

Consumption and preferences of dairy products by Taiwanese and Polish students

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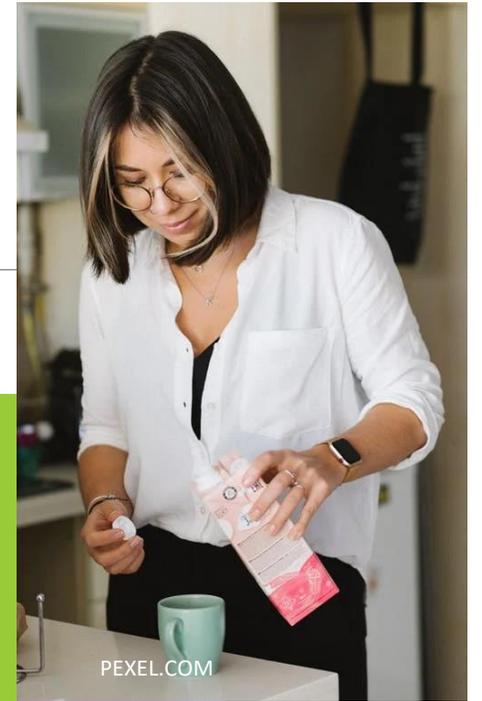
Introduction

The consumption of dairy products, especially fermented milk products, which are attributed many health-promoting properties, seems to be different on the Polish and Taiwanese markets.



The aim of study

The aim of the study was to assess consumption and preferences concerning the choice of dairy products by Polish and Taiwanese consumers.



Material and methods

Study was conducted in Taichung, Taiwan and in Warsaw, Poland.

Questionnaire

200 respondents aged 19–25 years old

100 students from Department of Animal Science,
National Chung Hsing University

100 students from Department of Human Nutrition,
Warsaw University of Life Sciences.



Results

Table 1. Data on respondents from Taiwan and Poland

Data on respondents		Poland (%)	Taiwan (%)
Gender	Female	79	43
	Male	21	57
Age	19-22	38	86
	23-25	72	14
Home economy conditions	Very good	11	2
	Good	53	10
	Average	34	83
	Bad	0	5
	Very bad	2	1



