Consumers' Acceptance of Hybrid Dairy Products: can claims improve it?

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Abstract

In marketing new products, effectively communicating product attributes through claims is vital to evoke consumer interest, particularly in the food industry. We investigated the influence of sensorial (texture), nutritional (fibre), and environmental (CO_2) claims on consumer choices regarding hybrid dairy products. Specifically, we assessed whether products paired with the claims increase purchase intention compared to the same product without a claim. Through an online survey experiment, we presented participants with hybrid versions of milk, yogurt, and cheese with and without a claim, and asked for their purchase intention. Preliminary results showed a negative of nutritional and environmental claims themes on purchase intention hybrid dairy products, and a null effect of the sensorial claim. These preliminary findings suggest that hybrid dairy products need a more tailored approach to increase consumers' interest compared to other healthier and sustainable food products.

Keywords: decision-making; consumer behaviour; message focus; food choice