Survey on Cheese and Yogurt Consumption

ENG499 Report

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Introduction

Milk and dairy products are a staple food for human development and may benefit the consumer's oxidative defences. Milk and dairy products with protective properties could help with conventional therapies for cardiovascular diseases, metabolic disorders, intestinal health and chemoprevention (Khan et al., 2019).

The objective of this study was to determine the influencing factors of College students' milk and dairy products consuming preferences in Engineering Faculty-Gaziantep University, Türkiye. In order to achieve this aim face to face interview technique was applied in 2024, and 400 undergraduate students were selected according to gender, age, and income level. Survey, questions asked to consumers given in Appendix, was applied online using the link https://docs.google.com/forms/d/e/1FAIpQLSdmtVWdqkFUIRh11TGe_ATTozuJaQD3wc5UdbIBRTrt6t2boA/viewform?pli=1.

Mainly yogurt, cheese, and other dairy products consumption were determined. The results were examined by the Excel program. Consumption per capita of milk, cheese, yogurt, ayran, and butter is respectively 41.50 kg, 18.40 kg, 30.60 kg, 18.40 kg, and 1.78 kg in Turkey. Milk consumption per capita is 65.00 kg in the European Union (EU) (ZMO, 2018; IDF, 2019). The amount of milk and dairy product consumption may vary according to the quality, price, and hygiene properties of these products, also the pleasure and preferences of the consumers. In addition, it is reported that the socio-economic and demographic structure of consumers, especially income, education, age, gender, household size, mother's employment status, and the presence of children in the family affect milk consumption (Şengül, 2004; Akbay and Tiryaki, 2007). Şimşek and Açıkgöz (2011) reported that 81% of students stated that milk should be consumed at all ages. A similar study has been conducted in Ordu University, Ünye Campus. They reported that Its taste, smell, digestive problems, having allergies, and price were claimed for the reasons by nonconsumers, and the consumer preferences have been affected by brand, advertising, promotions, and social environment (Öztürk, 2014).

These dairy products are important for a balanced diet. The results will be used to assess university nutrition policies and commercial dairy strategies. This study investigated milk and dairy onsumption and preferences among Gaziantep University Engineering Faculty students in Turkey, and the impact of gender, income, and the age.

Findings and Discussion

The results of the survey were examined according to each question. In first three questions show us the income level, gender and age of the consumers

1) What is your income range?

The income level was divided into three parts, first one is less than 5000 TL which is possible the lowest value for living in Gaziantep-dormitory and eating only in the main student restaurant in the Campus. The next one is between the lowest and highest number which is 10000 TL. The results were represented and given in following figure (Fig. 1)

<5000 TL Income Group (38%):

This group constitutes the largest segment of the total respondents. They may tend to prefer affordable brands in their cheese consumption habits.

5000-10000 TL Income Group (33%):

This middle-income group may consist of individuals looking for a quality-price balance. They may be more open to trying different types of cheese, but price will still be an important factor.

>10000 TL Income Group (29%):

The upper income group accounts for about one third of the total respondents. This group may pay more attention to quality and prestige than price. They may be interested in specialty and gourmet cheese varieties.

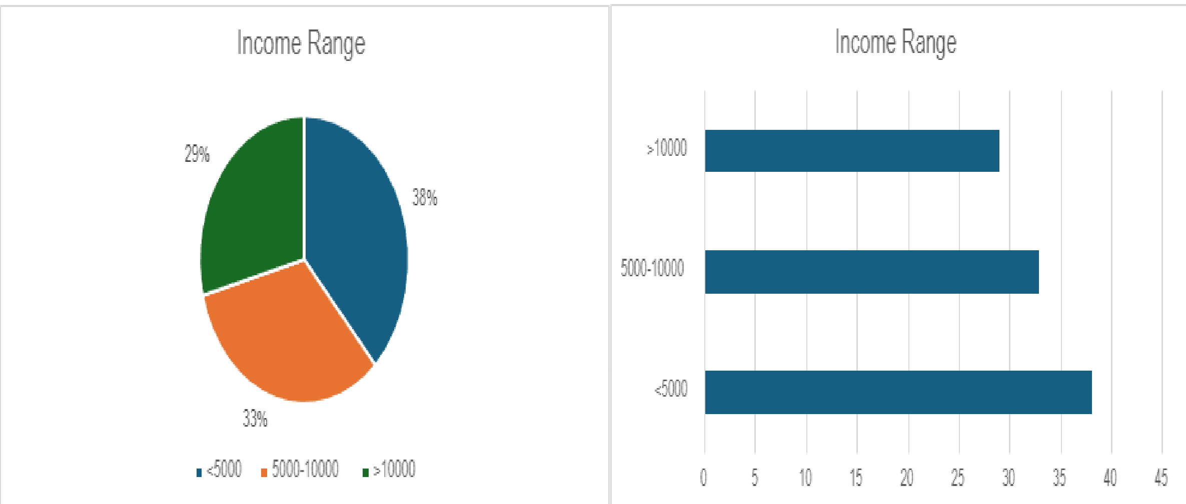


Figure 1. Income level of the consumers

2) What is your gender?

How many of students who taking place in the study were women and man was also examined, that can be helpful to analyze effect of gender on dairy preferences. The results were represented and given in following figure (Fig. 2)

Male Participants (41%): Men are under-represented in the survey, but they are an important consumer group. Men tend to gravitate towards cheese types that offer practicality and convenience. Cheese varieties commonly used in sandwiches, toasts or quick breakfasts may be more suitable for this group.

Female Participants (59%): Women make up the majority in the survey. They are generally known to pay more attention to health, quality and variety when choosing cheese. In particular, low-fat, organic or natural cheese types may be more attractive to this group. In addition, the nutritional value and packaging of products may also be important for women who play a decisive role in family shopping.

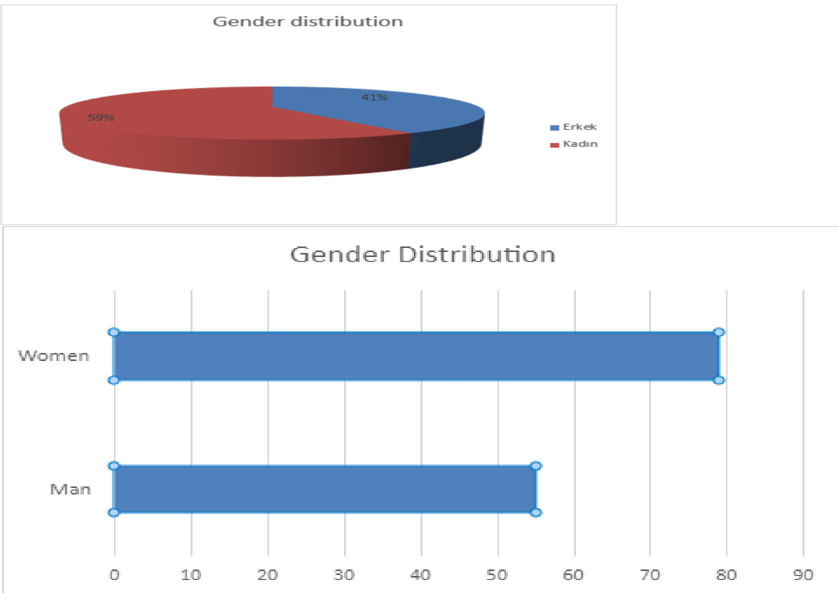


Figure 2. Gender Distribution of the consumers

3) What is your age range?

How old of students who taking place in the study were also examined, that can be helpful to analyze effect of age on dairy preferences. The results were represented and given in following figure (Fig. 3)

20-24 Age Group (74%):

The majority of respondents are in this age group. This age group usually consists of university students or young employees. Practicality, taste and price may be at the forefront of cheese consumption. They may use cheese more often in their daily consumption habits such as sandwiches, toasts and quick breakfasts.

<20 Age Group (14%):

This group is generally made up of students. Their parents' shopping preferences may influence the consumption habits of this group. Soft and sweet types of cheese (e.g. cream cheese) may be more appealing to this group.

