

Title Segments determination of fresh peaches consumers through the conjoint analysis: an approximation to the Chilean market

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Citation ISHS Acta Horticulturae 713: 521-526. 2006.

Keywords Conjoint Analysis; segments; consumers; peaches

Abstract

The agro-food companies' permanent research for the efficient and profitable positioning within the domestic and international markets necessarily requires knowledge of the consumers' behavior, particularly markets under a saturation condition. This situation also affects the Chilean fruit sector as well as all its areas, among them, the one of the peaches. Therefore, this research has the following objectives: 1) to determine the preferences towards peach consumption within the domestic market, 2) to determine market segments, and 3) to propose a marketing strategy for this product. The main source of information is a structured questionnaire that includes closed questions applied to 50 people that usually consume peaches. For the determination of the preferences the following features and levels were evaluated: cultivar ('Earlyrich', 'Elegant Lady' and 'Dixon'), presence of an organic certification label, price (high, medium, low), and presentation (4-peach tray, 6-peach tray and loose peaches).