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Research Report – Content Analysis of Chuckling Goat Trustpilot Consumer Reviews

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Summary

St. Mary's University has conducted a research project analysing Trustpilot customer reviews of Chuckling Goat kefir. This report details the methodology used for the content analysis of these reviews, explores the emerging themes, and provides recommendations based on the findings.

Introduction

Chuckling Goat was founded by Shann and Rich Jones as a limited company in 2014. Based on their farm in Wales, the company produces kefir using traditional, handmade methods with live grains and goat's milk. Operating exclusively online, they deliver kefir to customers across the UK and internationally. Over time, Chuckling Goat has expanded its product range to include other health items such as herbal teas, essential oils, and skincare products like soaps and lotions. However, the analysis in this report focuses specifically on the kefir.

Kefir is a fermented probiotic drink which is created through the 'symbiotic fermentation of milk by lactic acid bacteria and yeasts contained within an exopolysaccharide and protein complex called a kefir grain' (Bourrie et al., 2016, p.1). Kefir

contains a diverse range of probiotic bacteria, including species commonly from the genera *Lactobacillus*, *Lactococcus*, *Streptococcus*, and *Leuconostoc*, as well as yeast strains such as *Saccharomyces*, *Kluyveromyces*, and *Candida* (Bourrie et al., 2016; Simova et al., 2002). Scientific research has shown that kefir consumption can positively impact gut microbiome composition in both animals (Liu et al., 2006; van de Wouw, 2020) and humans (Bellikci-Koyu, 2019; Yılmaz et al., 2019). Given that the gut microbiome has a significant role in both physical and mental health, this has the potential to mediate a variety of health outcomes. One aim of this current analysis is to explore consumer-reported health benefits in order to inform potential future research.

The primary objective of the analysis was to extract valuable insights from consumer reviews of Chuckling Goat kefir, offering a comprehensive summary that can inform strategic decision-making. Trustpilot is an online review platform, independent of Chuckling Goat, that enables consumers to rate businesses and products. There is a starring system, whereby consumers can rate the product or company out of a maximum of five stars. There is also an option to leave written feedback. Trustpilot is often used by potential customers, looking to purchase a new product, to inform their decision-making process. The research question for the current study was: what are the common themes emerging from Trustpilot customer reviews of Chuckling Goat kefir?

Methods

As of June 25, 2024, Chuckling Goat had accumulated 7,547 service reviews and 1,357 product reviews on the renowned consumer review platform, Trustpilot. Following a thorough screening process, 2,487 service reviews were excluded. These reviews were either unrelated to the purchase of kefir or focused on other Chuckling Goat products, such as skin creams and soaps. A further 89 reviews were identified as being ineligible during the coding process, due to the review content focusing on other products. After exclusions, a total of 6,327 reviews were deemed eligible for analysis.

The research employed content analysis, as outlined by Joffe & Yardley (2004), to systematically transform the extensive text within these Trustpilot reviews into an organised and concise summary of key findings. Content analysis is the most widely accepted methodology for investigating texts, especially in the field of mass communications research (Bauer, 2000), and was employed to provide a numerical description of the features of the Trustpilot reviews. We followed the steps outlined by Bauer (2000) to analyse the reviews with the steps outlined in Table 1.

Table 1.

Steps Used in Content Analysis (Bauer, 2000) and Steps Followed in the Current Study

