



TRADENZ

NEW ZEALAND TRADE DEVELOPMENT BOARD

SEOUL

NZHEA

**KOREA : CONSUMER SURVEY
ON BUTTERCUP SQUASH**

NOVEMBER 1994

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Preference of Different Varieties

It can be seen from the table below that in terms of taste, in general Koreans, regardless of sex or age, have a preference for Delica to the two other varieties of squash tasted. 85.7% of the sample tasters have chosen Delica as the most tasty variety. They said its taste felt very close to that of sweet potatoes and chestnuts which have been Korean's favourite snacks for centuries, while other varieties gave tastes which were less familiar to Koreans.

Variety	Male				Female			
	20'	30'	40'	50'	20'	30'	40'	50'
Delica	4	5	5	5	3	1	8	5
Crown	0	0	0	0	1	1	2	1
Iron Helmet	0	0	1	0	0	0	0	0

Footnote : The above figures represent the number of persons who have chosen the respective variety as the best among the three.

Delica - Product Awareness

Product Awareness

As shown in the table below, Koreans' awareness of "Delica" is very low, as it is only a few years since the product started to be produced locally and it has never been imported into the market.

Age	1st Group		2nd Group		3rd Group		4th Group		5th Group	
	M	F	M	F	M	F	M	F	M	F
20'	-	-	-	-	-	-	-	-	-	-
30'	-	-	-	-	-	-	-	-	-	-
40'	-	-	-	-	-	-	2(1)	-	-	3(1)
50'	-	-	-	-	-	-	4(1)	-	-	4(2)
Total	-	-	-	-	-	-	6(2)	-	-	7(3)

Footnote : The above figures represent the number of persons who already knew "Delica". Those in brackets said they had previously tasted the product. Others had not been aware of the product.

Image

As can be seen from the table below, only five persons out of 42 tasters said that the image of "Delica" was all right. A majority of the tasters mentioned that the image of "Delica" was generally unfavourable. The reasons were that:

- The dark green colour of "Delica" generally looks disagreeable.
- This colour results in the impression that the product is unripe.
- The colour is in too sharp contrast with the local pumpkin which is familiar to Koreans.

Age	1st Group		2nd Group		3rd Group		4th Group		5th Group	
	M	F	M	F	M	F	M	F	M	F
20'	-	-	1	-	-	-	-	-	-	-
30'	-	1	-	-	3	-	-	-	-	-
40'	-	-	-	-	1	-	-	-	-	-
50'	-	-	-	-	-	-	-	-	-	5
Total	-	1	1	-	4	-	-	-	-	5

Footnote : The above figures represent the number of persons who said the image of "Delica" was all right.

Flavour

As can be seen from the table below, a half of the tasters rated the taste of "Delica" as good, while another half indicated some problems with the taste, such as a nasty aftertaste, smell of greens and astringent taste. It appears that the unfavourable response from some of the latter group, particularly young people, was partly influenced by their resistant attitude toward imported foreign agro-products.

Age	1st Group		2nd Group		3rd Group		4th Group		5th Group	
	M	F	M	F	M	F	M	F	M	F
20'	-	1	-	-	-	-	-	-	-	-
30'	-	5	-	-	-	-	-	-	-	-
40'	-	2	-	-	-	-	3	-	-	4
50'	-	-	-	-	-	-	1	-	-	5
Total	-	8	-	-	-	-	4	-	-	9

Footnote : The above figures represent the number of persons who rated the taste of "Delica" positively.

Awareness of Nutritional Characteristics

None of the tasters seemed to have any knowledge of the nutritional characteristics of "Delica" specifically, as they were generally unfamiliar to

the product. But they generally supposed that "Delica" was good for health, as it is generally recognised that local pumpkins are good for health.

Need for Product Recipes

None of the tasters showed any specific interest in the recipes which might be available from New Zealand or other foreign countries, preoccupied with their existing knowledge of cooking local pumpkins. The Korean ways of cooking pumpkins will be introduced in the following paragraph.