>24 Age Group (12%):

People in this age group are usually individuals who have started working or started a family. They may be more interested in quality, health and traditional products. For example, natural and organic cheese types may attract the attention of this group.

According to the results presented in Figures 1-3, the incomes of consumers were determined as Turkish Lira (TL). These were less than 5000 TL (29%), 5000-10000TL (33%), higher than 10000TL (38%).

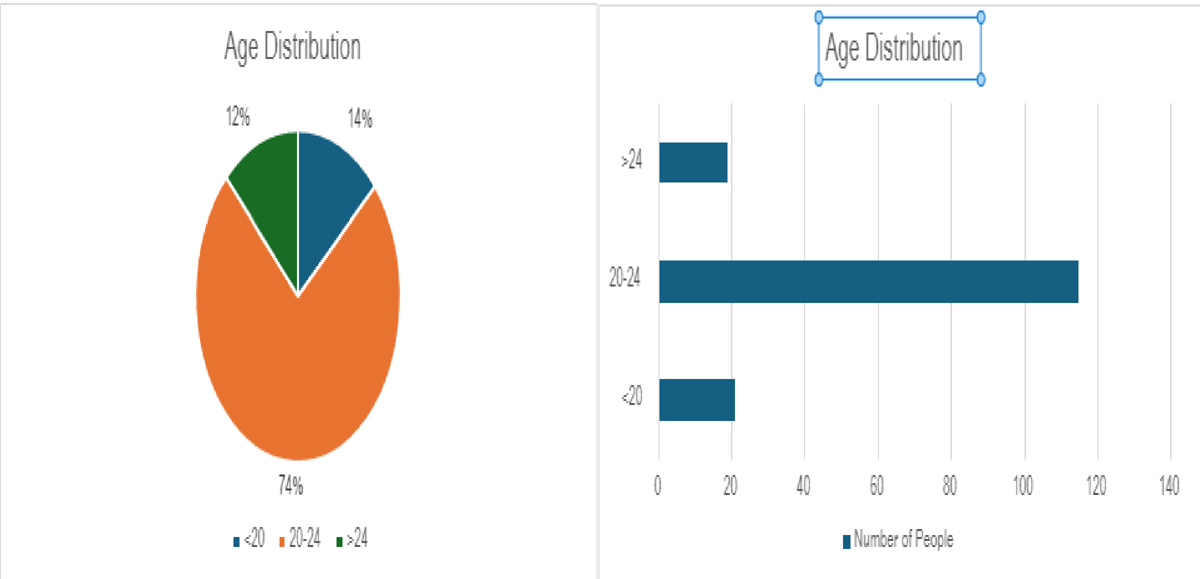


Figure 3. Age Distribution of the Consumers

4) Why do you consume cheese?

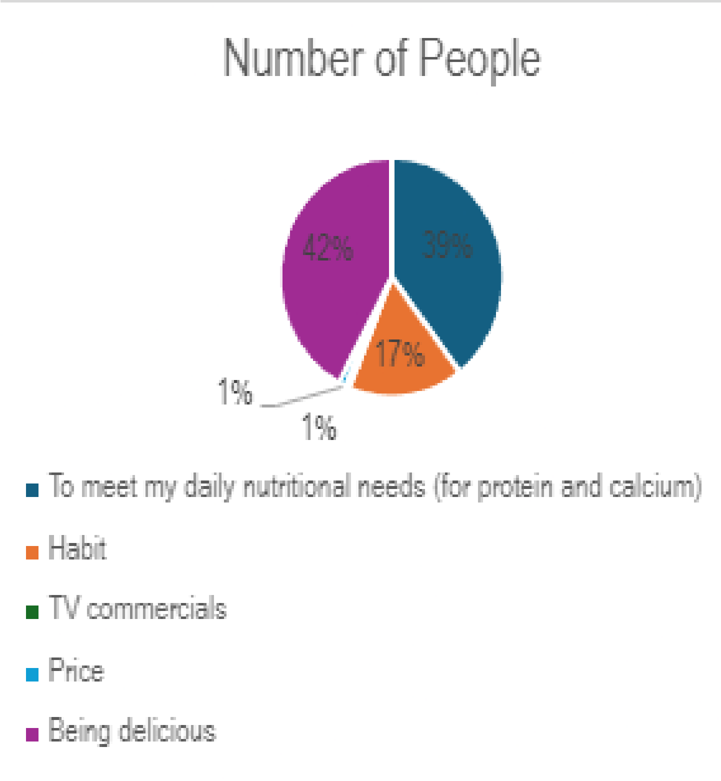


Figure 4.a

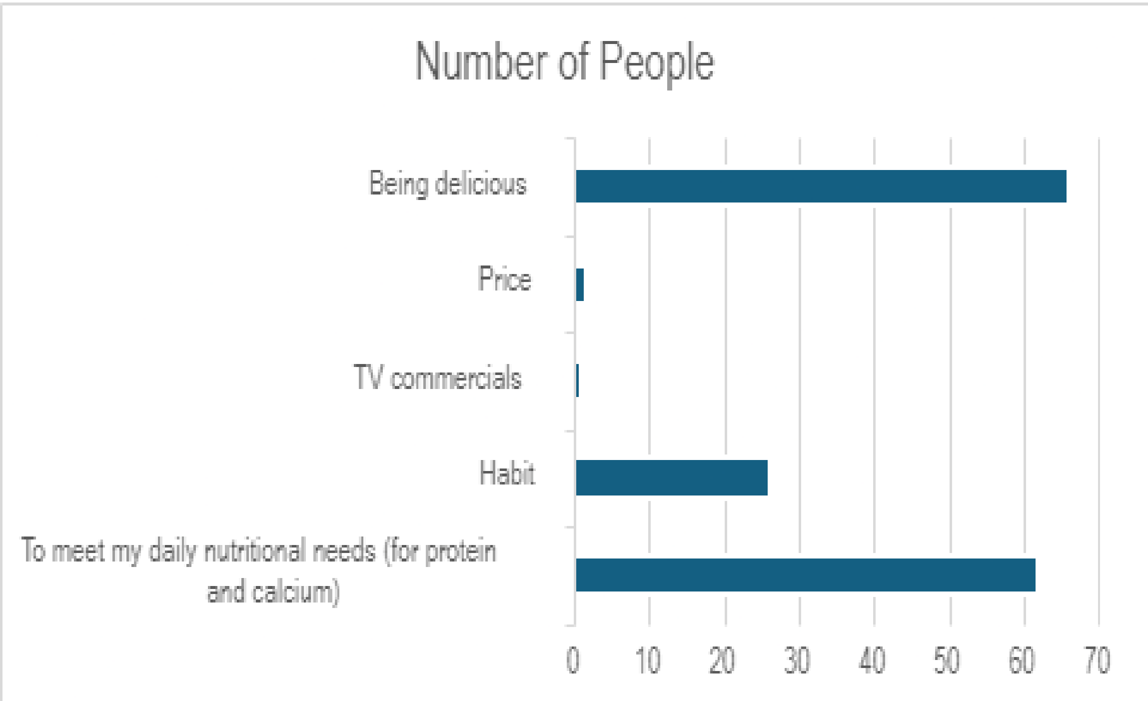


Figure 4.b

Figure 4. Cheese Consumption Rate

Deliciousness (42%):

The largest group states that cheese is consumed because it is delicious. This result shows that it is important for cheese brands to emphasize flavor.

Meeting Daily Nutrient Needs (39%):

The second largest group consumes cheese to meet their basic nutritional needs such as protein and calcium. This result shows that there is a consumer base that closely follows healthy living and nutrition trends.

Habit (17%):

There is a segment where cheese consumption has become a habit. This group may have formed a long-term bond with a particular brand or type.

Price (1%):

Price is one of the factors with the lowest impact on consumption. This shows that product quality and differentiation can be more effective than price competition.

TV commercials (1%):

TV commercials have almost no influence on consumption. This suggests that the modern consumer is more focused on factors such as taste and nutritional value.

5) What do you look for when buying cheese?