Steps in Content Analysis	Current Study
1. Theory and circumstances suggest the selection of particular texts	8,904 consumer reviews on Trustpilot identified as useful sources of information about consumer experiences of Chuckling Goat kefir
2. Sample texts if there are too many to analyse completely	The decision was taking to analyse all eligible reviews in order to create a comprehensive representation of consumer perspectives. Reviews were imported into NVivo 14 software that helps organise & analyse unstructured data.
3. Construct a coding frame that fits both the theoretical considerations and the materials	An initial coding frame was developed by two researchers based on a scan of the entire database of reviews and detailed consideration of approximately 200 reviews.
4. Pilot and revise the coding frame and explicitly define the coding rules	Both researchers independently experimented applying codes to the reviews and met to discuss discrepancies and revised codes. Coding rules were defined and quotes were adapted to use as sample content.
5. Test reliability of codes, and sensitise coders to ambiguities	The first 100 reviews were coded by reviewer one. The reviews were then coded independently by a second reviewer, with both coders data entered into SPSS to be analysed.
6. Code all materials in the sample and establish the overall reliability of the process	As the dataset was so large, reliability was ascertained from the first 100 reviews using Cohen's kappa. Reliability indicated near perfect agreement. All reviews were then coded, with a dialogue between coders where necessary.
7. Set up a data file for the purposes of statistical analysis	Reviews were analysed with NVivo 14 software, with reliability analysis performed in SPSS.
8. Write a codebook including rationale, frequency of codes, and reliability	Codebook written and presented in Table 2.

Reliability analysis was conducted, to ascertain coding reliability between two independent coders, on the first 100 reviews following procedures recommended by O'Connor and Joffe (2020). As expected, given the objective nature of the codes, reliability analysis indicated near perfect agreement between raters, with percentage agreement ranging from 98-100% for each code. Cohen's kappa was run (where assumptions were met) to determine if there was statistical agreement between the two coders. This indicated near perfect agreement between the two coder's independent judgements, with results ranging from $\kappa = .878 - \kappa = 1.0$, $p < .001$. This indicates that the code descriptions could be reliably applied across the Trustpilot reviews. Once reliability was established, coding took place on all reviews and results were documented in the codebook (Table 2).

Results

Across all reviews, there was an impressive average rating score of **4.87 out of 5 stars** indicating very high customer satisfaction. The codebook, developed as the result of content analysis identified five overarching themes to the Trustpilot reviews: Health benefits, Adverse Effects, Customer Service, Cost and Taste. We also identified some further codes of interest which we classified as 'Other'. Codes within each theme are presented in Table 2., with the number of reviews being allocated to each code represented in the frequency column.

Health Benefits

Many customer reviews highlighted the health benefits they experienced while using Chuckling Goat kefir. General health improvements were mentioned in 947 reviews, accounting for 15% of all reviews, while gut health benefits were noted in 838 reviews. Among the specific conditions reported, the most frequently mentioned improvements were related to non-specific skin conditions (n=229), Irritable Bowel Syndrome (IBS) symptoms (n=184), immune function (n=132), increased energy levels (n=130), emotional and mental health (n=128), and eczema (n=109). Several other health concerns were frequently reported as areas of improvement. Notably, gut-related symptoms such as bloating (n=79), reflux (n=65), diverticulitis (n=31), and ulcerative colitis (n=30) were highlighted. Skin conditions like psoriasis (n=68) and rosacea (n=44) were commonly mentioned, along with improvements in sleep quality (n=38).

Table 2.

Chuckling Goat Trustpilot Reviews – Content Analysis Codebook

Code Name	Description	Indicative content	Frequency
HEALTH BENEFITS			
Arthritis	Indicates improvements in arthritis symptoms	“It has caused a big improvement on my arthritis”	7
Asthma	Indicates improvements in asthma	“I have been able to stop taking my preventer inhaler”	12
Brain fog	Indicates improvements in brain fog	“My brain fog has got much better”	3
Dental issues	Indicates improvements in dental issues	“My dental issues have got better”	3
Emotional/mental health and wellbeing	Indicates improvement in emotional and/or mental health and/or wellbeing	“My mental health has improved”	128
Endometriosis symptoms	Indicates improvements in endometriosis symptoms	“I have had considerable relief from endometriosis”	2
Energy	Indicates improvement in energy levels	“Lots more energy”	130
Eye improvements	Indicates improvements in eyes (appearance or function)	“I think my eyes are brighter”	8
Fibromyalgia symptoms	Indicates improvements in fibromyalgia	“My fibromyalgia is so much better”	4
General health (non-specific)	Indicates improvement in general health	“Improved health since started”	947
Gut health	Indicates improvement in gut health (non-specific)	“It makes my gut health feel very settled”	838
Gut health <i>Bloating reduced</i>	Indicates reduction in bloating symptoms	“I experience less bloating”	79
Gut health <i>Coeliac disease symptoms</i>	Indicates improvement in Coeliac disease symptoms	“I am Coeliac and have noticed improvements”	12
Gut health <i>Constipation symptoms</i>	Indicates improvement in constipation symptoms	“My constipation is much better”	11
Gut health <i>Crohn’s symptoms</i>	Indicates improvement in Crohn’s symptoms	“I am now symptom-free from my Crohn’s and medication-free”	8
Gut health <i>Diverticulitis symptoms</i>	Indicates improvement in diverticulitis symptoms	“I have not had a single attack of diverticulitis, since	31

