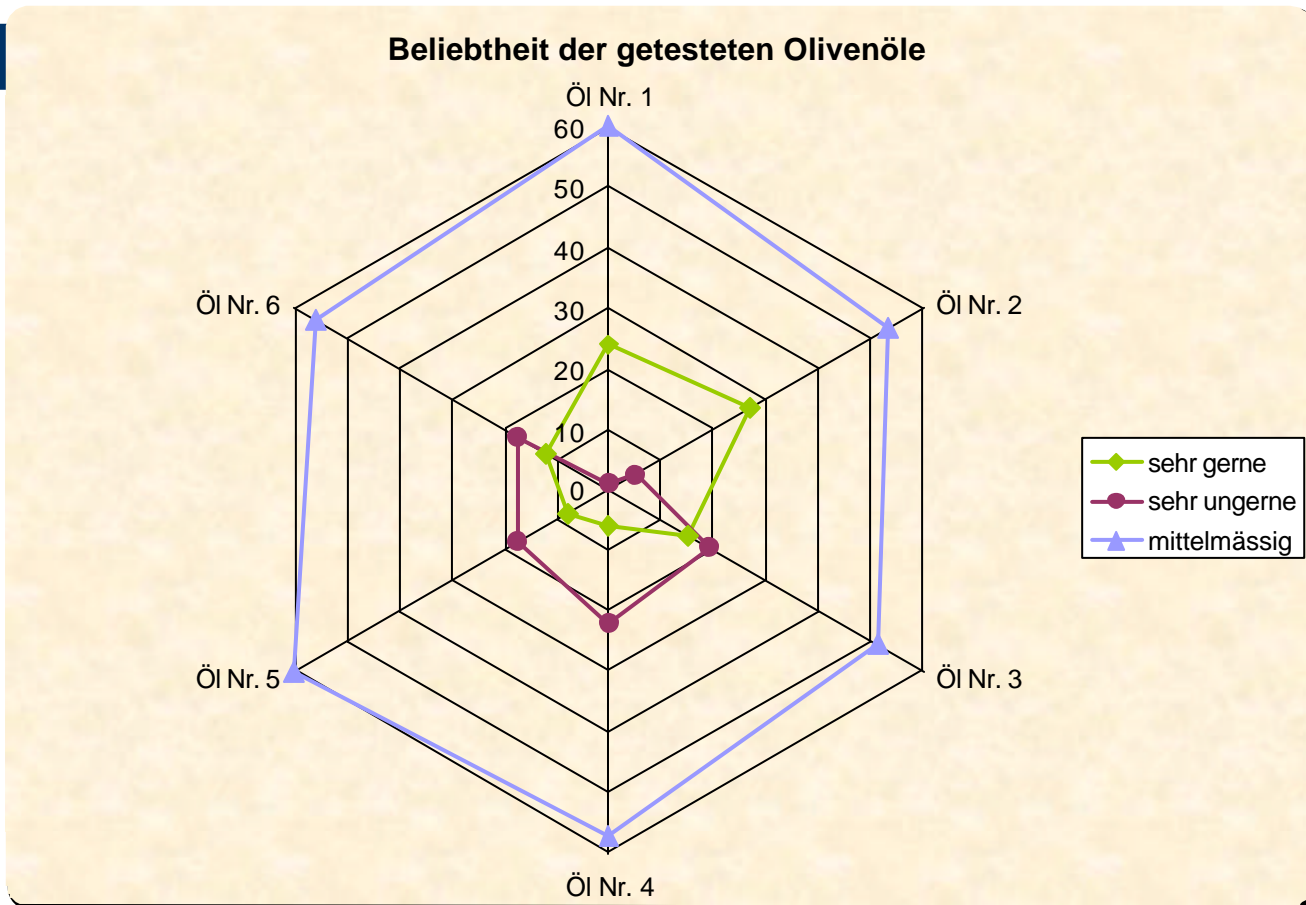


Overall Acceptance of Olive Oil



Overall Acceptance

→ 6 Italien Olive Oils



Overall Acceptance

→ 6 Italien Olive Oils

