



Consumer Response to the Introduction of a Mediterranean–Style Fish Dish in Croatian University Canteens

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Main findings

- The main motivators for trying and buying a to-go fish meal are interest in new dishes and convenience (the possibility to consume it outside the canteen)
- The main barrier to trying and buying a to-go fish meal is the price
- Students generally like the product and will recommend it to their colleagues
- A subsidised price for the meal would eliminate the main barrier to buying the dish



Introduction

- The Mediterranean diet is internationally recognized as a health-promoting and sustainable dietary pattern, yet its adherence in Mediterranean countries remains low, even within institutional food services such as university canteens
- This study investigates student acceptance of a newly introduced **fish-based meal** aligned with Mediterranean diet principles

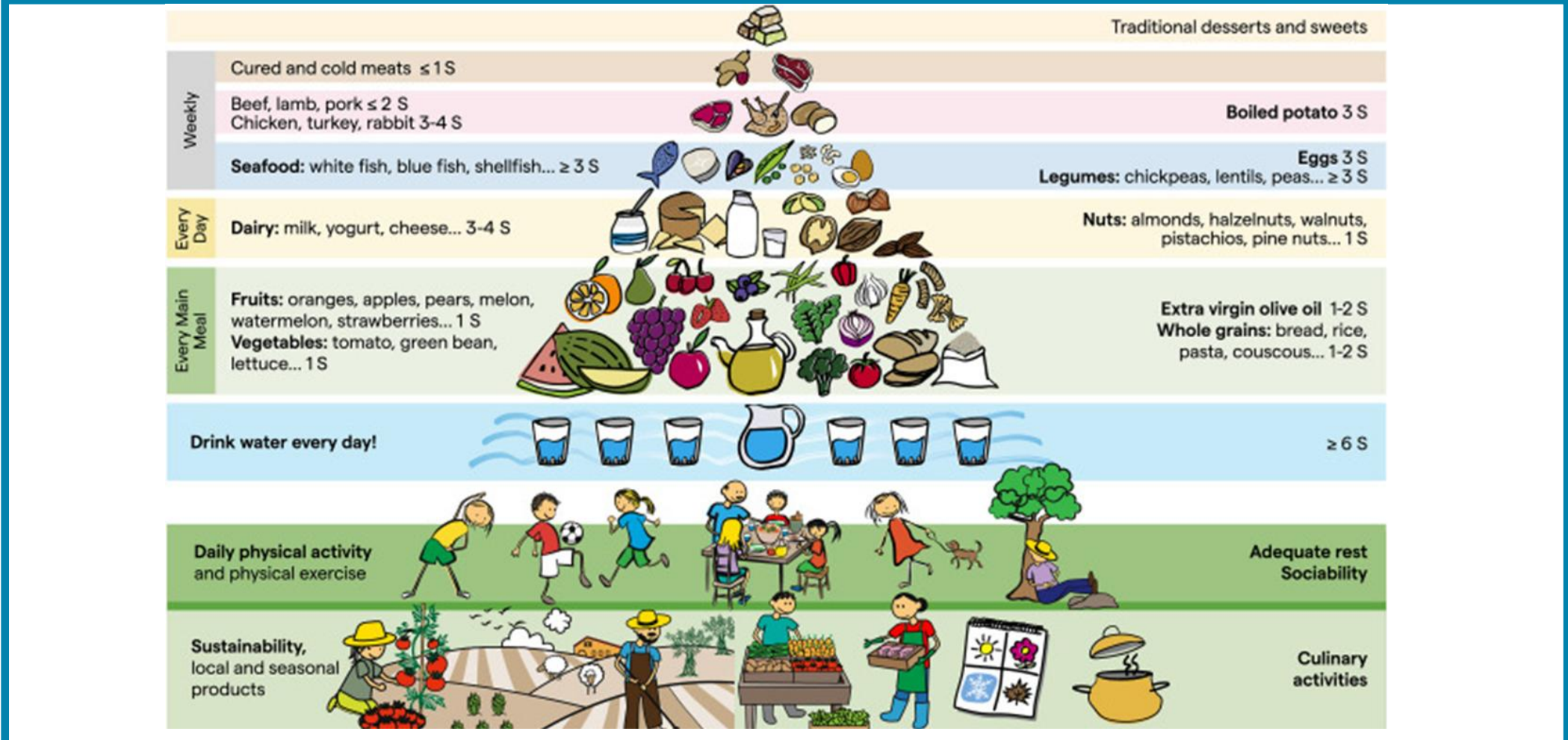


Figure 1. A New Mediterranean Lifestyle Pyramid for Children and Youth) (Casas et al., 2025)