		taking it, after suffering frequently”	
Gut health <i>Food intolerances</i>	Indicates improvement in food intolerances	“Has helped reduce my food intolerances”	3
Gut health <i>IBD symptoms</i>	Indicates improvement in IBD symptoms	“I have noticed improvements in my IBD”	3
Gut health <i>IBS symptoms</i>	Indicates improvement in IBS symptoms	“I've stopped suffering from painful abdominal cramps associated with IBS”	184
Gut health <i>Leaky gut</i>	Indicates improvements in leaky gut symptoms	“It has helped me heal my leaky gut”	10
Gut health <i>Reflux</i>	Indicates improvement in reflux symptoms	“I no longer need to take any medication for my acid reflux”	65
Gut health <i>Ulcerative colitis symptoms</i>	Indicates improvement in ulcerative colitis symptoms	“my Ulcerative Colitis symptoms have really improved”	30
Hair improvements	Indicates improvements in hair	“My hair is lovely and glossy”	11
Hay fever	Indicates improvements in hay fever symptoms	“I think it is easing my hay fever”	3
Headaches and migraines	Indicates improvements in headaches and migraines	“My migraines are much reduced.”	4
Immune function	Indicates improvement in immune function or ability to recover from or avoid colds/infections	“I have a noticeably better immune system”	132
Infections	Indicates reduction in infections	“My dental infection is improving”	18
Isolated neutropenia	Indicates improvements in isolated neutropenia symptoms	“My neutrophil count has improved”	1
Magnesium malabsorption	Indicates improvements in magnesium malabsorption	“It has improved magnesium malabsorption”	1
Menopause symptoms	Indicates improvements in menopause symptoms	“This has helped with menopause symptoms”	5
Parkinson’s	Indicates improvements in Parkinson’s	“I have severe Parkinson Disease and feels much better”	1
Skin	Indicates improvement in skin issues (non-specific)	“I can notice my skin looks better”	229
Skin <i>acne</i>	Indicates improvement in acne (also termed acne vulgaris)	“My acne is more controlled”	19

Skin <i>Cystic acne</i>	Indicates improvement in cystic acne symptoms	"My lifelong cystic acne is much better. Skin is less prone to spots"	1
Skin <i>Dermatitis Herpetiformis</i>	Indicates improvement in Dermatitis Herpetiformis	"My Dermatitis Herpetiformis has got better"	7
Skin <i>eczema</i>	Indicates improvement in eczema symptoms	"Bad eczema has much improved"	109
Skin <i>Psoriasis</i>	Indicates improvement in Psoriasis	"Within several months of taking the kefir, my psoriasis has disappeared"	68
Skin <i>rosacea</i>	Indicates improvement in rosacea (also termed acne rosacea)	"This has significantly helped my rosacea"	44
Sleep	Indicates improvement in sleep issues	"I am sleeping so much better"	38
UTI symptoms	Indicates improvement in UTI symptoms	"I no longer suffer from regular UTIs"	5
Weight loss	Indicates improvements in weight loss	"I have lost weight and changed from having type 2 diabetes to being pre-diabetic since taking the kefir"	14
ADVERSE EFFECTS			
Adverse effects	Indicates negative side effects	"When I first tried it, I felt unwell"	48
No adverse effects	Indicates customer explicitly specifies no negative side effects	"I have experienced no adverse effects"	6
No improvement	Indicates no effect of kefir	"It did not help with my psoriasis"	44
CUSTOMER SERVICE			
After-sale support	Indicates positive experience with support provided after purchase	"They give good after-sales support"	36
Delivery <i>Dissatisfaction</i>	Indicates a negative experience with speed/ease/reliability of delivery/packaging	"Delivery was very overdue"	20
Delivery <i>Satisfaction</i>	Indicates a positive experience with speed/ease/reliability of delivery/packaging/updates	"Quick delivery"	1,236
Friendliness/helpfulness of staff communication	Indicates a positive experience with friendly/helpful staff	"Staff are friendly and very helpful with queries"	1,162
Generic positive comments about	Indicates a non-specific positive experience with customer	"Customer service is brilliant"	2,088

