CONSUMERS PREFERENCES FOR DAIRY-ALTERNATIVE PRODUCTS USING HOME-SCAN DATA AND ALTERNATIVE CHOICE EXPERIMENT DESIGNS

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Abstract
Revealed-preference Discrete Choice experiment was carried out to analyze consumers' preferences towards dairy alternative drinks in Catalonia, Spain. Different experimental designs were constructed and several Mixed Logit Models were estimated. Furthermore, factors affecting the purchases frequency were analyzed through Poisson regression model. Home-scan data set that belongs to ©Kantar World panel was used with 343 households included in the final sample. Results showed that the price was the major driving factor followed by the original flavor attribute. Such tendency could be emphasized when deciding marketing strategies by producing more products in natural flavor without additional tastes.

Keywords: Choice experiment, Mixed logit model, home Scanner data, purchases frequency, dairy alternatives drinks.