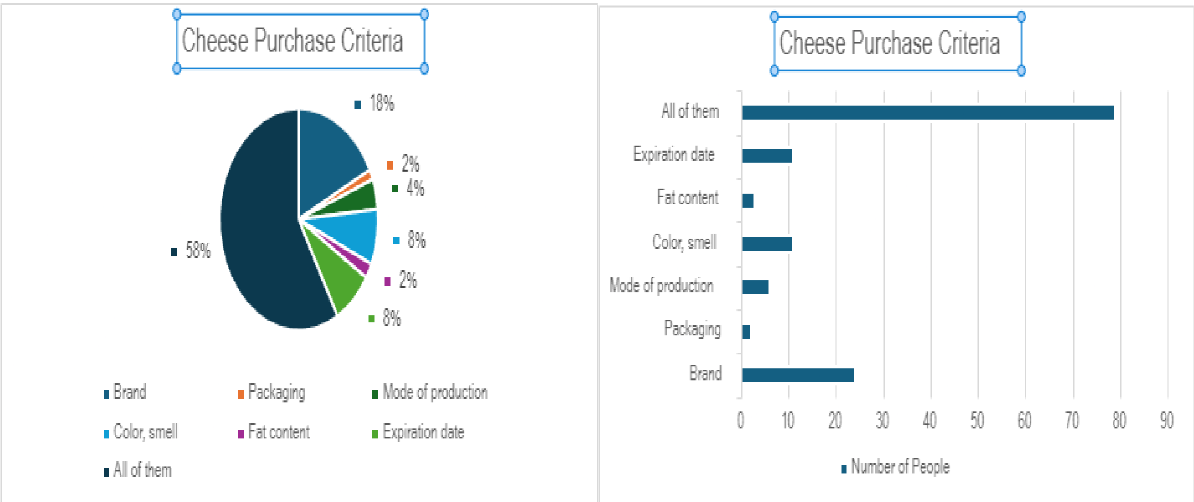


Figure 5. Criteria for cheese selection

All Factors (58%):

The majority of consumers (58%) consider all criteria such as brand, packaging, production method, fat content, expiry date and color and smell of cheese. This shows that consumers make a multidimensional evaluation and that many factors are influential in their purchasing decision.

Brand (18%):

Brand alone is one of the most important criteria. This shows that consumers gravitate towards trusted and well-known brands.

Fat Content and Production Method (8%):

A health-conscious consumer group pays attention to the fat content of cheese and how it is produced.

Color and Smell (4%):

The physical characteristics of cheese (color and smell) are important to some extent.

Packaging (2%) and Expiration Date (2%):

Although packaging and expiry date may seem relatively less important, these factors play a critical role in terms of hygiene and safety.

6) Which type of cheese do you prefer?

White cheese (45%):

The largest slice belongs to feta cheese. This shows that feta cheese is indispensable for breakfasts and other meals in Turkish cuisine.

Kaşar Cheese and Ezine Cheese (19%):

Kaşar and Ezine cheese are equally preferred. Kaşar cheese is popular for its practical use (e.g. toast, sandwiches), while Ezine cheese is preferred by consumers who value quality and flavor.

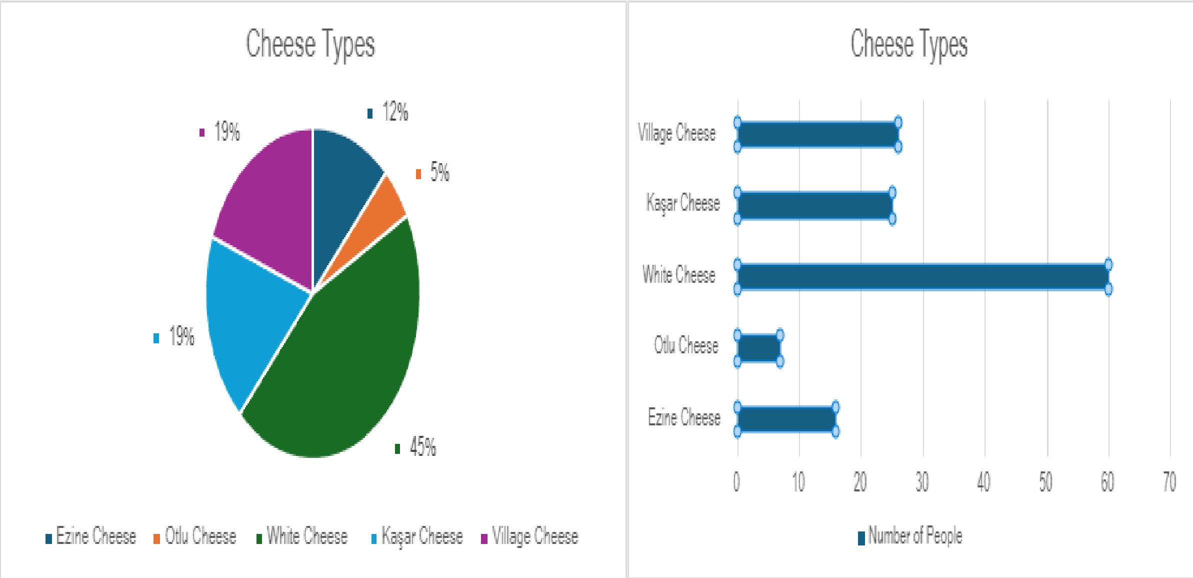


Figure 6. Consumer preferences about cheese types

Village Cheese (12%):

Village cheese is especially preferred by consumers in search of healthy products due to its natural and traditional production processes. Such cheeses are organic or additive-free.

Otlu Cheese (5%):

Otlu cheese is a less preferred type of cheese. However, this type can be considered an important niche product for consumers in search of special flavors.

7) Do You Prefer Local/National Cheeses or Imported Cheeses?

This question (Fig. 7) was designed to analyze the cheese preferences of the respondents and to determine how these preferences are distributed among local, national or imported cheese types. Three options were presented in the questionnaire:

- Local/regional (e.g. Gaziantep, Şanlıurfa cheeses),
- Nationally recognized (e.g. cheddar cheese, feta cheese),
- Imported (e.g. cheddar, mozzarella).

Analysis:

- Local and regional cheeses were the most preferred category with a rate of 51%.
- Nationally known cheeses were preferred by 45%.
- Imported cheeses were the least preferred category with a low rate of 4%.

- These results show that consumers generally prioritise local and regional products. The high preference for local cheeses highlights the influence of cultural ties and traditional flavours on consumption. The 45% preference for nationally known cheeses is an indication of the widespread availability and recognition of these products. However, imported cheeses stand out with a low preference rate, which can be explained by the fact that imported products are generally more expensive, less accessible or not fully appealing to the Turkish palate.

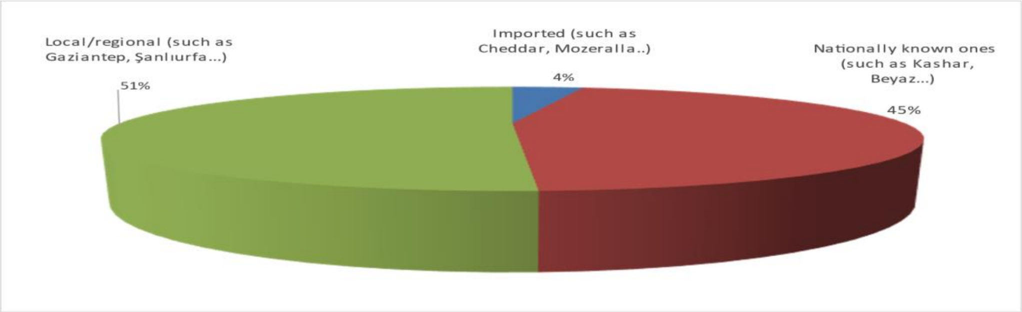
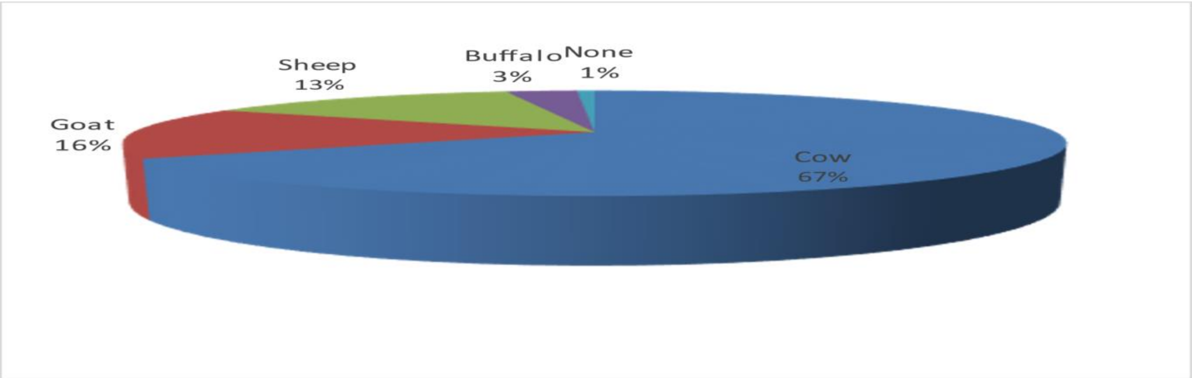


