



15 SLACAN

12 A 14 DE NOVEMBRO DE 2023
CAMPINAS - SP

IMPACT OF ANIMAL MILK ORIGIN, TYPE OF PROCESSING, PRODUCT VERSION AND PRICE ON CONSUMER CHOICE OF BOURSIN CHEESE

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Key words: *Consumer choice, emerging technology, ohmic heating*

INTRODUCTION: The Brazilian dairy market, traditionally dominated by bovine milk processed through pasteurization, is witnessing a rising demand for alternative sources like buffalo and goat milk, as well as lactose-free and low-fat options. **OBJECTIVE:** Examine how information on milk source, processing method, price, and product type influences consumers' decisions. **METHODOLOGY:** Conducted with 312 participants, a discrete-choice experiment assessed different Boursin cheese labels varying in "processing" (pasteurized, ohmic heating, raw milk), "animal source of milk" (cow, goat, buffalo), "version" (traditional, light, lactose free), and "price" (10.99; 13.99; 16.99 BRL). Multinomial logistic regression was used to analyze data. **RESULTS:** The information "processed via ohmic heating" did not impact the probability of choosing Boursin cheese, while "made with raw milk" decreased the probability of choosing the pasteurized product by 9.1%. Both information "made with goat's milk" and "made with buffalo's milk" significantly reduced the chances of choosing by 14% and 7.9%, respectively. There was a reduction of 5.9% in the probability of choosing the "lactose-free" product and 5.0% in the "light" one. The price of BRL 16.99 decreased the probability by 5.2% compared to BRL 10.99 and BRL 13.99. **DISCUSSION:** Goat milk products are generally less accepted due to consumer associations with off-flavors from short and medium-chain fatty acids. Lactose-free products are usually associated with weak flavor ideas. Issues related to health risks are usually related to the low acceptance of products made with raw milk. This phenomenon is not observed in products processed via ohmic heating. **CONCLUSION:** Despite goat farming's potential, cow's milk is preferred. Raw milk processing negatively impacts choice, while ohmic heating showed no influence, suggesting its potential adoption in cheese production. In summary, the study revealed how these specific factors affect consumer choices in the dairy market.

Funding Agencies: CNPq and CAPES