USE OF MODIFIED KANO’S MODEL QUESTIONNAIRE TO DETERMINE THE KEY ATTRIBUTES FOR CEREAL BARS DEVELOPMENT

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In today’s increasingly competitive environment, the development of new products emerges as an alternative for the differentiation and growth of enterprises. However, despite all efforts, many product development projects fail and lead to the marketing of products that do not meet customers’ expectations. Whereas the market of cereal bars is continuously growing, this study aimed to gather information to determine the key attributes for the development of new kinds of cereal bars. A survey was conducted with 244 undergraduate and postgraduate students, who responded a modified Kano’s Model questionnaire. Of the respondents, 90% are consumers of cereal bars, among which, 35% consume it occasionally (less than once per month) and 27% a few times a week. Nine attributes were studied, which were classified as attractive quality (price), must-be quality (texture), one-dimensional quality (calories, fiber content, protein content and the presence of natural ingredients) and neutral (flavor, chocolate topping and ingredients size). Thus, the lower price was a key-point for the consumers’ satisfaction and its crunchy texture was a mandatory requirement. The one-dimensional attributes bring satisfaction proportional to its performance and its improvement can be a source of competitive advantage. The neutral attributes do not result in any consumer’s satisfaction or dissatisfaction. In addition, flavor and nutritional value appeared to be the most important aspects in the consumers’ choice of cereal bars. Therefore, the use of modified Kano’s Model helped to identify the critical attributes for consumer satisfaction and the opportunities for improvement in a competitive market such as cereal bars market.