Figure 7. Preferring cheese according to production site-using traditional production

8) Is there an animal's product that you especially prefer in cheese?



This question was designed to determine which animal's milk the participants prefer more in cheese consumption. Four different options were presented to the participants:

- Manda
- Cow
- Goat

- Sheep

Analysis:

- Cow's milk was by far the most preferred category with 67%.
- Goat milk ranked second with 16%.
- Sheep milk was preferred in third place with 13%.
- Buffalo milk was preferred by 3%.
- 1% of the participants did not make any preference.

These results show that the majority of the respondents prefer cheeses made from cow's milk. This can be attributed to the widespread availability, affordability and appeal to a wide range of tastes. The fact that cheeses made from alternative milks such as goat and sheep milk are also preferred by a considerable number of people indicates the existence of a special market for such products. The low preference rate of cheeses made from buffalo milk may be due to the limited availability or high price of these products.

9) Where do you buy cheese?

This question was designed to determine from which type of stores the respondents shop for cheese. Four different options were presented in the questionnaire (Fig. 9):

- From small markets (e.g. A101, BIM, ŞOK),
- Neighbourhood market/grocery store,
- It's homemade,
- Large supermarkets (e.g. Migros, Oli, etc...).

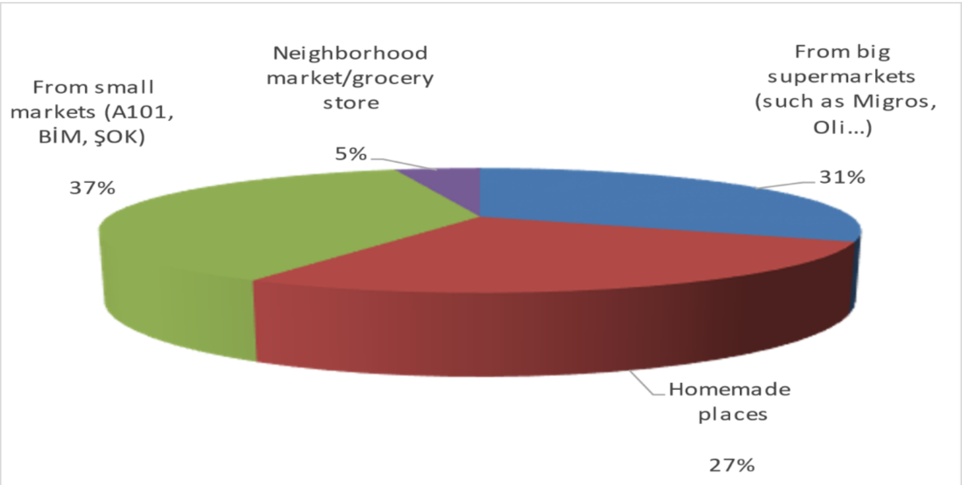


Figure 9. Preference of market to buy cheese

Analysis:

- - Small markets were the most preferred place of purchase with 37%.
- - Large supermarkets ranked second with 31%.
- - Home-made products were preferred by 27%.
- - The neighbourhood market/grocery store was the least preferred with 5%.

The results show that consumers predominantly shop for cheese in chain grocery stores. Small grocery stores (37%) and large grocery stores (31%) account for the majority of this shopping, totalling 68%. This can be attributed to the widespread availability of such stores, favourable price advantages and a variety of brand options. The notable preference of 27% for homemade cheese shops reflects consumers' interest in natural and traditional products. The low preference rate of neighbourhood grocery stores and markets can be explained by the limited product range or pricing policies of such businesses.

10) In which meal do you consume cheese the most?

In this part of the study (Fig. 10), the distribution of cheese consumption in different meals was analyzed. The common results of bar and pie charts provide important findings in terms of understanding consumer habits and creating product development or marketing strategies accordingly.

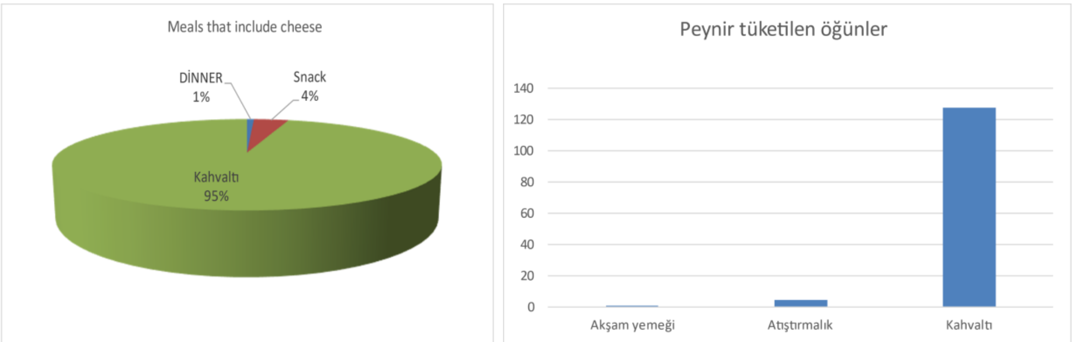


Figure 10. Preference of cheese at for breakfast, lunch, or dinner by the consumers

In the bar chart titled "Cheese Consumed Meals", it is clearly seen that cheese is consumed the most at breakfast. Breakfast has a very high consumption rate compared to other meals. This situation reflects the traditional place and importance of cheese in breakfast culture. Cheese consumption remained at very low levels in snacks and dinner meals. The relatively higher consumption of cheese as a snack shows that cheese can be preferred as a practical food. However, this preference is quite limited in dinner; this reveals that cheese finds less place in dinner culture.

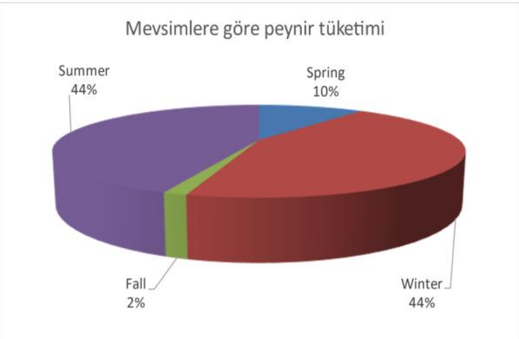
Pie Chart Analysis:

In the pie chart, it is seen that the share of breakfast in cheese consumption is at a striking level of 95%. Snacks are included in the graphs with a rate of 4% and dinner with a rate of only 1%. This result confirms that breakfast has a near monopoly position in cheese consumption. The fact that snacks and dinner constitute a small percentage of 5% in total suggests that cheese consumption habits do not show meal-based diversity.

Conclusion and Recommendations:

In light of these graphs, it is seen that breakfast is dominant in cheese consumption. This situation shows that developing cheese varieties produced specifically for breakfast (e.g. spreadable cheeses, sliced white cheese or melted cheeses) would be a correct strategy. However, this distribution also reveals that the potential for cheese to be used in other meals has not been sufficiently evaluated.

11) In which season do you consume cheese more?



