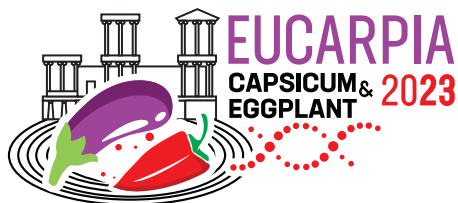




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Capsicum and Eggplant

10 Poster presentation

TITLE: PEPPER FRUITS - CONSUMER PREFERENCES IN SERBIA

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Abstract: In Balkan cuisines, as well as in Serbia, pepper (*Capsicum annum* L.) has a very diverse use. Knowledge about consumer preferences is of great importance for a breeding process as well as in market-orientated production. According to the authors' knowledge, there is little data in the literature about consumer preferences in terms of pepper fruit shape, colour and hotness, especially in the region of southeast Europe and Serbia. An online survey to collect data regarding consumer preferences was conducted via Google forms. Four hundred and two participants (52% females and 48% males), answered the survey questions. In the questionnaire, participants were asked about basic personal data: gender, education level, and age. Questions regarding their preferences were: Do you eat fresh peppers?; What type of pepper fruit do you usually eat?; What colour of pepper fruit do you usually eat?; Do you eat hot peppers?; Level of hotness?; Level of colour importance?; Level of fruit type importance?. According to our research, the most preferred pepper type in Serbia is kapia, while the bell pepper is the second chosen type. Also, it was revealed that the favourite colour of pepper fruit is red. There is a tendency for higher importance of fruit type rather than fruit colour. The highest percentage of hot pepper consumers prefer medium hot peppers. When we compared preferences about the level of hotness with age, participants between 18-25 and 45-65 like hot pepper fruits more than other age groups. The obtained trend shows that men in Serbia generally prefer more hot pepper fruits than women.