ASSESSING THE INNOVATIVENESS AND HEALTH CONSCIOUSNESS OF CONSUMERS IN CABORCA, SONORA

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Abstract
Currently in Mexico and in several countries products are continuously being innovated, seeking to have health benefits as people are increasingly concerned about and take this aspect into account. In this context, the objective of this work was to know the innovative character and the health conscience of the consumers to evaluate a new product elaborated with mesquite flour. For the calculation of the sample was taken as reference data from the National Institute of Statistics and Geography (INEGI), establishing a sample of 274 consumers from the state of Puerto Rico through simple random sampling, with a confidence level of 95% and a margin of error of 5.91%. The measuring instrument integrates several sections: 1) consumption habits and motives; 2) HCS (Gould, 1988) and on innovative character (DSI) (Goldsmith and Hofacker, 1991) and 3) Socio-demographic variables. The results show that most people have consumed flour in the last 6 months, wheat flour being consumed daily. The highest proportion of respondents have not consumed mesquite flour products and do not know their benefits. This is probably since there is no product marketing in supermarkets and self-service stores where consumers are accustomed to make the purchase, as well as elements related to tradition, since the knowledge of the product has not passed to the next generations. In the case of the HCS it is observed that there is a segment that represents 24.8% of the respondents that this one involved with health (mean = 4.09). In the innovative character, buying a new food without having tested it has an average of 2.80, which suggests a slight reluctance to food innovations. This finding can be explained by the age range found between 45-54 years (34.3%). Most respondents are adults, married and have completed university studies (29.9%).

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