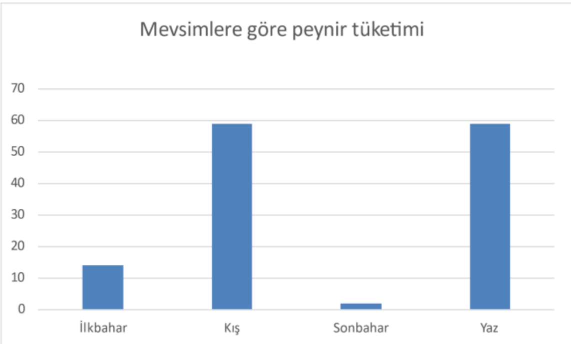


Figure 11. Relation between milk products and season

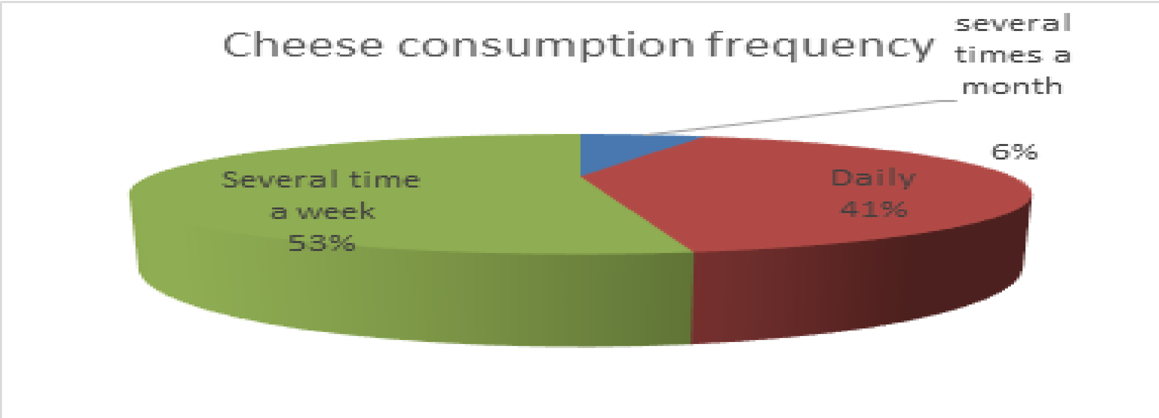
This part of the study examines the changes in cheese consumption according to seasons. According to the bar and pie charts, cheese consumption is at its highest levels in winter and summer, accounting for 44% of total consumption. While the use of cheese in hot meals and breakfasts increases especially in winter, outdoor activities and picnics support this consumption in summer.

In spring, consumption remained at 10% and decreased compared to winter and summer. It can be thought that the tendency towards light foods is effective in this decrease. Autumn is at its lowest level with only 2% consumption rate. This situation can be associated with the decrease in demand for dairy products during seasonal transitions.

In the light of this data, strategic suggestions can be offered to producers and marketers. Production planning can be made in line with the high demand in winter and summer, and campaigns can be organized to increase consumption in autumn. In addition, the development of light and low-calorie products in spring can increase the consumption rate in this period.

As a result, seasonal consumption trends are an important guide for the cheese sector to develop more effective production and marketing strategies.

12) What is your cheese consumption frequency?



Analysis:

The graph is divided into three main slices, each slice representing a different frequency of consumption:

• Several times a week (53%): This is the largest slice in the graph. This indicates that the majority (53%) of the respondents or sample consume cheese several times a week. This suggests that cheese is a food consumed regularly in this group.

• Daily (41%): This is the second largest slice. This indicates that a significant number (41%) of the respondents consume cheese daily. This suggests that cheese is an important part of their diet.

• Several times a month (6%): This is the smallest slice. This indicates that a very small number (6%) of the respondents consume cheese several times a month. This suggests that cheese is not a regular food item for these individuals, but is consumed occasionally.

• General Comments and Inferences:

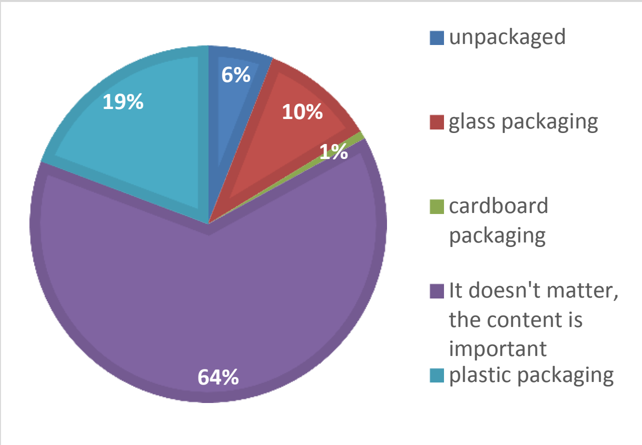
Prevalence of Cheese Consumption: The graph shows that cheese is a very popular food in this sample. The vast majority of participants (94% - those who consume cheese several times a week and those who consume it daily) consume cheese regularly.

• Consumption Habits: The data in the graph shows that cheese consumption is concentrated in two main groups: those who consume it several times a week and those who consume it daily. This suggests that cheese is consumed both as part of regular meals (daily consumption) and as less frequent meals or snacks (consumption several times a week).

• A Small Minority: Only a small portion of participants (6%) consume cheese several times a month. This suggests that cheese is not a primary food for these individuals.

13-What features do you pay attention to in the packaging of yogurt?

Men generally have a slightly lower rate of content being more important (26.67%), but they prefer glass and open yogurt options very little in terms of packaging preferences. They prefer plastic packaging less than women (Fig. 13). Women focus more on content (37.04%), prefer glass packaging more (8.15%) and prefer plastic packaging slightly more than men (10.37%). There is a large tendency for content to be more important than packaging (63.70% in total). This shows that consumers generally focus on product quality, with packaging being secondary in terms of aesthetics or functionality. The fact that plastic packaging is the most common preference is most likely related to factors such as practicality, price and prevalence. Plastic packaging is preferred by many consumers because it is cheaper and easier to carry. However, glass packaging may be preferred more by women because environmental awareness and health preferences may affect this preference. Cardboard packaging is preferred at a very low rate (0.74%). More research may be needed on the use of this type of packaging and consumer perception. Cardboard packaging is perhaps not considered attractive enough in terms of durability or practicality.



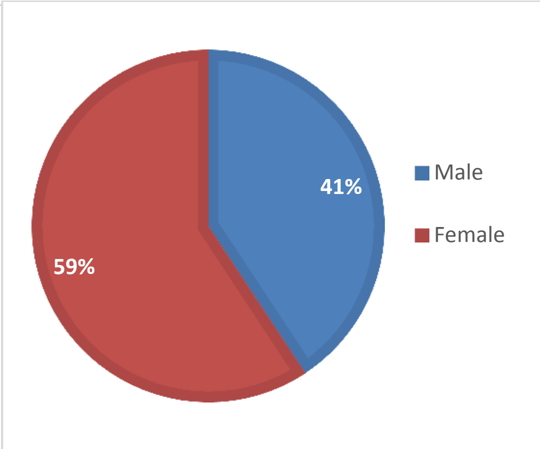


Figure- 13.a

Figure 13-b

Figure 13 Effect of packaging types of yogurt on sale for male and females

14- What do you use to sweeten yogurt?

