Objectives

The following aspects should be analysed in the context of the consumer buying behaviour study:

- The profile of buyers by age, gender, social category and education.
- The consumers’ understanding of packaged fruit components and ingestions, nutrition and health.
- The consumers’ attitudes and perception regarding packaged fruit juices in terms of freshness.
- The consumer’s willingness to pay, price for packaged fruit juices.
- To identify whether there is mistrust in the communication of persons and institutions concerning packaged fruit juices.
- To explore the reasons for existing mistrust.
- To examine consumer reactions and buying decisions through media channels
- To identify how far is packaging and labelling an influential factor that persuades a consumer to buy packaged fruit juices.