

Purchase Attitude and Acceptability of Young Consumers for Soy Foods as Dairy Analogs

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Objective

To compare and analyze the purchase attitude and acceptability of young consumers in Korea and North-America for soy foods as dairy analogs

Survey Method

O This survey was carried out by questionnaire

O Each group of general education classes in Chung-Ang University, Seoul, Korea and University of Guelph, Guelph, Canada were selected for survey

O Survey period was February, 2004 in Canada and May, 2004 in Korea

O For each question, the objective and contents of this study were explained and informed to student before survey

Results

O Most Korean (86.5%) recognized soy foods are healthy but Canadian showed 53.4%

O Main sources of information about soy foods for Korean were by commercial on TV, radio or magazine (58.0%), by contrast, rate by family or friend (35.7%) for Canadian was the highest

O All of Korean has purchased soy foods as dairy analogs but Canadian's was 55.4%

O Most Korean (76.4%) think soy foods are general and popular and can purchase easily but half of Korean's for Canadian (36.1%) think like that

Table 1. Opinion and source of information for soy foods of students as a consumer

		Students in Korea	Students in Canada
		N=516(%)	N=502(%)
In general, Soy foods are	Healthy	446(86.5)	268(53.4)
	Neutral	60(11.6)	215(42.8)
	Unhealthy	10(1.9)	19(3.8)
Soy foods to dairy foods are	Inferior	231(44.8)	142(28.3)
	Similar	278(53.9)	303(60.4)
	Superior	7(1.4)	57(11.4)
Soy foods are only for vegetarian or milk allergy patient	Yes	30(5.8)	62(12.4)
	No	486(94.2)	440(87.6)
Dairy foods can be substituted by soy foods	Yes	268(51.9)	210(41.8)
	No	248(48.1)	292(58.2)
Source of information, Commercial on TV, radio or magazine		299(58.0)	142(28.3)
TV news or news paper		77(14.9)	20(4.0)
Computer web site		24(4.7)	7(1.4)
Health care specialist		12(2.3)	19(3.8)
Family or friend		32(6.2)	179(35.7)
In store		72(14.0)	135(26.9)

Table 2. Purchase attitude and acceptability for soy foods of students as a consumer

		Students in Korea	Student in Canada
		N=516(%)	N=502(%)
Have purchased*		516(100)	278(55.4)
The most purchased frequently*, Soy milk		388(75.2)	153(30.5)
Soy beverage		201(39.0)	57(11.4)
Margarine		37(7.2)	82(16.3)
Frequency of purchase*, Less than 1 time per mo		206(39.9)	154(30.7)
1~2 times per mo		172(33.3)	53(10.6)
Soy foods are general and popular and can find easily (Yes)		394(76.4)	181(36.1)
In terms of price*, Cheaper than dairy foods		21(4.1)	15(3.0)
Similar to dairy foods		190(36.8)	111(22.1)
More expensive than dairy foods		305(59.1)	152(30.3)

*Never purchased in Canada: 224(44.6)