SENSORY ACCEPTANCE TEST AND PURCHASE INTENTION OF COOKIE PIRARUCU FISH

(Arapaima gigas)

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Pirarucu (Arapaima gigas) is an Amazonian fish, marketed as salted and dried blankets, being considered the “Brazilian cod”. Being a regional product, appreciated in the northern region, Pirarucu is unknown for most of the population. Therefore, it is a great service work aimed at the dissemination and sensory evaluation of formulations containing Pirarucu. The objective of this study was to evaluate the sensory acceptance and purchase intention cookie pirarucu. The sensory test was conducted in individual booths with white light, with 31 untrained judges, of both sexes, aged between 21 and 62 years from Rio de Janeiro, Brazil. We used the Acceptance Test with hedonic scale of nine points (1=dislike extremely, 9=like extremely) to assess the overall impression of the preparation. We also assessed the willingness to consume the product (hedonic scale of nine points), and purchase intent through the use of hedonic scale of five points if the product could be found for sale (1=I definitely would not buy, 5=I definitely would buy). The lower limit of the average for the acceptance of the product was 5 to 9-point scales and 3 to 5-point scale. With respect to acceptance for general impression, 87.1% of the judges accepted the product, 77.42% were willing to consume it and 64.51% were willing to buy it. It can be concluded that the cookie pirarucu showed good acceptability and consumers would be willing to buy it. These data contribute to research aimed at expanding the marketing and consumption pirarucu among the Brazilian population.