Results

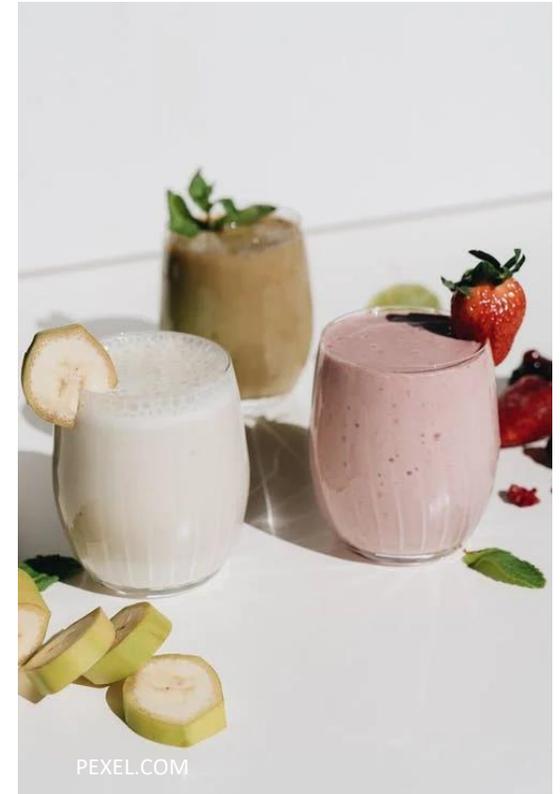
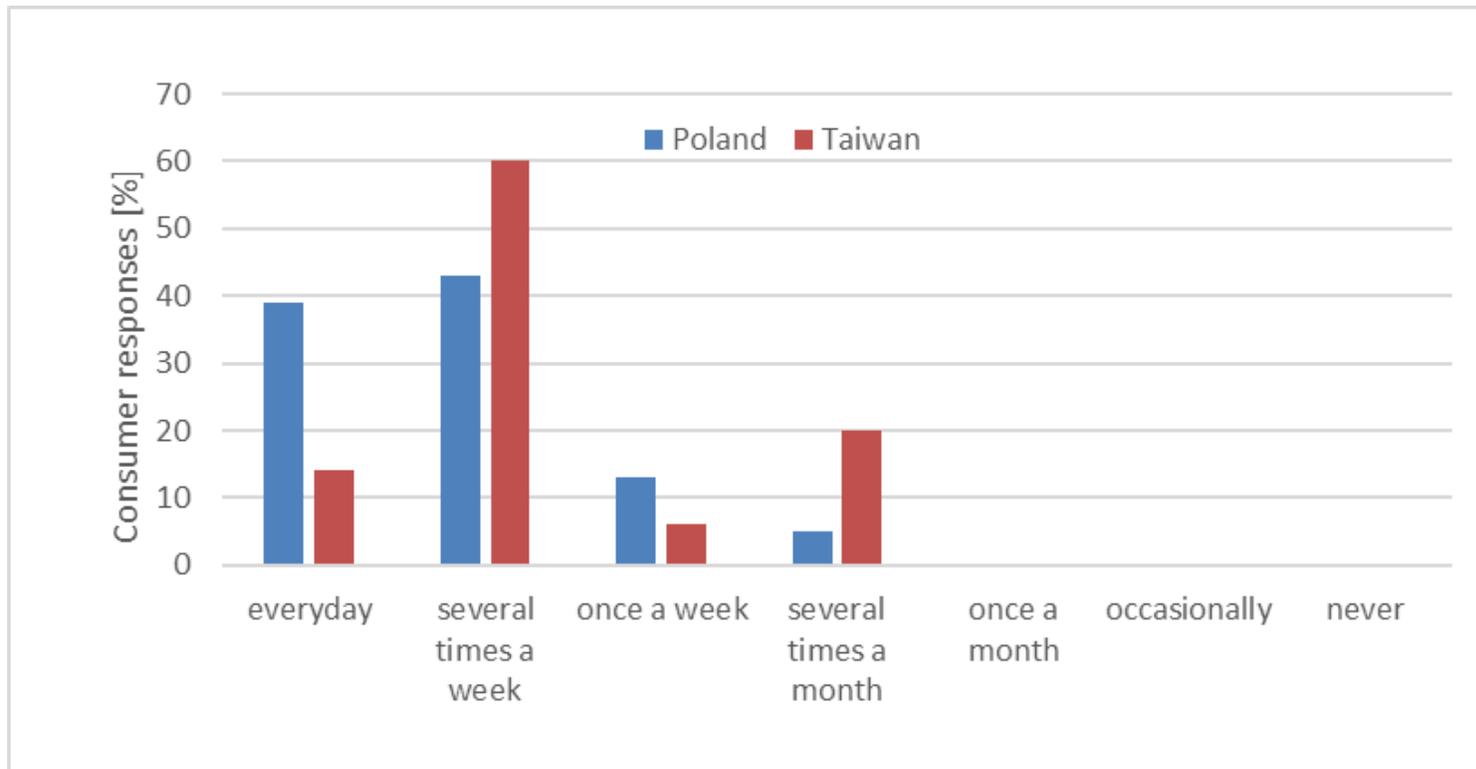


Figure 1. Frequency of dairy products consumption by Polish and Taiwanese consumers