Materials and methods



- Using a structured on-site online questionnaire, the research explored factors influencing students' decisions to purchase or not purchase the meal – **a Mediterranean tortilla with fish**
- Number of respondents : 225**; the price was set at 3.5 EUR (comparable to the cost of commercial tortillas)
- Students who chose the new product were asked about their motivations, satisfaction, repurchase intentions, willingness to recommend the product, and perceived price adequacy
- Those who did not choose the meal were asked about their awareness of the product, reasons for not purchasing, price perceptions, and future intentions

Results



Majority of Respondents (n=225)	%
Female	81,3
18-28 years	99,5
Omnivores	96,8
Live with the family	39,6

- Out of 225 respondents -> **18.7 %** purchased the tortilla
- Fewer than 50% of respondents bought the product because of the Mediterranean ingredients
- The price was too high for more than 50% of respondents

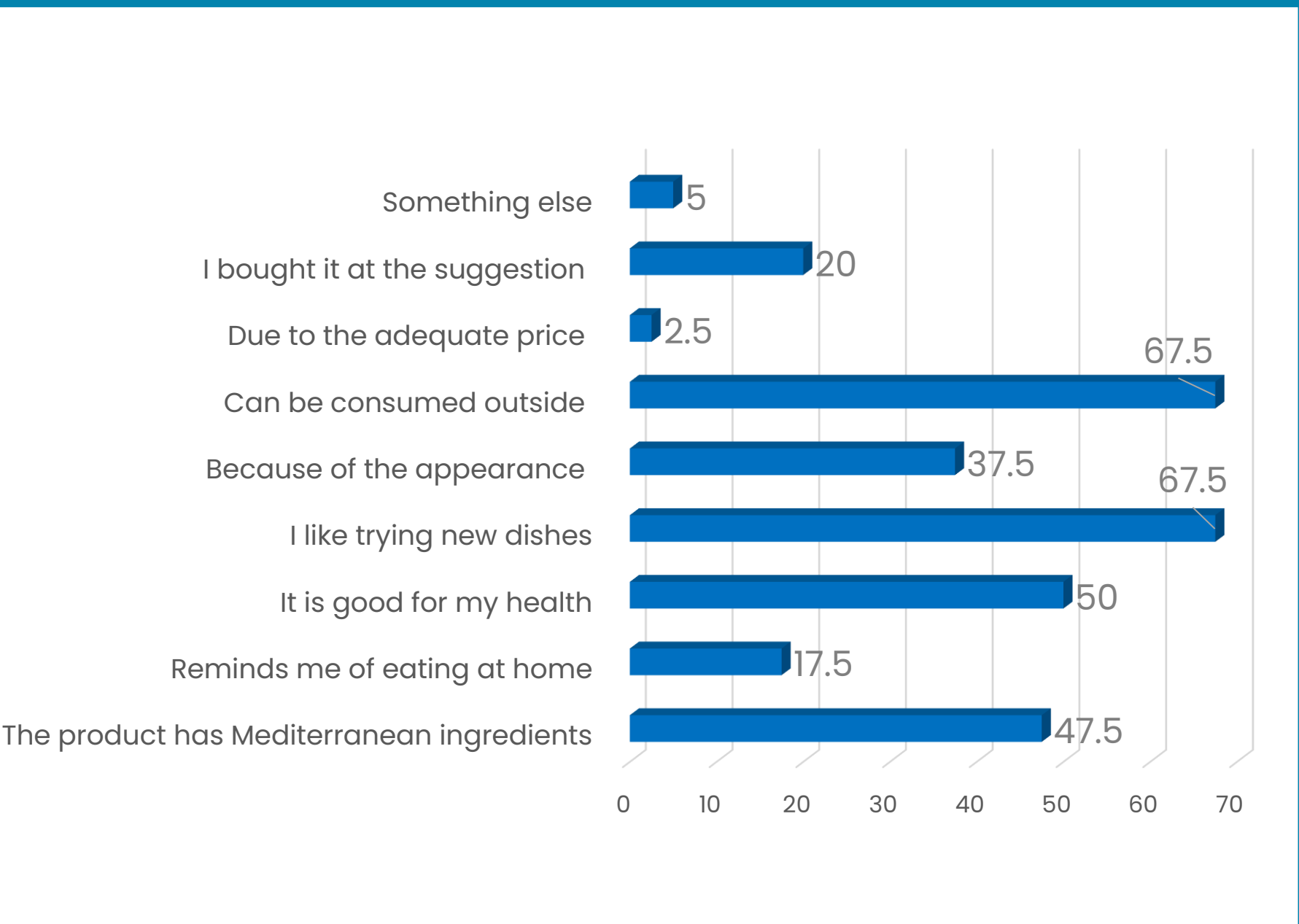


