



Actitud diferenciada de los consumidores hacia marcas nacionales y propias de leche en la región de la araucanía, Chile [

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text (article)

Analítica

Given the increase in brand products in the Chilean food market, a survey was administered to a sample of 400 people in Temuco, Araucanía Region of Chile, with the aim of distinguishing consumer segments according to the importance assigned to the attributes brand, packaging and price in the purchase of milk and the attitude towards national (Nestlé and Surlat) and store brands. A questionnaire was used with closed questions about the purchase of milk and socio-demographic classification. Respondents ordered twelve combinations of levels of each attribute according to their preferences in a conjoint analysis design. To distinguish consumer segments, hierarchical clustering was used. Using a conjoint analysis and cluster analysis, six consumer segments were distinguished: four of which assigned the greatest relevance to brand (63.0% in total), a segment for whom the packaging was most important (22.1%) and a group who considered price the most significant (14.8%). Two segments preferred Nestlé and the four remaining groups favoured Surlat. Only one segment did not reject the store brand (9.7%). Most groups preferred tetra pack packaging and rejected the bag. Therefore, the highest proportion of consumers prefers to buy milk national brands

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