Attitudes on Colours - Green vs. Orange

Refer to the foregoing paragraph - "Image"

Delica - Product Uses

Who Uses It

According to a research on squash ("Delica") which we conducted prior to this sensory testing, the local products are mainly sold to general consumers, who are usually housewives in Korea. It was also revealed that some restaurants and snack houses use squash in making soup based on local pumpkins, as an additive for making the colour of soup better.

On the other hand, the consumption of the Korean indigenous pumpkin is largely by local manufacturers of instant pumpkin gruel in power or liquid form. They usually get the material by way of contract farming. General crops by farmers are purchased by restaurants, snack houses and individual consumers.

How to Cook

The Korean traditional ways in which general consumers eat pumpkins (local indigenous varieties) are:

- To slice and eat either raw or boiled pumpkin.
- To make gruel by grinding and boiling the flesh of pumpkin with water.
- To make rice cakes by mixing slices of pumpkin with rice powder.

A relevant comment from the participants in this sensory test was that "Delica" could be used in the same ways but "Delica" would be difficult to process into gruel as it does not have moisture and glutinosity at reasonable levels.

Delica - Product Purchase

Who Purchases It

Refer to the foregoing paragraph - "Who Uses It".

Where Do They Purchase from

Koreans generally purchase fresh fruit and vegetables from conventional markets, groceries, supermarkets and peddlers. While conventional markets are still dominant, the dependence on supermarkets has been steadily increasing.

Purchasing Season

Purchasing during February to May will not involve any seasonal problem. Purchases after May might be affected due to the declining demand in the summer/hot season.

Price Levels Desired

The table below shows the price levels of "Delica" tolerable by the tasters in terms of the prices per piece. (i. e. the same size as the samples presented for the sensory testing.

Price	W1,000-1,500	W1,500-2,000	W2,000-3,000	Over W3,000
No of people	17	4	9	12

Substitutes by "Delica"

It was generally agreed among the tasters that if they were to buy "Delica", it would be in replacement of local pumpkins, sweet potatoes and chestnuts. At Korean homes, sweet potatoes and chestnuts are often eaten in the same way as local pumpkins are eaten.

Desire to Purchase "Delica"

We have also examined whether or not the tasters are basically interested in purchasing "Delica" when it is available at the local market at the prices acceptable to them. The number of persons who said "yes" is shown in the below:

Age	1st Group		2nd Group		3rd Group		4th Group		5th Group	
	M	F	M	F	M	F	M	F	M	F
20'	-	-	-	-	-	-	-	-	-	-
30'	-	-	-	-	1	-	-	-	-	-
40'	-	-	-	-	1	-	-	2	-	2
50'	-	-	-	-	-	-	-	2	-	4
Total	-	-	-	-	2	-	-	4	-	6

New Zealand's Image Regarding General Fresh Fruit & Vegetables

It is our belief that the basic image of New Zealand as a country and that of NZ-produced fruit and vegetables are favourable among Koreans in general. However, only ten persons out of 42 tasters responded positively to the question of the image of NZ product, as shown in the table below. It is presumed that the real response to the original question has been considerably affected by their basic attitudes against the import of any agricultural products and their perception that fresh fruit and vegetables imported from NZ into Korea may contain chemicals residues. This perception is enhanced by the distance between NZ & Korea & the time taken to transport fresh fruit & vegetables from the grower to the market.

Age	1st Group		2nd Group		3rd Group		4th Group		5th Group	
	M	F	M	F	M	F	M	F	M	F
20'	-	-	-	-	-	-	-	-	-	-
30'	-	-	-	3	-	-	-	-	-	-
40'	-	-	-	1	-	-	-	1	-	1
50'	-	-	-	-	-	-	-	2	-	2
Total	-	-	-	4	-	-	-	3	-	3

Footnote : The above figures represent the number of persons who had positive image of NZ fruit and vegetables (fresh).