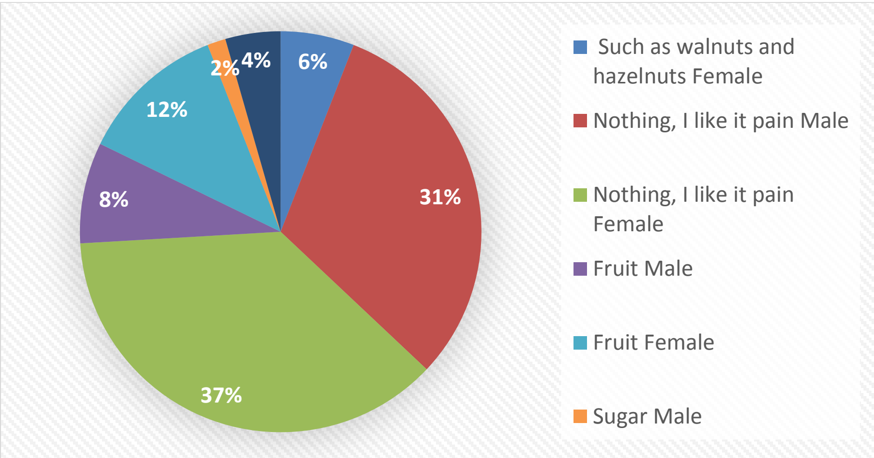


Figure 14.Selection of sweeten yogurt by male and females

According to the data provided, gender differences and healthy eating tendencies stand out in the sweetening preferences of plain yogurt. In general, the majority of participants (approximately 68%) prefer plain yogurt without adding anything. While men prefer to sweeten plain yogurt with nuts (such as walnuts and hazelnuts), women prefer to leave it plain or add fruit. Among women, the rate of those who prefer plain yogurt without adding anything is 37%, while the rate of those who add fruit is 12.0%.

Among men, these rates are 31.0% and 8.0 %, respectively. Adding sugar is the least preferred option for both genders, with only 6.0% of the participants preferring it. These results show the popularity of healthy nutrition and natural sweeteners, especially, and show that men prefer more intense and nutritious flavors (such as nuts), while women prefer lighter and more natural options.

15- How do you evaluate the quality of yogurt?

Women have been the group that has given the most importance to the taste and texture of yogurt (Fig. 15). This is followed by the price and brand respectively. Men, on the other hand, have shown a more price-oriented approach than women. While taste and texture took the second place for men, they paid less attention to controlling the brand and content than women.

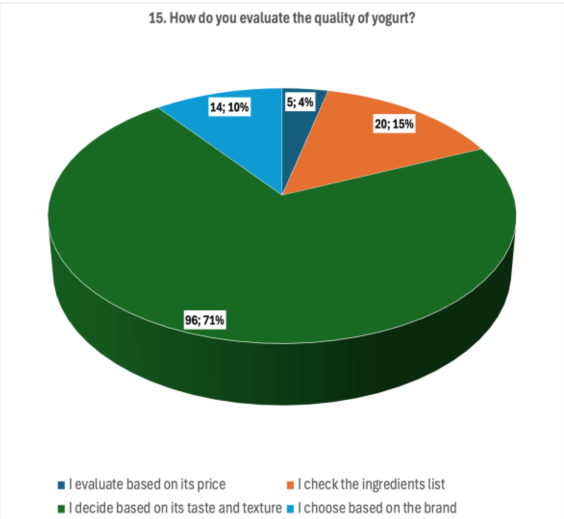


Figure 15.a

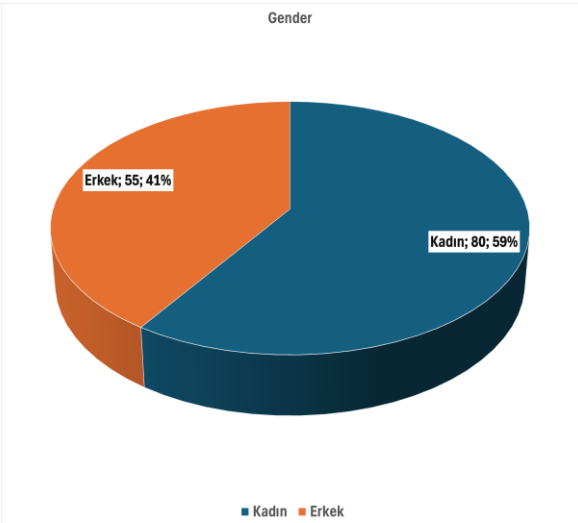


Figure 15.b

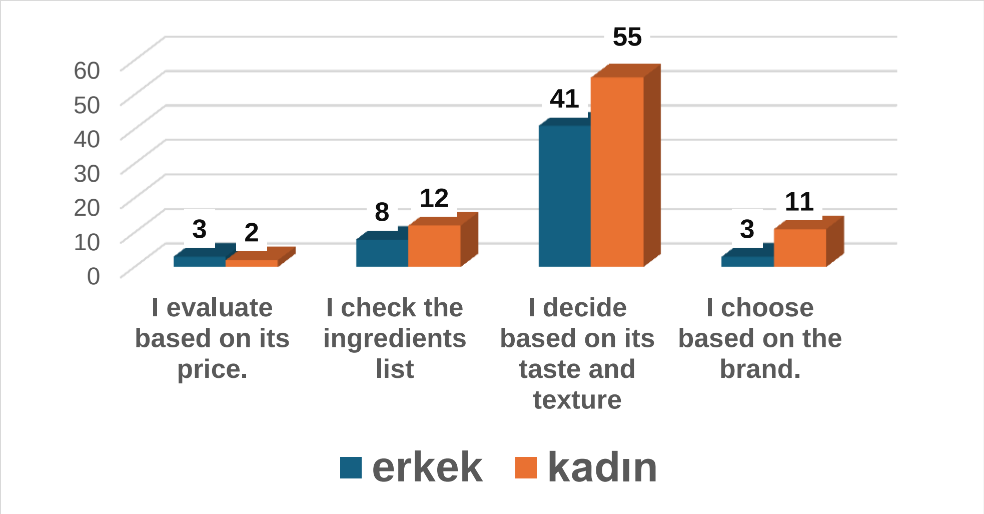


Figure 15.c

Figure 15. Effect of yogurt price, presence of ingredients, brand and texture on consumption

Socially, women are often responsible for household chores, which may cause them to be more meticulous about the quality and content of food products. Men, on the other hand, may focus more on factors such as price and practicality. Women usually pay more attention to health and nutrition issues than men. Therefore, factors such as the content of yogurt and its nutritional value may be more important for women. Different brands can apply different marketing strategies for male and female consumers. This condition can affect preferences between the sexes. Of course, these differences indicate a general trend, but the personal preferences of each individual can also affect this situation.

In summary, this graph reveals the different priorities of men and women in yogurt intake. It is observed that women pay more attention to the quality and content of the product, while men pay more attention to price and practicality. However, these differences may have arisen as a result of the interaction of many factors, cultural, social and individual.

16- Do you pay attention to the storage conditions of the product you buy?

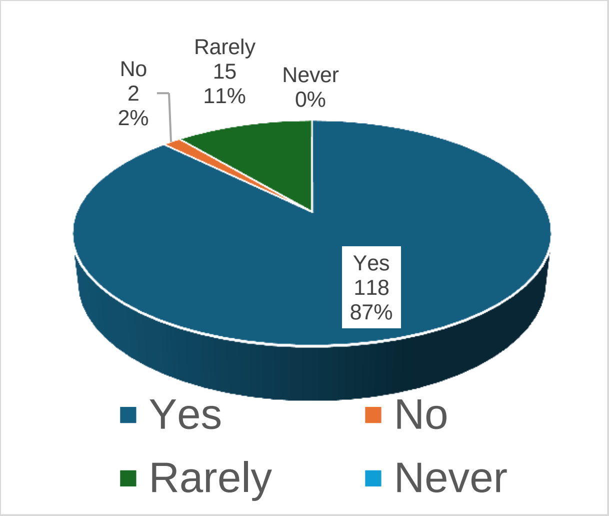


Figure 16.a

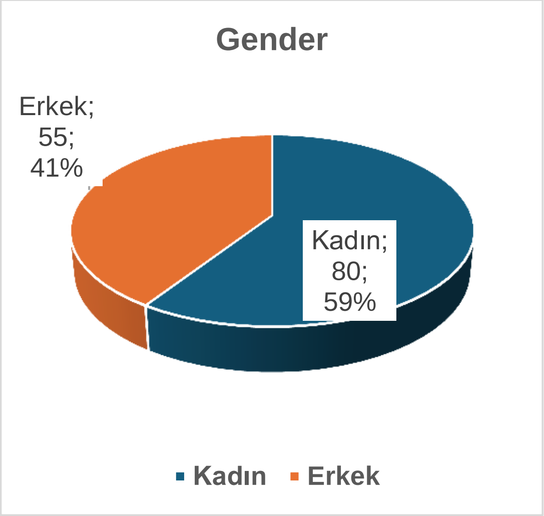


Figure 16.b

Figure 16. Checking storage conditions from the label on the packs of the foods you bought

