

CONSTRUINDO SABERES, FORMANDO PESSOAS E TRANSFORMANDO A PRODUÇÃO ANIMAL

HABITS AND PREFERENCES IN THE CONSUMPTION OF DAIRY DERIVATIVES BY STUDENTS OF THE FEDERAL UNIVERSITY OF PAMPA - CAMPUS DOM PEDRITO

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Milk, as well as its derivatives, is one of the components the diet with great nutritional importance, mainly because it is a source of vitamins, minerals and proteins of high biological value, and should be consumed around three portions per day. The objective of the present study was to evaluate the most consumed dairy products from students of the Federal University of Pampa - Campus Dom Pedrito and to consider the factors that influenced the purchase of these foods. The work was applied in September 2017, with the collaboration of 225 students who answered the 19 questions present in the questionnaire. The diversity of milk derivatives contributes to increasing milk consumption. Cheese was the most consumed product among students and corresponds to 21% of consumption. The second most consumed product is yogurt with 17%, followed by the curd cheese with 16%, butter and milk sweet, both with 15%. Milk drink, ricotta and fermented milk correspond to products less consumed among students, and presenting 9%, 5% and 2% respectively. The brand is the most determining factor for the consumer to acquire the product, and was cited by 42% of respondents. The second most influential variable is the price (35%), which is often associated with the income of the individual. The appearance is the third most influential variable in the purchase (20%), but although it is not the most influential, it is taken into consideration by those evaluated when choosing the product. The analyzed results allowed to observe that the derivative of greater acceptance by the public was the cheese, which can be related to the great variety and availability of the product in the market, and, finally, to its relatively low cost. Among the factors that most influence the consumption of dairy products and their derivatives, the brand was highlighted as the main influencer. It can be concluded that the interviewees have a good acceptance of the products derived from milk and are demanding about the quality of the dairy products that they usually ingest.

Keywords: Student; milk; brand; price; cheese

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