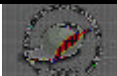
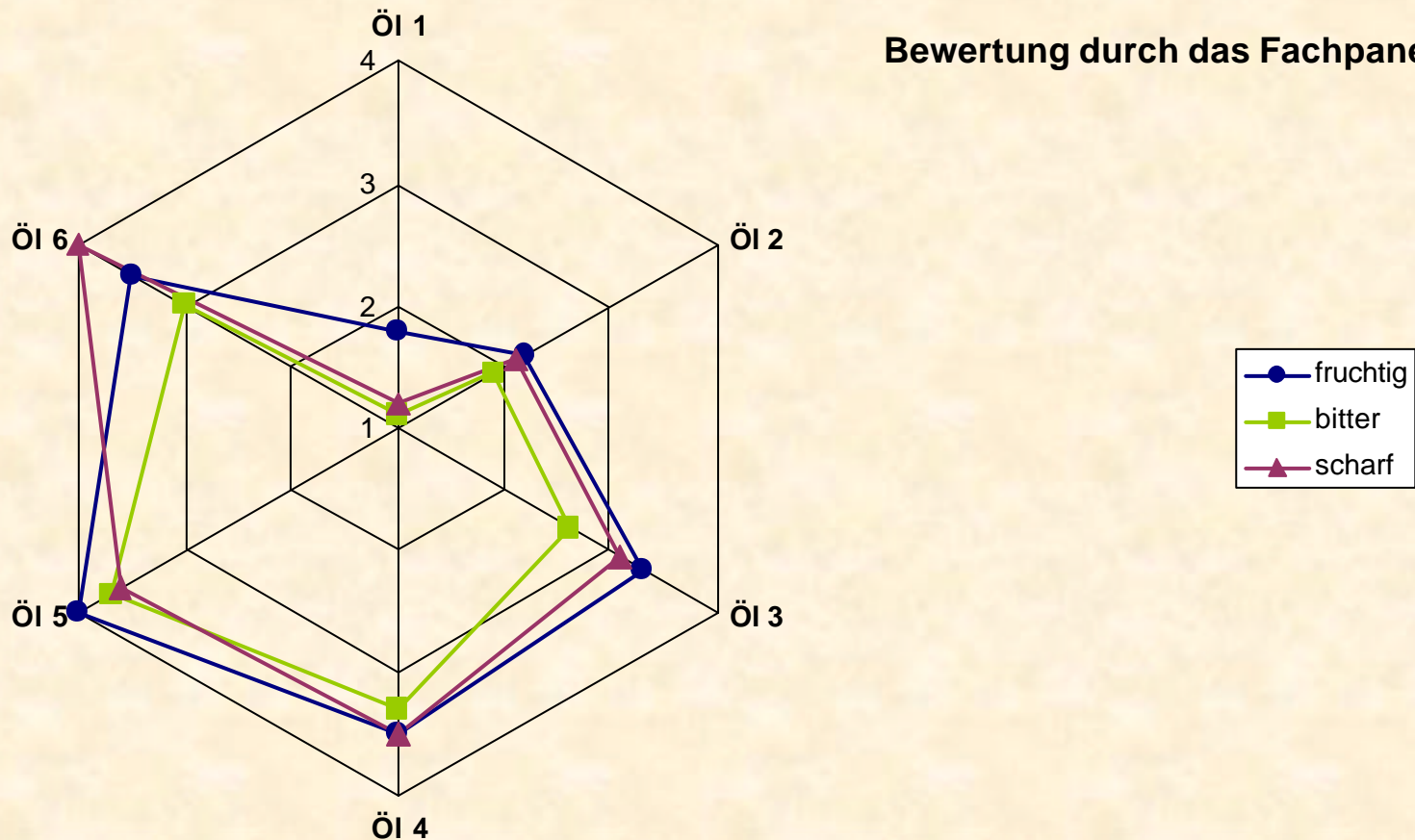
Öl	Region
1	Ligurien
2	Garda Orientale
3	Gargano
4	Südtalien
5	Toscana
6	Sizilien



