

CONSUMER AND PROFESSIONAL JUDGMENT OF PAPRIKA POWDER – RESULTS OF A QUESTIONNAIRE SURVEY COMBINED WITH SENSORY ANALYSIS

Viktória Szűcs^{1*}, Erzsébet Szabó¹

¹National Agricultural Research and Innovation Centre - Food Science Research Institute, Budapest, Hungary

*e-mail: v.szucs@cfri.hu

Abstract

Paprika powder is the most frequently utilized spice in Hungary. The most traditional paprika products are produced in the area of Szeged and Kalocsa. However nowadays Hungarian consumers, producers and controlling authorities have to face the problem of mixed paprika products (Hungarian with other countries' products).

Thus in order to analyse Hungarian consumers' (N = 223) and catering professionals' (e.g. chefs, cooks) (N = 48) preference of paprika powder, a questionnaire survey combined with sensory analysis (ranking) was completed. Results of the study were analysed with the help of SPSS 21 statistical software (frequency, mean, ANOVA and Chi square test), as well as results of the sensory ranking were evaluated with the application of the current standards (Kramer and Friedman test).

From the results it can be concluded that the "contamination free (e.g. mycotoxins)", and the "spicy taste" are the most important factors during the consumers' (N = 223) shopping decisions. For the catering professionals (N = 48) the "taste and the flavour" are the most determining factors from the point of view of the prepared dishes' quality. Neither the professionals, nor the consumers were aware of the Hungarian paprika quality classifications ("special", "delicate" and "noble sweet"). However both the consumers and the professionals believe that the Hungarian paprika is deservedly word-famous. Utilization of Hungarian product is important for them and they opposed for the mixing of Hungarian paprika with other countries' products, even if it results a better quality.

On the basis of the sensory analysis (ranking) preference of the Hungarian products were not unambiguous. Thus during the image formation it is important to emphasize and familiarize the features of the Hungarian paprika products with the consumers and the professionals, too.

Key words: *Paprika powder, Questionnaire, Sensory analysis.*