Consumer response to polyphenols

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Overview
- Consumers and health perceptions
- Relevance to consumers
- Importance of the base product
- Consumer perceptions
- Context of the decision

Background
- Interest in health
- Links between diet and health\(^1\)
- Modern health worries\(^2\)

Relevance to consumers
- Difficulties in communicating benefits
- Overestimation of low likelihood health risks\(^1\)
- Underestimation of higher likelihood risks\(^2\)


Relevance to consumers

- Particularly underestimate own risk\(^1\)
- Overly positive about own risk factors – diet\(^2\)
- Modern health worries and functional foods\(^3\)


Modern health worriers

- Willingness to use
- Ingredients
- Allergies, organics


Importance of the base product

- Healthiness\(^1,2\)
- Familiarity\(^3\)


Importance of the base product

- Cultural differences\(^1\)

Consumer perceptions

- Perceptions of benefit\(^1\)
- Healthiness/taste trade off\(^2\)
- Willingness to trade off\(^3\)

1. 2006. Consumer research on the consumption of phytosterols, United Kingdom Food Standards Agency

Context of the decision

- Brand awareness\(^1\)
- Time for decision\(^2\)
- Motivation\(^3\)


Conclusions

- Risk perception
- Consumer attitudes
- Base product
- Consumer perceptions

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