

Product manipulation of **fruit drinks**

– sweetened with **stevia** and how it influences affective consumer responses and buying intention

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Introduction

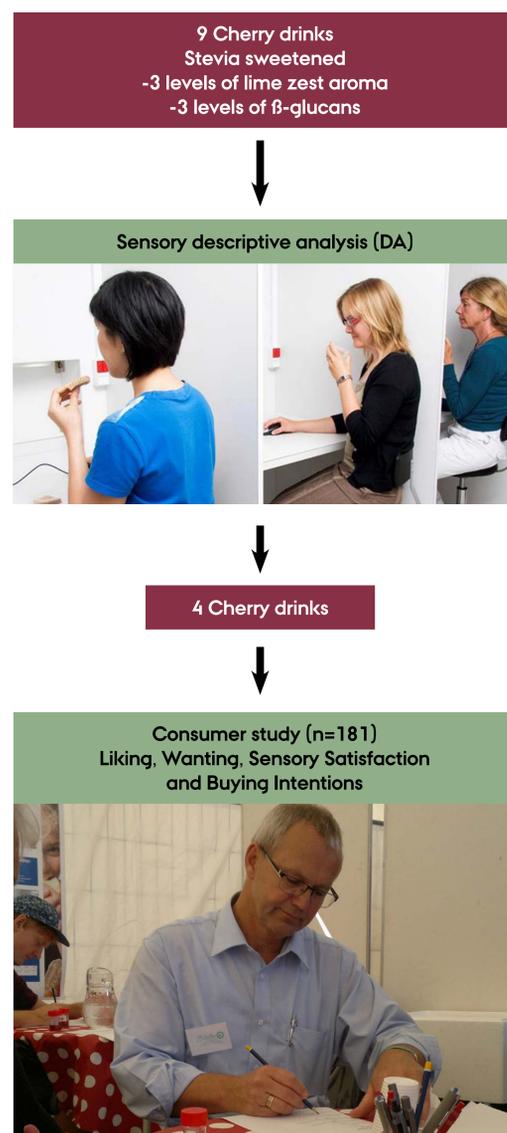
The beverage industry has long revolved around sugar reduction as a response to heightened calorie awareness. More recently, fibre has also garnered attention to meet the consumer's demands for low calorie and more satiating beverages.

Aim

1. investigate the influence of aroma and fibre (β -glucans) added to stevia sweetened cherry drinks on sensory properties
2. examine differences in affective consumer responses and buying intention for cherry drinks.



Procedure



Conclusion and perspectives

The effect of aroma and fibre (β -glucans) on sensory properties and consumer responses indicate that the beverage industry can successfully use aroma and fibre in combination to produce low calorie satiating drinks with improved affective consumer responses. Though, the present study shows that affective ratings cannot be used to predict buying intention.

Results

Sensory properties	Affective consumer responses	Buying intention
The sensory properties of the cherry drinks was affected by aroma and fibre and a combination here of	Affective consumer responses, liking, wanting and sensory satisfaction was negatively related to the sensory descriptor 'Unfreshness'	Buying intention did not completely follow liking and could not be explained solely based on sensory properties