Results

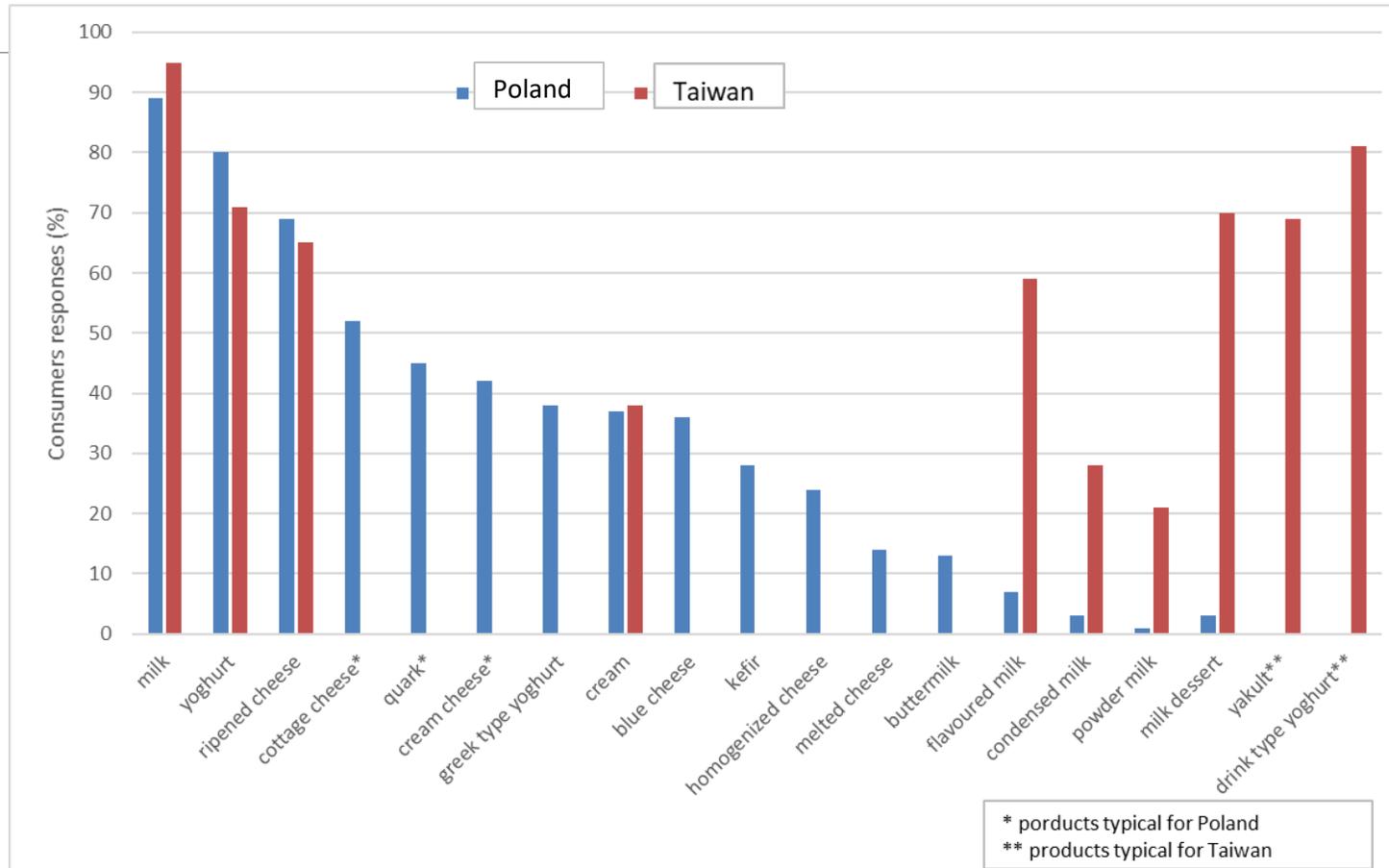


Figure 2. Dairy products declared as most consumed by Polish and Taiwanese respondents

