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Sample Abstract

Consumer perceptions and demand for Muscadine grapes as table fruit: A supermarket study

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Among the different varieties of grapes grown in Florida, the muscadine grapes are the most popular among grape growers because of their resistance to diseases and pests. They also have a unique flavor and aroma that are not found in other kinds of grapes. Unfortunately, muscadine grapes also possess certain inherent disadvantages, such as thick skin and seeds that discourage some consumers from buying them. A market study was conducted at three Winn Dixie Stores in 1995 to determine consumers' perceptions of muscadines as fresh fruit and their willingness to purchase them at various retail prices. Three hundred and fifty-three supermarket customers were randomly selected to participate in the study. The survey revealed that about 50% of the 353 consumers surveyed had a favorable perception of the muscadine taste after eating the fruit. Thirty-eight percent of Blacks and 29% of Whites liked the taste and flavor. By gender, 51% of males and 24% of females liked the taste after eating the fruit. Consumers' willingness or likelihood to purchase muscadine grapes was determined using a logit function to estimate likelihood probabilities concerning sex, race, age, and household size. The projected probabilities showed that there is a relatively good fresh fruit market potential for muscadine grapes in the local supermarket stores.

KEYWORDS: Muscadines, Consumer Perception, Logit Analysis

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