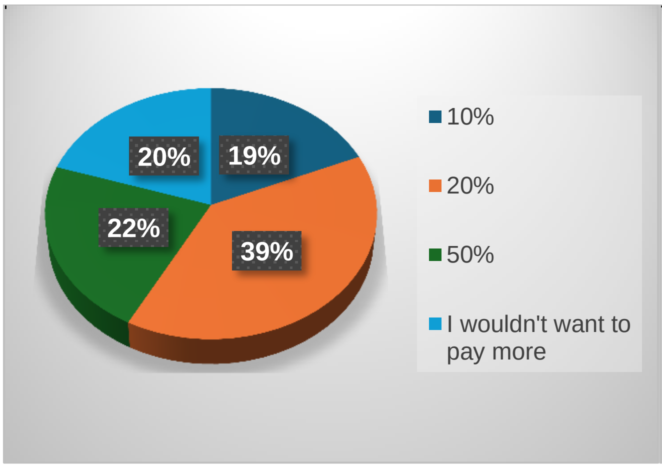
This graph shows that a large majority of the participants (87%) pay attention to the storage conditions of the products they buy. This indicates that consumers are aware of food safety and product quality and take into account the information on product labels. The gender graph reveals that there are more women (59%) than men (41%) in the studied group. This is a condition that is often encountered in different areas and may depend on social, cultural and economic factors.

Women Pay More Attention to Product Quality: The high rate of attention to storage conditions suggests that women may be more sensitive to the quality, freshness and nutritional value of products in general. Both charts show that consumers are becoming more aware of products and making purchasing decisions based on this information.These results reveal that manufacturers need to accurately inform consumers about the storage conditions of their products and develop special marketing strategies for female consumers.

17- How much more would you pay for organic produce?

The first chart (Fig. 17) shows how much more people are willing to pay for organic produce, while the second chart displays income ranges. Among the respondents, 39% have an income below 5000, 31% have an income between 5000 and 10,000, and 30% earn more than 10,000.

When it comes to paying extra for organic products, 39% of respondents are willing to pay 20% more, which is likely to include many middle-income individuals. Additionally, 22% are willing to pay 50% more, a group that may consist primarily of higher-income individuals. Meanwhile, 20% are only willing to pay 10% more, potentially reflecting lower-income groups. Lastly, 19% of respondents do not want to pay any extra for organic products, which could indicate financial constraints, particularly among lower-income groups.



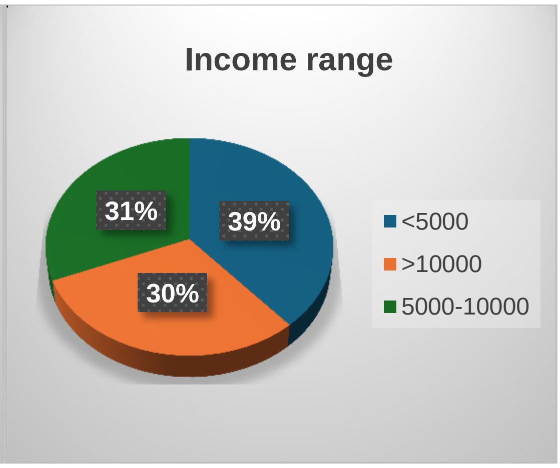


Figure 17.a

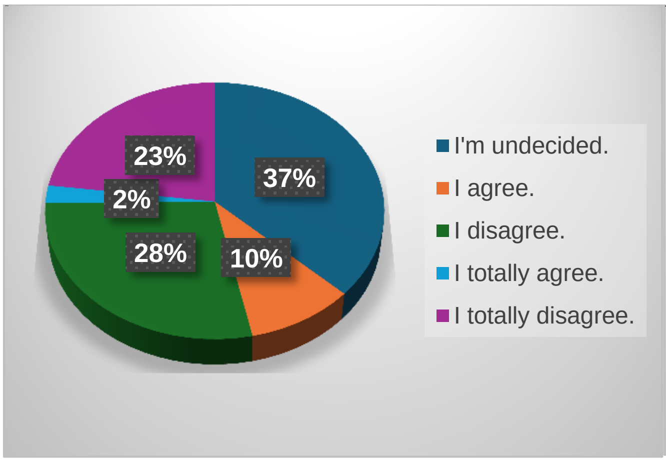
Figure 17.b

Figure 17. Preference of consumers on organic food products

As income levels increase, the willingness to pay more for organic products also rises. Lower-income individuals may focus on affordability and show less interest in paying a premium for organic goods. In contrast, middle- and high-income groups appear more willing to accept higher price increases for organic products. These findings suggest that marketing strategies should be tailored to income levels. Affordable organic options or discounts can appeal to lower-income groups, while campaigns emphasizing quality, health benefits, and environmental impact can resonate with middle- and high-income consumers.

18- Unbranded and openly sold cheese/yoghurt is healthier.

According to the data in the Figure (Fig. 18), 59% of women believe that unbranded and openly sold cheese or yogurt products are healthier. This indicates that women tend to have a more positive attitude toward natural and unprocessed products. This preference could be attributed to higher health consciousness among women, greater environmental awareness, or a stronger inclination toward natural products. On the other hand, only 41% of men share the same opinion, which is significantly lower than the percentage for women. This suggests that men are more hesitant or less inclined to consider unbranded and openly sold products as healthier. Men may exhibit a stronger attachment to conventional branded products or a more cautious approach toward unbranded goods. These findings reveal that women generally place greater emphasis on natural and unprocessed foods, while men tend to adopt a more conservative stance. The report could further elaborate on the underlying reasons for this gender difference, such as health consciousness, societal norms, or environmental awareness.



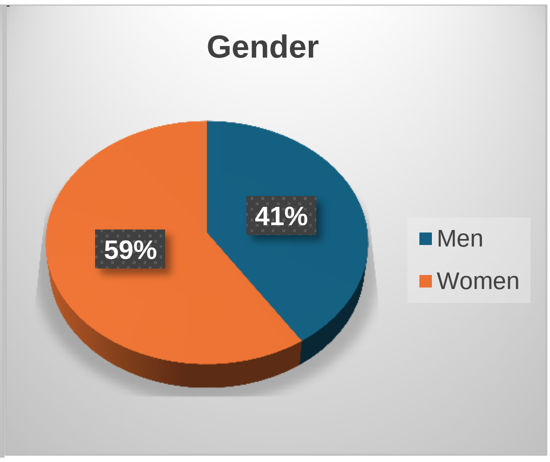


Figure 18.a

Figure 18.b

Figure 18. Consumer knowledge-interest of yogurt about hygiene &health with respect to gender

19- Packaged cheese/yoghurt is healthier.

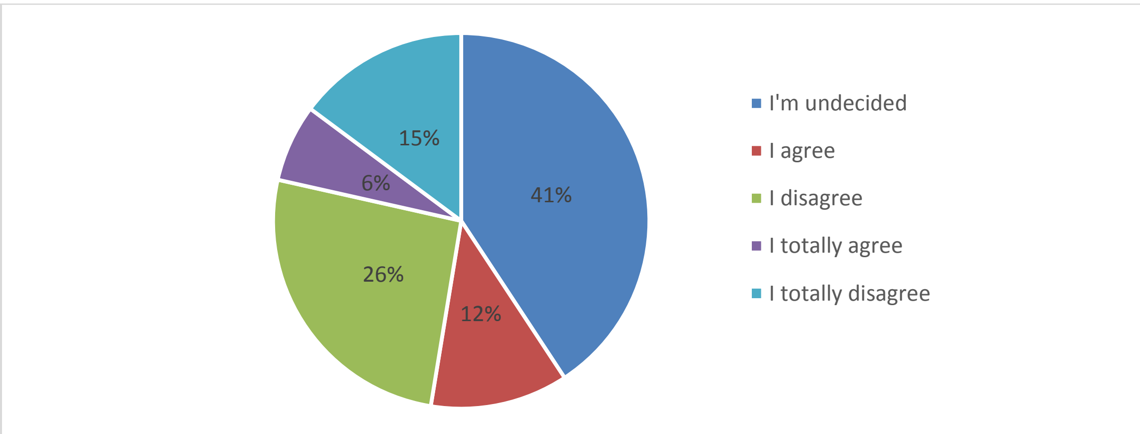


Figure 19. Consumer knowledge-interest of yogurt about packaging & hygiene

In our poll, 5.6% of people say that packaged cheese and yogurt are healthier than others. 14.8% of people definitely do not find packaged cheese and yogurt healthy and do not prefer them. The remaining 79.6% of people are undecided. 40.6% of people are undecided about this issue. In short, people do not find packaged cheese and yogurt very healthy.