customer service and company	service and/or company (non-specific)		
Informative emails	Indicates customer appreciates content of emails sent, usually info on recipes etc.	“Informative emails”	13
Negative experience	Indicates negative experience with customer service	“My issue couldn’t be resolved so I’ve cancelled my subscription”	25
Recommendations	Customer recommends an aspect of their experience they would change	“I would like the renewal order sooner, so no gap without product”	59
Useful instructions for bottle opening and product guidelines	Indicates clear/useful instructions for opening bottles and how to use product	“Good instructions for safely opening bottles”	134
Website	Indicates positive attitude to website (non-specific)	“The website is great”	15
Website <i>Content quality/value</i>	Indicates the quality, relevance, accuracy, clarity or value of the information provided on the website.	“Website has lots of excellent health information”	84
Website <i>Ease of navigation and ordering</i>	Indicates the website's navigation as intuitive and user-friendly	“Website easy to use”	164
Website <i>Flexibility of service/subscription</i>	Indicates a positive experience with flexibility of subscription/amending orders	“Very flexible changes in repeat orders”	200
Website <i>Negative</i>	Indicates negative experience with website	“The website is awful”	5
COST			
Price perception <i>Affordable</i>	Indicates the product as reasonably or affordably priced	“Competitive prices”	13
Price perception <i>Expensive</i>	Indicates the product as high-priced or overpriced	“I can’t afford more than one course due to the high price”	158
Value for money <i>Positive Value</i>	Indicates satisfaction with the price given the quality or features	“I think this is the best kefir money can buy”	67
Value for money <i>Negative Value</i>	Indicates dissatisfaction with the price given the quality or features	“I don’t think it’s worth it for the money”	2
Taste			
Acquired taste, tangy	Indicates an acquired/tangy/not particularly pleasant taste	“This is very tangy”	420
Enjoy taste	Indicates a pleasant taste	“A lovely taste”	584
Mix kefir with another food/drink	Indicates mixing kefir with another food or drink	“Mix it with juice”	142

Strong dislike for taste, discontinued use	Indicates a strong dislike for taste, often customer discontinuing use of product	“The taste is too strong for me”	75
Other			
Did not like product	Indicates not liking product, including product being flat/tasting different to normal	“I just didn’t like the product”	35
Good shelf life	Indicates the product has a good shelf life	“The kefir lasts a long time and has a good shelf life”	14
Great product	Indicates perceiving the product quality as good (non-specific)	“Great product”	3,164

Adverse Effects

Of over 6,000 reviews, 48 reported adverse effects from consuming the kefir. Although this represents less than 1% of the total, it is important to acknowledge the nature of these effects. Some reviews mentioned general feelings of being unwell, while the most commonly reported specific side effects included stomach upset, gut-related symptoms, headaches and migraines.

Customer Service

Customer service was a frequent topic in the reviews, with overwhelmingly positive feedback. One-third of all reviews (n=2,088) included general praise for Chuckling Goat's service. Additionally, 1,162 reviews specifically highlighted the friendliness and helpfulness of staff communication. Opinions on delivery were highly favourable, with 1,236 reviews expressing satisfaction, and only 20 indicating dissatisfaction. The website was commended for its subscription flexibility (n=200), ease of navigation and ordering (n=164), and the quality and value of its content (n=84), with just 5 reviews noting a negative experience.