Results

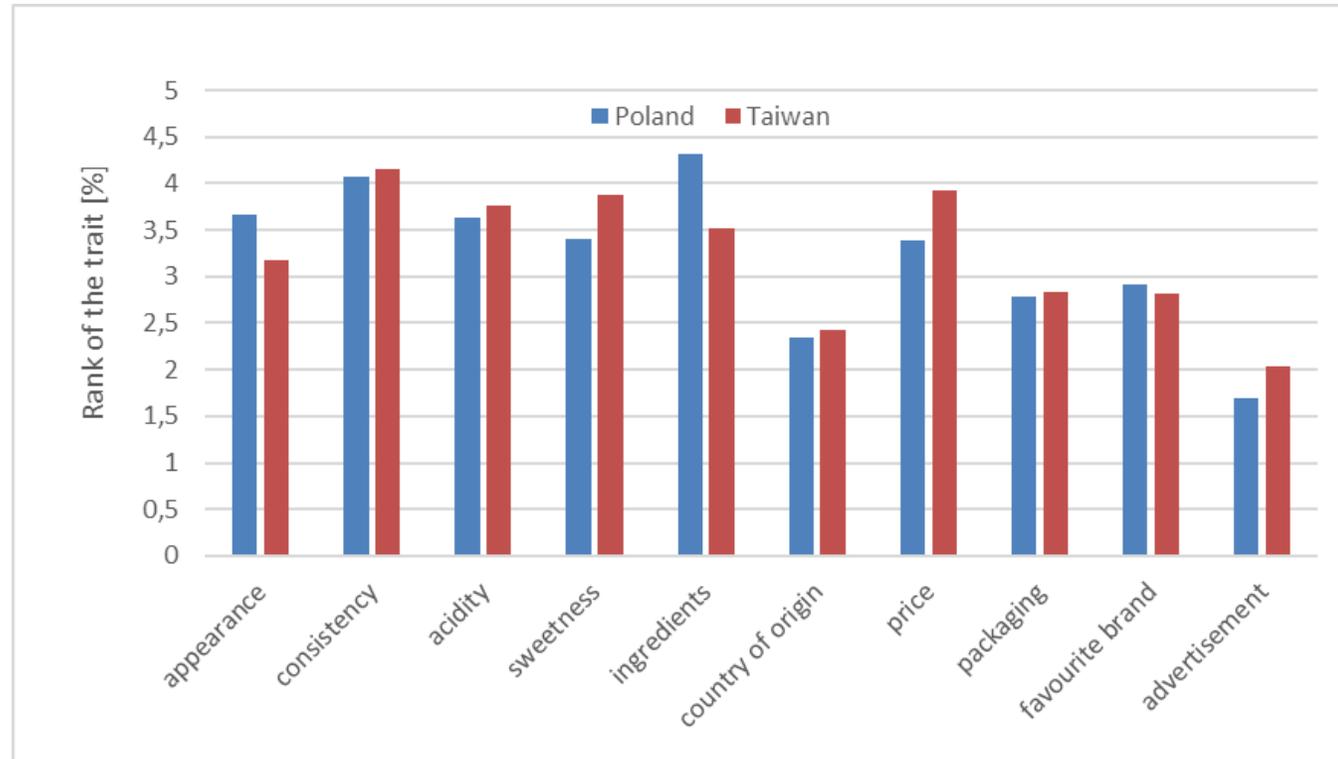


Figure 3. Characteristic of yoghurt influencing purchase decision of Polish and Taiwanese consumers- scale of 1-5, where 5- most important, 1- least important

Conclusions

Evaluation of dairy products, especially fermented milk products, consumption among consumers showed differences in consumption and preferences of these products between Polish and Taiwanese students.

Conclusions

Poles were more likely to declare consuming dairy products daily compared to Taiwanese.

Among the most frequently consumed dairy products, Polish students mentioned milk, yoghurt and ripened cheese. Taiwanese, on the other hand, mentioned milk, yoghurt especially drinking yoghurt as well as dairy desserts and yakult.

For Polish consumers, the most important characteristic of yoghurt influencing their purchase decision was its composition, followed by texture, appearance and sour taste. Whereas for Taiwanese students, the most important factor influencing the purchase decision of yoghurt was its texture, price and sweet taste of yoghurt.

Polish students preferred regular fat yoghurt and low fat yoghurt while the preferences of Taiwanese students were quite different, with most people declaring a preference for fat yoghurt and regular fat yoghurt.



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