Figure 2. Motivators to buy / try

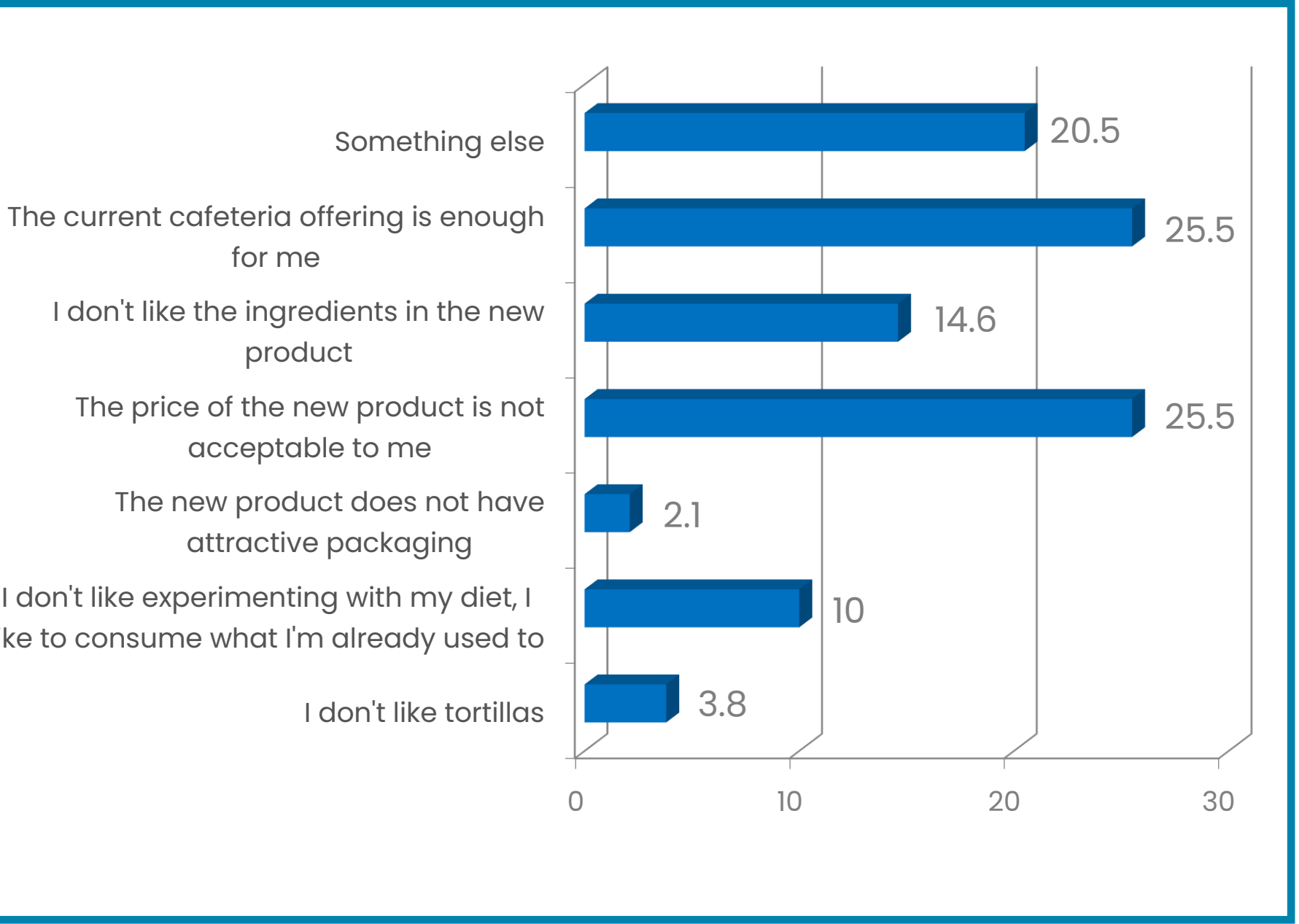


Figure 3. Barriers to buy /try

Intention to buy Mediterranean tortilla with fish in the future	YES (%) 42,2	NOT SURE (%) 31,1	NO (%) 26,7
Intention to recommend Mediterranean tortilla with fish to your colleagues	YES (%) 66,7	NOT SURE (%) 20,0	NO (%) 13,3
How much do you like Mediterranean tortilla with fish?	I DON'T (%) 15,2	MODERATELY (%) 28,3	I LIKE IT (%) 56,5
Opinion on current price?	TOO LOW (%) 0,0	ACCEPTABLE (%) 46,3	TOO HIGH(%) 53,7
How many times have you bought Mediterranean tortilla with fish?	ONCE (%) 95,7	TWO OR MORE TIMES (%) 4,3	

Table 1. Future perspective

Reference: Casas R, Ruiz–León AM, Argente J, Alasalvar C, Bajoub A, Bertomeu I i sur. (2025) A New Mediterranean Lifestyle Pyramid for Children and Youth: A Critical Lifestyle Tool for Preventing Obesity and Associated Cardiometabolic Diseases in a Sustainable Context. Adv Nutr 16, 100381

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PROJECT WEBSITE

