

PRELIMINARY RESULTS FROM A CROSS-CULTURAL STUDY IN SPAIN AND CHINA.

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INTRODUCTION

Mandarins production has risen by over 60% in the last ten years. Nowadays, China and Spain are the main mandarin producing countries. It is well known that consumption habits and consumer quality requirements can vary significantly between countries. In order to maintain and enhance the current success of mandarins in markets around the world, it is necessary for all supply chain stakeholders to be aware of the requirements of markets in different countries.

OBJECTIVE

The objective of this study was to assess the main purchase and repurchase motivations and consumption contexts of Chinese and Spanish consumers of mandarins.

MATERIALS AND METHODS



- Online survey
- 160 participants from each country

Fig. 1. Main sections of the online survey

1) Purchase motivations

I or someone in my family likes them a lot

Because of their healthy properties

Because of their affordable price

They last longer than other fruits

They are more convenient than other fruits

2) Consumption contexts

As breakfast To make cocktails

Snack at home As an ingredient

Snack not at home Lose weight

School lunchbox As a gift

As dessert Improve health

At a restaurant With salt/chili powder

Juice/ smoothies With sugar

To cook them

3) Repurchase motivations

Juicy

Not important at all 1 2 3 4 5 6 7 Very important

Sweetness-acidity balance

Not important at all 1 2 3 4 5 6 7 Very important

Messy when eating

Not important at all 1 2 3 4 5 6 7 Very important

RESULTS

Fig. 2. Percentage of participants who chose each purchase motivation

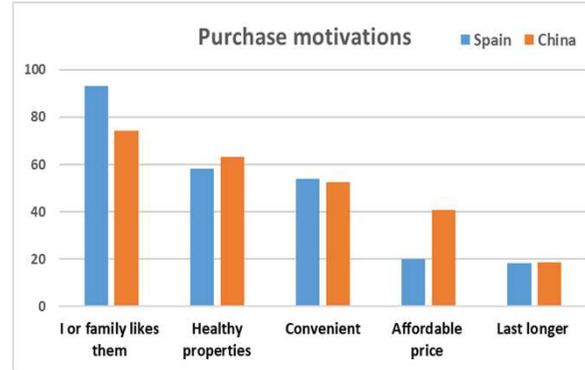


Fig. 3. Percentage of participants who chose each consumption context

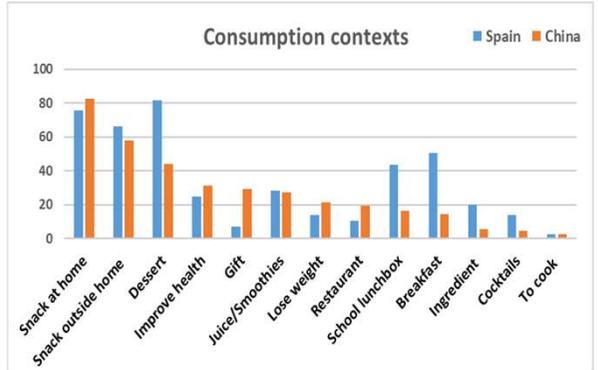
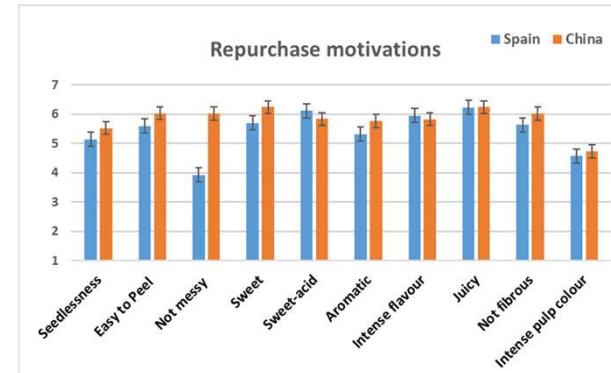


Fig. 4. Average values given by participants to each repurchase motivation



Participants were instructed to evaluate each repurchase motivation using a 7-point hedonic scale ranging from 1 ("not important at all") to 7 ("very important")

CONCLUSIONS

- 'I or someone in my family likes them a lot', 'because of their healthy properties' and 'they are more convenient' were the main motivations to purchase mandarins in both countries, while 'because of their affordable price' and 'they last longer' were less frequent reasons. Among them, 'affordable price' was a reason to buy for a higher percentage of Chinese people, while 'I or someone in my family likes them a lot' was more frequently selected by Spaniards.
- Regarding consumption contexts, 'as a dessert', 'as a snack at home' and 'as a snack outside home' were the most frequent contexts of mandarins consumption in both countries. Spaniards tend to consume mandarins more often 'as part of breakfast', 'in a school lunchbox' and 'as a cooking ingredient' while Chinese people consume mandarins more frequently 'at restaurants' and use them 'as a gift'.
- Fruit sensory attributes were of major importance for repurchase intention. Among them, juiciness was the most important sensory property in both countries, followed closely by sweetness-acidity balance in Spain and sweetness in China. The main difference between both groups of consumers was that the attribute 'not being messy when eating' was relevant for Chinese people repurchase decision while it was not of major importance in Spain.

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