

ABSTRACT BOOK



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FREE FOODS
(FOODS WITHOUT A DIFFERENT KIND OF NON-EXPECTED INGREDIENTS)

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Nowadays a significant part of the food consumers are looking for different kind of “free” products, which are doesn’t contain several food ingredients. Usually this ingredients can be proteins, flavours, dyes, even inorganic compounds too. Due to the widespread growing human allergy, the demand of “free” food products is higher and higher.

The claim for “free” food product may be based on several personal life style, life quality, religion customs and health protection aims. Between the “free” foods we can find meat industrial food products without pig flesh (Halal, Kosher products), without fish and shellfish ingredients (paralbumin and other proteins), without oil seed crops, without gluten form constituents etc. The manufacturing of this “free” products based on the appropriate choosing of raw materials and needs a high level isolation technic from other non-free product making equipment lines.

The producing of other group of “free” food products are more complicated, than mentioned above. The manufacturing of these food group starts using ordinary raw materials, and to achieve the “free” status of end product needs to apply special physical and chemical procedures to extract the non-expected ingredients from the raw commodity during the manufacturing process. For example such foods are the non-caffeinated coffee, the non-alcoholic beer, the lactose free milk and milk products and other “free” and depleted food products.

I have to take a significant note: The personal meaning of terminology of “free” status is depending on the professional knowledge. For the laic people the “free” word means definitely zero value, namely the non-expected component isn’t exist in the food. Nevertheless for professionals of food technology and/or chemical analysis, the “free” marker means only a very low concentration, but not necessarily a zero amount. The difference between too approximation is significant. In the public speech used “zero tolerance” is a superstition dressed in scientific costume, not more.

Section ‘Food structure and marketing’

A LITERATURE REVIEW OF THE CONSUMER ATTITUDES TOWARDS FUNCTIONAL FOODS

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Several research studies have already examined attitudes towards functional foods but the wide range of available products, the significant heterogeneity of attitudes internationally, and the diversity of the applied research methods make the comparison and generalization of them remarkably hard. This presentation aims to organize these studies according to specific standpoints, and based on this, draw generalizable conclusions. Based on the literature review we can state that attitudes towards functional foods are positive worldwide, with a positive effect on their purchase and consumption. There are, of course, international differences both in attitude factors playing a significant role in this positive effect, and also in their composition. These differences can be attributed primarily to the different development stages of markets. However, we can state that the most important attitude factor everywhere is the reward from using functional foods (health protection and promotion, well-being, good performance and mood) that has to be stated simply and obviously towards the consumers in promotional messages. Besides this, social necessity (including medicine-like effects) of and confidence in functional foods also influence the intention for consumption, thus, the healing effect can also be a useful buzzword in promotional messages. In less developed markets – such as Hungary – confidence includes the belief in the safety of products indicating the fact that where consumers are not familiar with these products, perceived risks can be a strong barrier to consumption. Therefore, a key role of promotional messages in those markets is the reduction of perceived risks. It is worth to note, however, that functional foods cannot be seen as a homogeneous food category, thus the importance of different attitude factors may vary from one food type to another. Additionally, consumers cannot be seen as one, homogeneous group, therefore different promotional messages developed according to the attitude-based segments will be effective.

CONSUMER ATTITUDES TOWARD RED BEETROOT – A NETNOGRAPHIC INVESTIGATION

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There is a growing interest in the biological activity of red beetroot and its potential utility as a health-promoting and disease-preventing functional food. As an ideal source of nitrate, beetroot ingestion provides a natural means of increasing in vivo nitric oxide availability and has emerged as a potential strategy to prevent endothelial functions. Furthermore, its other components, e.g. betalain pigments, display potent antioxidant, anti-inflammatory and chemopreventive activity. However, functional food market is constantly changing, consequently, food companies have to monitor changes in consumer attitudes in order to find the best way to communicate health information about their products and meet consumer expectations. Since the use of online communities is widespread nowadays, internet became an extremely important source of information depicting consumers' habits. Netnography is a novel branch of ethnography that analyses the behaviour of individuals on internet by using online marketing research techniques. The aim of our study was to identify motivational