

## **CONSUMERS' WILLINGNESS TO EAT CEREAL PRODUCTS FORTIFIED WITH FIBRE AND ITS DETERMINANTS**

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The aim was to assess the relationships between willingness to eat cereal products fortified with fibre, attitudes towards food technologies and food choice motives. The questionnaire survey was carried out in 2013 within a group of 1000 Polish consumers. The questionnaire consisted of questions on Food Neophobia Technology Scale (FTNS), selected food choice motives and intentions to eat bread, pasta and biscuits fortified with fibre. The frequency analysis, cross tables and cluster analysis was used to analyse data. Relationships between parameters were assessed by calculating Pearson correlation coefficients using SPSS. The neophilic attitudes towards new food technologies (12.6%) were represented by more female and better educated people. More neophobic (16.1%) were men, worse educated and older respondents. Only 18.4% of participants were in cluster "wanting to eat". More of them were women, people from rural areas and with neophilic attitudes. Among "not wanting to eat" (24.5%) were more men, worse educated, and represented neophobic attitudes. There were statistically significant correlations between perceived motives of food choice and declared intentions to eat cereal products, except perceived pleasure from eating pasta. The willingness to eat cereal products fortified with fibre was significantly determined by attitudes towards new food technologies, some motives of food choice and by socio-demographic profile. The study was realised within the Project No POIG.01.03.01-14-041/12 "*Bioproducts*", *innovative technologies of pro-health bakery products and pasta with reduced caloric value* co-financed by the European Regional Development Fund under the Innovative Economy Operational Programme 2007–2013.

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