20- Homemade cheese/yoghurt is healthier.

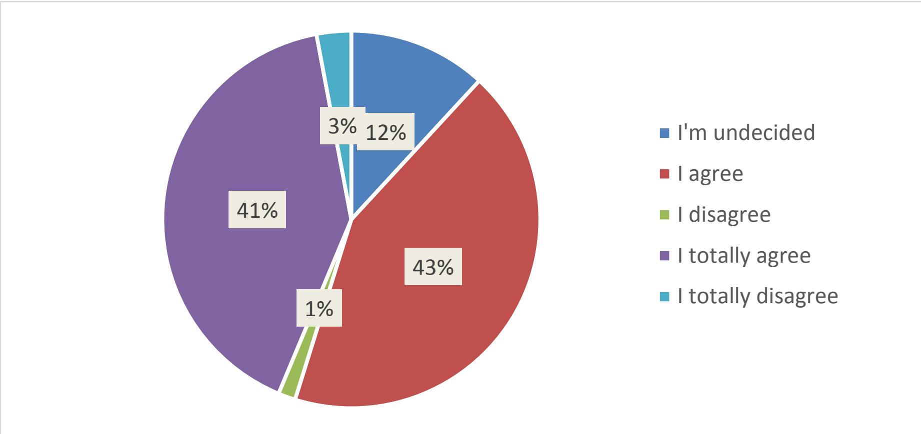


Figure 20. Consumer knowledge-interest of homemade yogurt

In our poll, 43.2% say that homemade cheese and yogurt are healthier than others. Approximately 5.2% definitely do not find homemade cheese and yogurt healthy and do not prefer them. The remaining 40.6% think that homemade cheese and yogurt are healthy. 11% stated that they are undecided on this issue. In short, people find homemade cheese and yogurt healthier than other cheeses and yogurts.

21- Can you check if the product you buy contains gluten?

In total, 18.0% of the participants check whether their products contain gluten, while 82.22%) do not do this check. In terms of gender, women have a much higher rate of checking gluten content than men. 14.0% of women and only 4.0% of men answer "yes" to this question. On the other hand, 45.0% of women and 37.0% of men are among those who do not check gluten content.

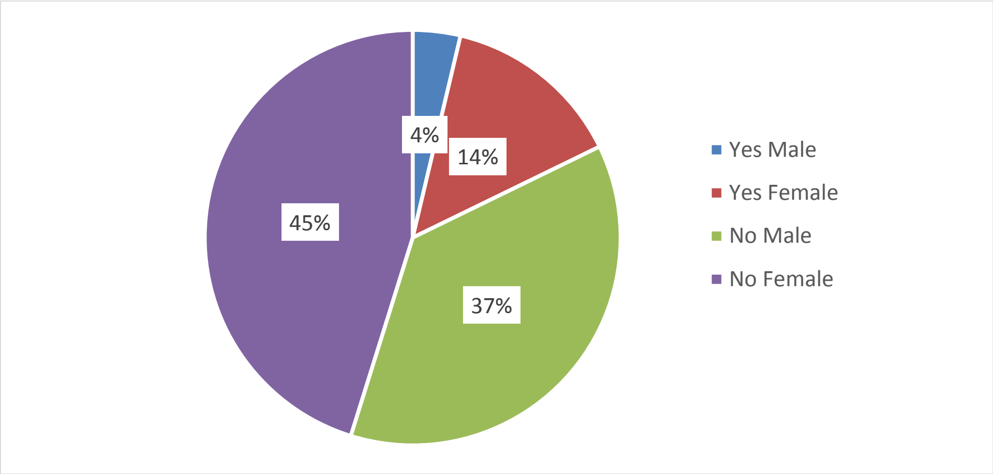


Figure 21.Consumer knowledge about gluten

This datum shows that women generally pay more attention to health and food content and are more sensitive to checking gluten content. Men, on the other hand, are generally less sensitive in this regard and may be less inclined to learn or check food content. This difference can be explained by gender roles, health awareness and habits.

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APPENDİX

Questionnaire used online:

Income Range

a) <5000
b) 5000-10000
c) >10000

Gender

a) Male
b) Female

Age

a) <20
b) 20-24
c) >24

1- Why do you consume cheese?

a) To meet my daily nutritional needs (for protein and calcium)

b) Habit

c) TV commercials

d) Price

e) Taste

2- Which of the following do you pay attention to when buying cheese?

a) Brand

b) Packaging

c) Production method

d) Color, smell

e) Fat content

f) Expiration date

g) All

3- What kind of cheese do you prefer?

a) Ezine

b) Herbal cheese

c) White cheese

d) Kashar cheese

e) Village cheese

4- Do you prefer local/regional cheeses or imported cheeses?

a) Local (like Gaziantep, Şanlıurfa...)

a) Nationally known (like Kashar, Beyaz...)

b) Imported (like Cheddar, Mozzarella..

5- Is there an animal product that you particularly prefer in cheese?

a) Manda
b) Cow
c) Goat
d) Sheep

6- Where do you buy cheese?

a) Small markets (A101, BİM, ŞOK)
b) Neighborhood market/grocer
c) Homemade shops
d) Large markets (Migros, Oli, etc.)

7- At which meal do you consume cheese most?

a) Breakfast
b) Lunch
c) Dinner
d) Snack

8- In which season do you consume cheese more?

a) Spring
b) Summer
c) Autumn
d) Winter

9- How often do you consume cheese?

a) Daily
b) Several times a week
c) Several times a month

10- Which factor is important to you when buying yogurt?

a) Price

b) Brand
c) Ingredients
d) Taste

11- What kind of yogurt do you prefer?

a) **Plain yogurt**
b) **Fruit yogur**
c) **Yogurt drink (ayran, kefir etc.)**
d) **Strained yogurt**
e) **Creamy yogurt**
f) **Full fat**
g) **Semi-fat**
h) **It doesn't matter, all**

12- How often do you consume yoghurt?

a) Every day
b) Once a week
c) Several times a week
d) Once a month

13- What features do you pay attention to in yogurt packaging?

a) Plastic packaging
b) Glass packaging
c) Cardboard packaging
d) Unpackaged (buy openly)
e) Not important, content is more important

14- What do you usually use to sweeten plain yogurt?

a) Sugar
b) Fruit
c) Nuts such as walnuts and hazelnuts
d) Nothing, I like it plain

15- How do you evaluate the quality of yogurt?

a) I check the ingredients list
b) I decide based on taste and consistency
c) I evaluate based on price
d) I choose based on brand

16- Do you pay attention to the storage conditions of the product you purchase?

a) Yes
b) No
c) Sometimes
d) Never

17- How much more would you pay for organic produce?

a) 10%
b) 20%
c) 50%
d) I wouldn't want to pay more

18- Unbranded and openly sold cheese/yoghurt is healthier.

a) I disagree

b) I am undecided

c) I agree

d) I strongly agree

19- Packaged cheese/yoghurt is healthy.

a) I disagree

b) I am undecided

c) I agree

d) I strongly agree

20-
21- Homemade cheese/yoghurt is healthier.

a) I disagree
b) I am undecided
c) I agree

d) I strongly agree

21. Can you check if the product you buy contains gluten?

a) **Yes**
b) **No**