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STATISTICS

Bioeconomy and the production of novel food products from agro-industrial wastes and residues under the context of food neophobia

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Abstract

Advances in bioeconomy lead to exploitation of wastes for the production of high added-value products. Sometimes, these products face consumer resistance due to a phenomenon known as "neophobia." The aim of this study was the investigation of consumer acceptance/rejection of a novel food product and the segmentation of consumers according to their "food neophobia tendency." A "functional" novel yogurt derived from halloumi whey was chosen as a hypothetical scenario. Data was collected through a survey in typical urban areas in Greece and Cyprus. Statistical analysis revealed three types of "food neophobia tendency" in each study area. Regarding the acceptability of the novel yogurt, consumers are driven by their curiosity about the taste of the novel yogurt, while the main factor of rejection was found in the absence of a health issue.

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