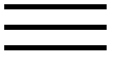


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## Food Quality and Preference

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Consumer perceived healthiness and willingness to try functional milk desserts. Influence of ingredient, ingredient name and health claim

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### Abstract

A conjoint study was carried out in order to study the influence of two functional ingredients (antioxidants and fiber), the name used to declare the addition of the ingredient (common vs scientific name), and the type of health claim (no claim, "enhanced function"™ and "disease reduced risk"™ claims) on consumers'™ perceived healthiness and willingness to try functional milk desserts.

The use of compounds or scientific names might not be recommended as they could have a negative impact on consumers. If a functional food manufacturer wants to emphasize the use of a novel ingredient, the ingredient could be declared using its

emphasize the use of a novel ingredient, the ingredient could be declared using its scientific name but incorporating a health claim on the label, in order to achieve a positive association in consumers'™ mind between the ingredient and its health effect. Besides, consumers showed the same attitude towards "enhanced function"™ or "reduced disease risk"™ claims.

Women and old people seemed to be the most positive groups toward the evaluated functional foods. Women gave more importance than men to the type of name used to declare the addition of the functional ingredient, which could be probably attributed to the fact that women are more familiar with the health effects of fiber and antioxidants than men. Besides, young people emphasized the disease preventing claims, while older people tended to be also interested in claims that focus short term effects on health.



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## Keywords

Functional foods; Health claims; Conjoint analysis; Fiber; Antioxidants

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