

## Abstract

Consumer acceptance yogurt containing probiotic encapsulated in alginate beads coated with chitosan was evaluated in this study. Consumer survey and consumer acceptance was firstly conducted by using 400 subjects in order to investigate consumer demographic, consumer behavior and consumer preference over yogurt containing probiotic beads. Consumer survey showed potential market for yogurts containing probiotic beads in Thailand. Consumers were willing to try and buy the products 92.5% and 89.8%, respectively. Consumer also bought yogurt due to its taste (8.8) and nutrient (8.3). Moreover, ninety-five percent of consumers wanted to have yogurt that provided a better health benefits. In addition, most of consumers accepted the products (82.3% and 94.9% for plain and strawberry yogurts, respectively). Hedonic ratings were also as high as 7.0 and 7.5 for plain and strawberry yogurts, respectively. Furthermore, age and gender were not a factor which influenced on acceptance decision or purchase intent of yogurts containing probiotic beads. Descriptive analysis was then used for comparison between commercial yogurts and yogurts containing probiotic beads. Eight trained panelists developed nine consensus descriptors for both plain and strawberry flavor. Addition of probiotic beads increased yellow color intensity, viscosity and difficulty to swallow of plain yogurt, whereas probiotic beads affected only a higher viscosity of strawberry yogurt