Cost

Several reviews mentioned the cost of Chuckling Goat kefir. Among them, 158 reviews expressed that the product was perceived as expensive, while 13 noted it as affordable. More tellingly, of the reviews referring to value for money, 67 highlighted positive value, with only 2 indicating negative value.

Taste

Many reviews discussed the taste of kefir, with 584 indicating they enjoyed it, 420 describing it as having an acquired or tangy taste, and 75 expressing a strong dislike. Additionally, 142 respondents mentioned mixing the kefir with other foods or drinks to enhance its flavour or palatability.

Other

Some reviews did not clearly fit within the broader themes but are still worth noting. A significant number (n=3,164) simply expressed that Chuckling Goat kefir is a great product, while 35 reviews indicated a dislike for it. Additionally, 14 reviews specifically mentioned the product's good shelf life.

Word frequency

Word frequency in the reviews was analysed using NVivo 14 software. Words containing three or fewer letters were excluded from the analysis, along with the terms: "product," "also," "made," "make," and "lotion." The 50 most frequently occurring words are presented in Table 3, visually represented as a word cloud in Figure 1, and displayed in alternative formats in the appendix.

Table 3.

Word Frequency and Weighted Percentage in Reviews

Word	Length	Count	Weighted Percentage (%)
kefir	5	3155	3.22
service	7	1983	2.02
great	5	1613	1.65
excellent	9	1569	1.60
goat	4	1357	1.39
chuckling	9	1258	1.28
good	4	1169	1.19
delivery	8	943	0.96
love	4	775	0.79
taste	5	742	0.76
always	6	729	0.74

Word	Length	Count	Weighted Percentage (%)
skin	4	708	0.72
really	6	704	0.72
company	7	693	0.71
recommend	9	676	0.69
customer	8	660	0.67
goats	5	623	0.64
time	4	583	0.60
health	6	582	0.59
milk	4	562	0.57
helpful	7	518	0.53
years	5	505	0.52
thank	5	504	0.51
feel	4	500	0.51
much	4	475	0.48
well	4	455	0.46
taking	6	433	0.44
first	5	429	0.44
just	4	427	0.44
like	4	425	0.43
used	4	425	0.43
quality	7	398	0.41
better	6	397	0.41
amazing	7	387	0.40
highly	6	377	0.38
order	5	374	0.38
every	5	355	0.36
using	5	350	0.36
best	4	341	0.35
helped	6	305	0.31
fantastic	9	300	0.31
months	6	298	0.30
brilliant	9	294	0.30
drink	5	288	0.29
recommended	11	288	0.29
friendly	8	282	0.29
definitely	10	266	0.27
help	4	260	0.27
easy	4	258	0.26
happy	5	257	0.26



Figure 1.

Word Cloud of the 50 Most Frequently Used Words in Chuckling Goat Kefir Trustpilot Reviews

Discussion

A total of 6,327 Trustpilot reviews of Chuckling Goat kefir were analysed using content analysis. Customer feedback was overwhelmingly positive and five overarching themes were identified. The content of these reviews is helpful for informing company strategy with regard to customer experience but also in terms of informing research strategy.

Health Benefits

The predominant theme to emerge from the analysis was that of health benefits, with consumers mentioning various conditions and symptoms they believed had improved as a result of drinking kefir. While research on kefir's effects in clinical trials is limited, existing studies have demonstrated that kefir consumption positively affects gut microbiome composition in both animals (Liu et al., 2006; van de Wouw, 2020) and humans (Bellikci-Koyu, 2019; Yilmaz et al., 2019). In terms of functional benefits, small-scale studies indicate that kefir consumption may support gastrointestinal health (Yilmaz et al., 2019), mental health, sleep, and quality of life (Özcan et al., 2019). The themes identified in the Trustpilot analysis are consistent with this research and highlight the need for further research into the potential health impacts of kefir.