Sensory description

→ 6 Italien Olive Oils

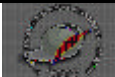
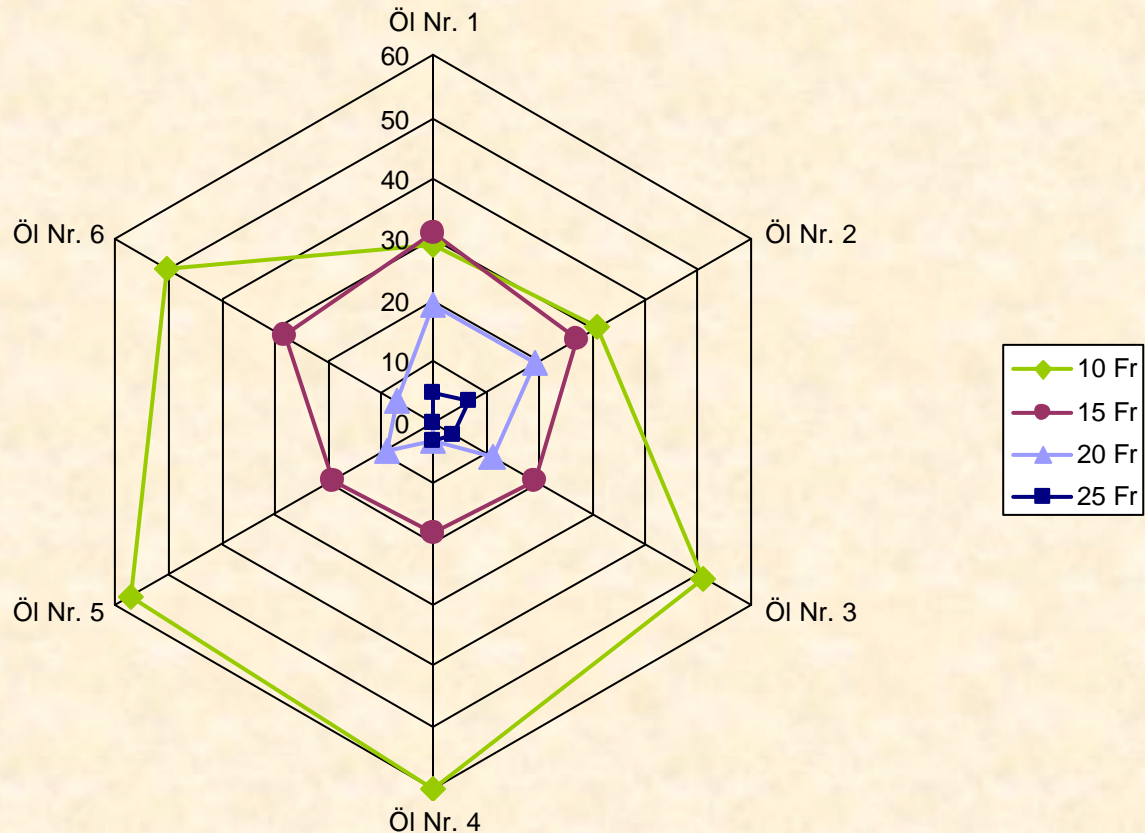
Bewertung durch das Fachpanel



Willigness to pay

→ 6 Italien Olive Oils

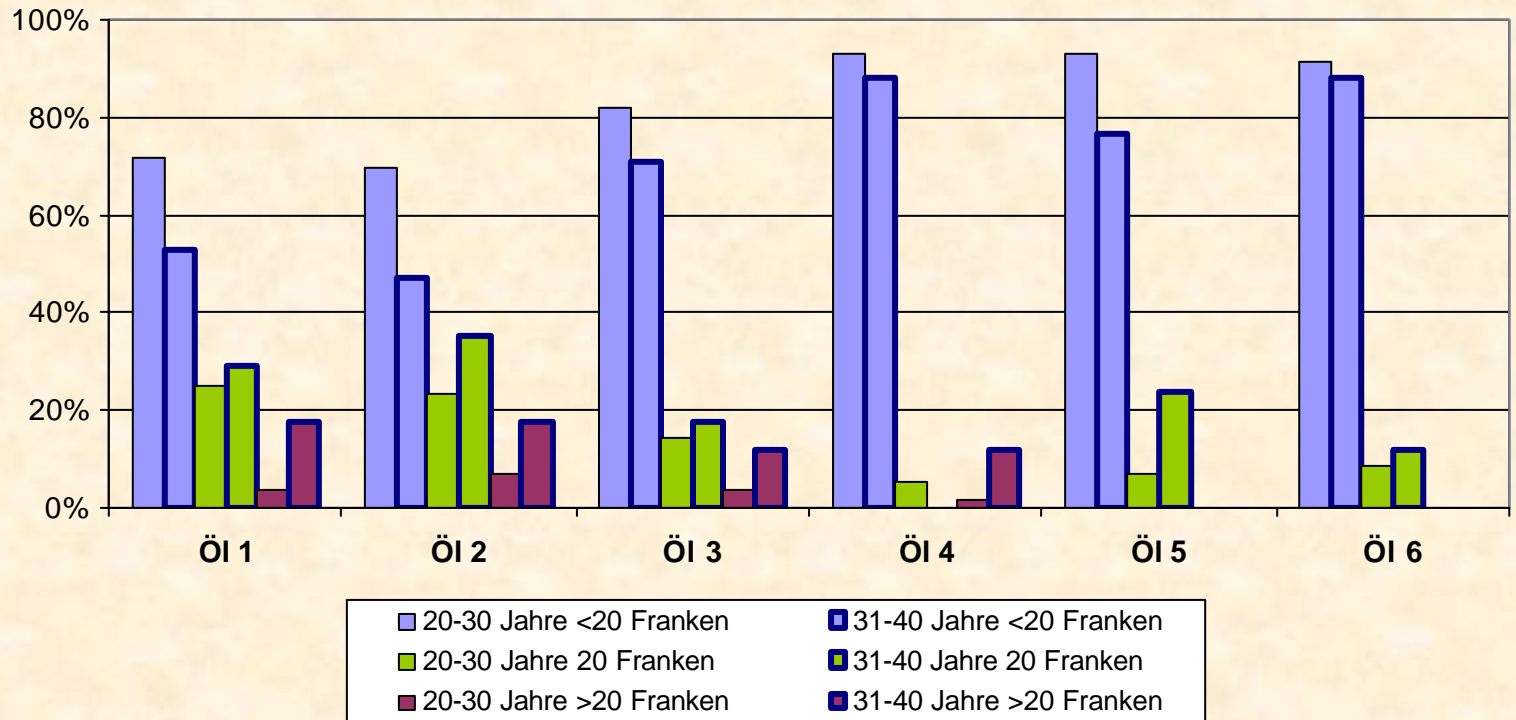
Wieviel würde der Konsument für 500 ml Olivenöl bezahlen



