MARKET EVALUATION OF A NEW PRODUCT: FROZEN YOGURT ADDED TO PROBIOTIC CULTURES AND QUINOA FLOUR (*Chenopodium quinoa* Willd)


The development of food that promotes health and wellbeing is one of the priorities of research in the food industry and it has stimulated the consumption of food enriched by physiologically active components such as probiotics. The correct use of market research techniques may help a lot with the development of products, serving as a mechanism to perceive the customer’s needs, and monitoring of their habits and attitudes. Given this context, the objective was to perform a quantitative approach of a sample of 30 people, chosen at random in Medianeira town, in the state of PR, carrying out a market assessment of a new product like the Frozen Yogurt added to probiotic cultures and quinoa flour (*Chenopodium quinoa* Willd), due to the high biological value and functional properties and to meet the consumers’ preferences in relation to healthy and innovative products. When asked what quinoa was, 83.30% of surveyed people said they did not know the cereal, and 100% of them said they had no knowledge of its benefits. The main reason why surveyed people purchase any product is the price (33.30%). About the new product, 56.70% said they would probably buy it and 20% said they would buy it for sure and 76.70% would be willing to pay from $2.50 to $3.50 for each 300 ml. In relation to purchase frequency 43.40% would buy the product weekly. The research was also carried out to find out the surveyed people’s preferred flavor of Frozen Yogurt added to probiotic cultures and quinoa flour, and 56.70% chose the passion fruit flavor.