THE INFLUENCE OF PACKAGES OF CASHEW NUTS ON CONSUMER BEHAVIOUR

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Packaging aggregates value to the product, and interferes with the perceived quality and notion of the manufacturer by raising or lowering its image as a brand. The aim of this study is to evaluate the influence of brands and the packaging of different brands of cashew nuts on the behavior of consumers. We evaluated three brands of nuts, being two of them industry-manufactured (A and B) and one of small-scaled production (C), which were analyzed by 82 consumers for overall acceptability in two sessions: Firstly, samples coded with three digit random numbers and secondly, samples in the presence of their respective containers. The brands and packaging of cashew nuts from brands A and B did not influence the acceptance of the product (p> 0.05), both of which had good acceptance in the two sessions. However, in relation to the C group, packaging negatively affect consumer behavior (p ≤ 0.05), i.e., the mean score was greater in the first session (6.98) than in the second (6.54) This indicates that the product was well accepted by the judges, but the fact that hand-made production may not arouse the trust of consumers in relation to its quality, despite the attractiveness of its packaging.