

Analysis of consumer preferences in choosing and purchasing butter

Summary

The aim of this study was to analyse consumer preferences in choosing and purchasing butter. A survey was conducted in February 2017. A group of 228 respondents, aged 18 to 57+, completed a questionnaire with 22 questions. The first part of the questionnaire consisted of socio-demographic questions, while the second part concerned the volume and breakdown of butter consumption, frequency of purchase, consumer loyalty towards producers, place of purchase, important organoleptic traits, and factors determining their choice and purchase. The results of the questionnaire indicate that respondents often buy and consume butter, and that in purchasing it they are guided by its price, taste, composition and expiry date. According to the respondents, the most important advantages of butter are its taste, its health-promoting properties, and the fact that it is a natural product.

KEY WORDS: analysis of consumer preferences, butter