Willingness to pay

→ due to age

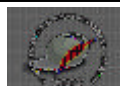
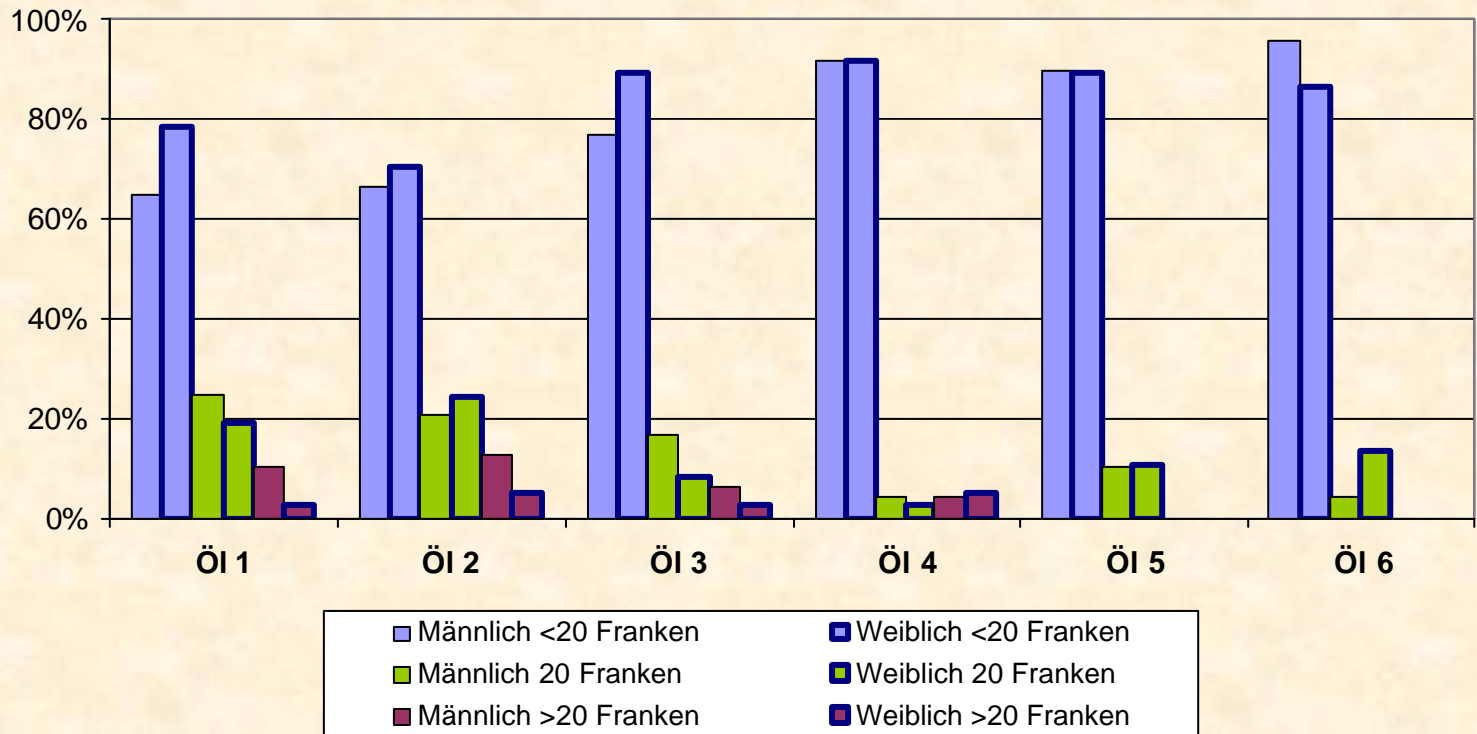
Zahlungsbereitschaft in Abhängigkeit des Alters



