INFLUENCE OF SHAPE, COLOR, BRAND AND THE AMOUNT OF INFORMATION OF THE LABEL ON THE PURCHASE INTENTION FOR AN INSTANT COFFEE ENRICHED WITH ANTIOXIDANTS

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The roasting process is responsible for coffee characteristic taste and flavor. In addition, it causes changes in the chemical composition and biological activities of the products, especially by degradation of chlorogenic acids and formation of melanoidins. Both the green and roasted coffees present advantages regarding to functionality. A blend of these products to obtain an instant coffee enriched with antioxidants could be an interesting alternative, already available today in international market. In Brazil, medium and dark roasts are more used, so it is important to study how to present a similar product in the national market. The purchase intention (PI) of eight images of packages of instant coffee enriched with antioxidants was evaluated by 149 consumers using conjoint analysis. The images were elaborated varying the attributes: shape (conventional and modern), color (browner and greener), information (more or less information) and brand (more or less related to instant coffee). Five groups of consumers with different behaviors were obtained with 115, 15, 9, 7 and 3 participants each. It was verified an increase of PI mainly by the use of a modern packaging design with better visualization of the product (preferred by 86% of the consumers) and a browned color label (98% of consumers), more related to roasted coffee. Despite the lower relative importance of the brand and of the amount of information, the presence of a known brand strongly associated with instant coffee and a larger amount of information in the label concerning the product differential increased the PI.