For future research, the number of reviews referencing specific health concerns suggest that studies should prioritise investigating the effects of kefir on emotional and mental health, energy levels, gastrointestinal issues (including Irritable Bowel Syndrome, bloating, diverticulitis, reflux, and ulcerative colitis), immune function, skin conditions (such

as eczema, psoriasis, and rosacea), and sleep. Mental health outcomes may be most effectively studied using survey methodologies that assess self-reported symptoms. However, conditions like sleep and ulcerative colitis could benefit from a mixed approach, incorporating both surveys and objective measures, such as actigraphy for sleep evaluation and inflammatory markers for ulcerative colitis.

Adverse Effects

Adverse effects were infrequently reported in the reviews, but when they occurred, they primarily involved gastrointestinal disturbances, headaches, and migraines. A potential focus for future research is to investigate *why* some individuals are particularly sensitive to kefir. One possible explanation is that fermented foods, including kefir, contain biogenic amines, such as histamine, which may trigger adverse reactions in sensitive individuals. Fermented foods, including kefir, are often excluded from low-histamine diets (Sánchez-Pérez et al., 2021), which are sometimes recommended for individuals with conditions such as Mast Cell Activation Syndrome (Kanikowska et al., 2022). These conditions are frequently associated with atypical gut microbiome composition (Afrin & Khoruts, 2015), indicating the need for further research into the mechanisms underlying adverse reactions to kefir. Perhaps research could also consider whether different fermentation processes impact the amount of histamine in the final product.

Customer Service

Feedback regarding customer service was overwhelmingly positive. The team at Chuckling Goat should be commended for providing a first-class service that is highly valued by their loyal customer base. Reviewers frequently praised the friendly, helpful staff, the ease of using the website, subscription flexibility, and efficient delivery. However, several recommendations from customers focused on sustainability concerns, particularly the use of plastic bottles. Some reviewers suggested implementing a collection system for empty bottles or switching to glass. While safety considerations regarding the storage of pressurised kefir currently necessitate the use of plastic bottles, Chuckling Goat might explore future options for alternative bottling materials or improved recycling practices. Additionally, some customers recommended offering more flexible delivery intervals, such as the ability to routinely schedule deliveries for different lengths of time between orders.

Cost

While a number of customers noted that they felt the kefir was expensive, many also expressed the sentiment that they were receiving good value for money, recognising it as a premium product. Some reviewers mentioned that they would consider ordering the product more frequently if it were more affordable, indicating a balance between perceived quality and price sensitivity.

Taste

Many reviewers expressed that they enjoyed the taste of the kefir. Whilst some reviewers expressed a dislike for the taste, others talked of mixing the kefir with juice or into smoothies. Chuckling Goat already have recipes for smoothies on their website. Perhaps these could be in a designated specific section of the website, to give consumers inspiration to make the kefir more palatable if they find it difficult to drink.

Key recommendations

1. **Priorities for future research** should include well-designed randomised controlled trials (RCTs) to examine the impact of kefir on emotional and mental health, energy levels, gastrointestinal issues, immune function, skin conditions, and sleep. Such trials would provide stronger evidence for kefir's potential health benefits.
2. **A further research priority** should be to conduct mechanistic studies that explore how kefir may influence the gut microbiome. Understanding these mechanisms will help clarify how kefir may contribute to health improvements.
3. **Investigate sensitivities to kefir** by exploring whether histamine or other biogenic amines may contribute to adverse reactions in certain individuals. This could help identify subgroups of consumers who may benefit from avoiding kefir.
4. **Chuckling Goat could explore sustainability** options, including the potential for bottle recycling programs or the use of alternative bottling materials.

5. **Introduce a recipe section to the website** where smoothie recipes could be grouped in a designated specific section, to make them easier to find and give consumers inspiration to make the kefir more palatable if they find it difficult to drink.

6. **Commend Chuckling Goat's team** for providing excellent customer service and producing high-quality kefir, which is highly valued by their customers.

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Appendix

Alternative word clouds of the 50 most frequently used words in Chuckling Goat kefir

Trustpilot reviews.



