TOPIC: SENSORY AND CONSUMER SCIENCE
*POSTER PRESENTATION

BRAZILIAN TEENAGER CONSUMERS’ ATTITUDES ABOUT FRUITS


Fruit consumption plays an important role on human health and its intake shows a protective effect on obesity, diabetes mellitus, heart diseases and some cancers. The last Brazilian Family Budget Survey registered a low daily intake of fruit whereas unhealthy fast food choices increased in diet. This work aimed to investigate Brazilian adolescent consumers’ attitudes about fruit. A questionnaire including social-demographic, behavioral and psychographic questions, plus the General Health Interest (GHI) scale was used. Frequency, qui-square and Cronbach coefficient were used for analysis. Participants were sixty teenagers aging 15 to 18 years old, in majority female (67%) and 55% with 1 to 3 monthly wages income. Despite knowing fruit are considered healthy (97%) only 53% actually consume it. Among those, 31.7% eat it everyday and 50% believe serving intake is ideal. Orange (83.3%), banana (73.7%), grape (63.3%) and apple (61.7%) are the mostly eaten fruit. Teenagers agreed fruit can bring benefits against constipation, improve skin and hair healthiness, and control blood pressure. About purchasing, 78% revealed parents are the household shoppers and when given a purchase situation, 53% preferred cookies instead of fruit or fruit products. GHI scale revealed 4 within 10 teenagers are aware their daily diet must contain vitamins and minerals and they are moderately particular about healthy foods on choices. Thus, developing specific strategies to hold in the teenagers Brazilian diet changes must be encouraged since such low fruit intake brings them to the risk group. Special attention is demanded to promote healthy eating habits and to certify a future quality of life.