Willingness to pay

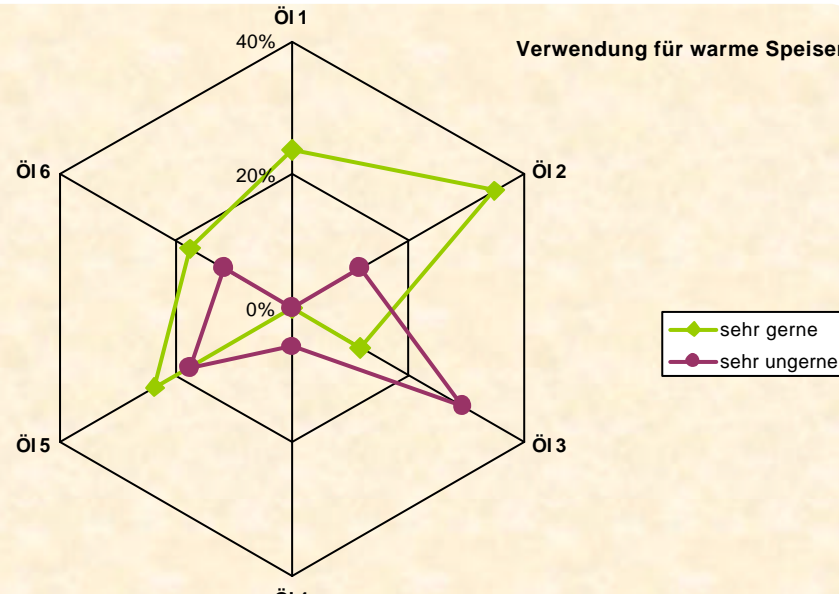
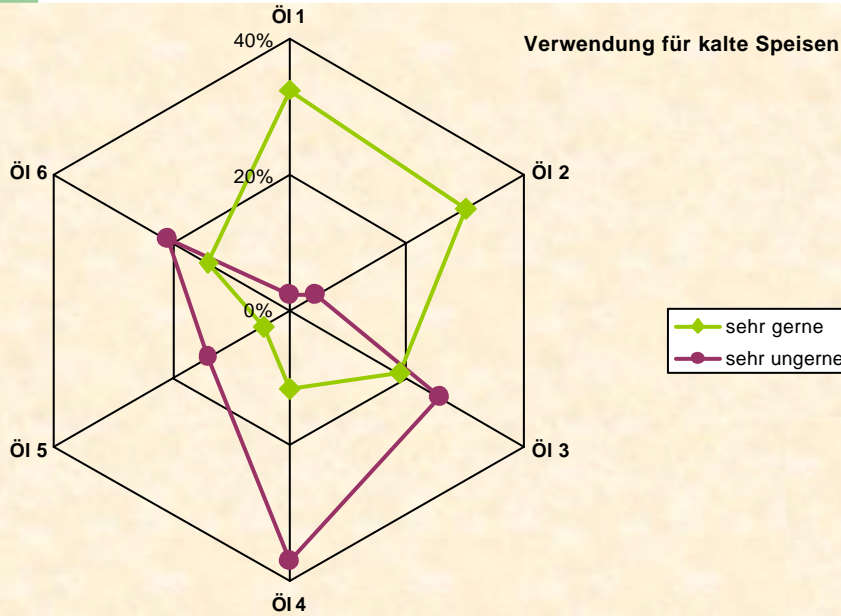
→ due to gender

Zahlungsbereitschaft in Abhängigkeit des Geschlechts



Application

→ cold / warm



Acknowledgment ...

Thanks to Jeanine Huber

... Student of the „Food Technology Department“ who did work on the underlying term paper during her 5th Semester.



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