

Training 4 - Organic food products and markets

Split, February 1, 2010

# Consumer motives and values behind organic consumption

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# Objectives

- Transmit knowledge about the consumers of organic products and why they buy organic products
- Comprehend the barriers to purchase organic products
- Get an impression of the further development of organic products and markets

# Agenda

- Different models to explain consumers behaviour
- Influences on consumption
- Buying motives for organic products
- Consumers typologies
- Trends and perspectives

# The „S-O-R“ model



**Product**  
**Packaging**  
**Price**  
**Quality**

**OBSERVABLE**



**Emotions**  
**Motivations**  
**Attitudes**  
**Socio-demography**

**NOT OBSERVABLE**



**Purchase**

**OBSERVABLE**

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# The „S-O-R“ model



**Product**  
**Packaging**  
**Price**  
**Quality**

**Emotions**  
**Motivations**  
**Attitudes**  
**Socio-demography**

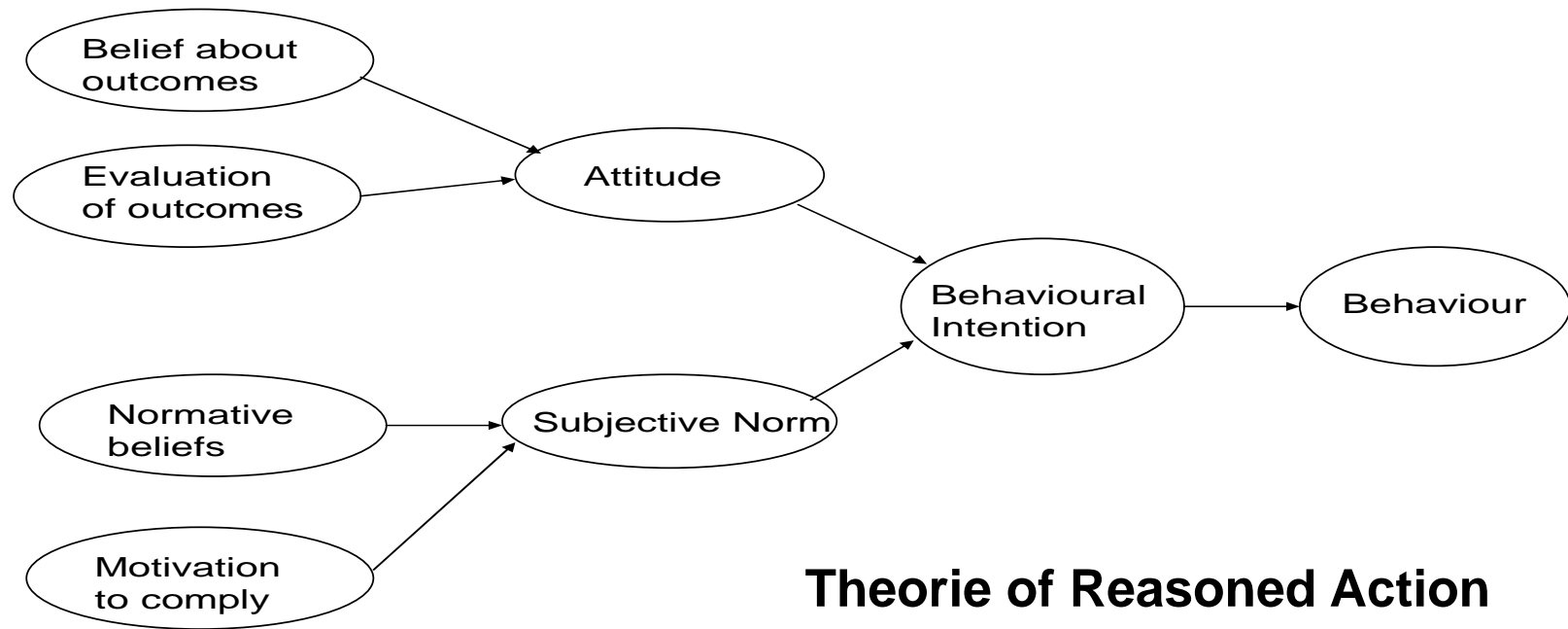
**purchase or not**

*Outbound messages*

*Received and transformed  
messages*

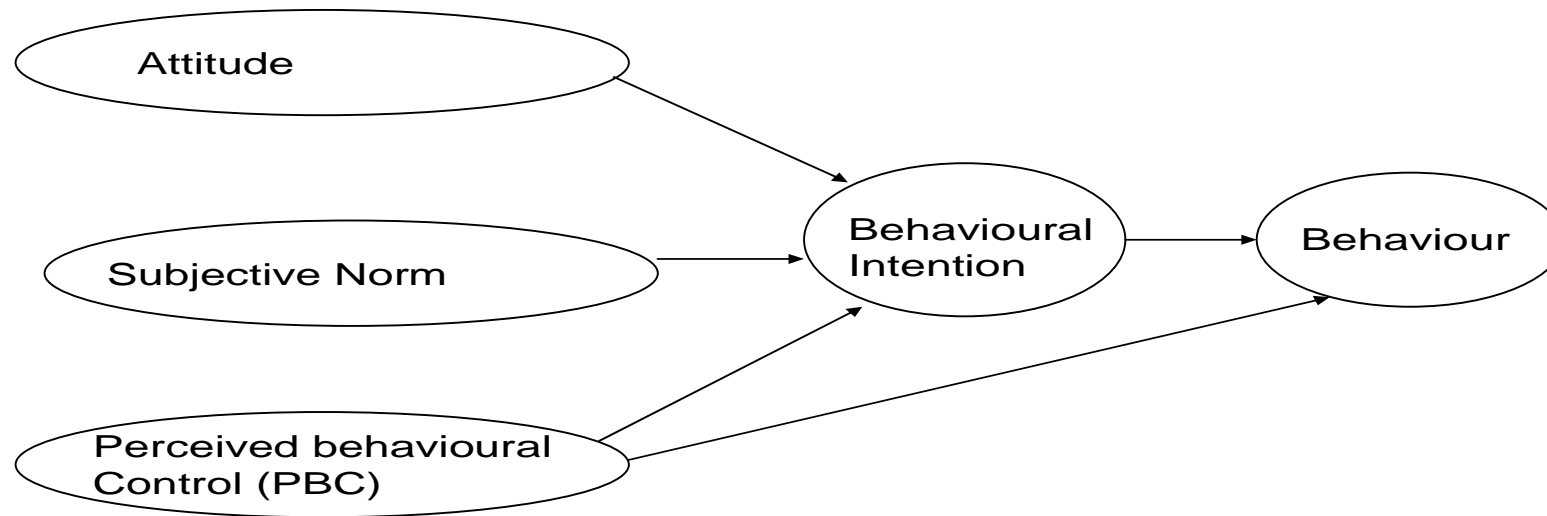
*Reaction*

# The „TRA“ model



Source: adapted from Ajzen and Fishbein, (1980)

# The „TPB“ model



## Theorie of Planned Behaviour

Source: adapted from Ajzen and Fishbein, (1980).

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# Explaining human behaviour

## Definitions

## Values

assumptions, convictions or beliefs about the manner in which people should behave and the principles that should govern behaviour.

## Attitudes

positive, neutral or negative feelings a person has about the aspects of daily life (society, economy, politics, goods, services, institutions ....)

## Motivations

motivation is the stimulus behind the acts or courses of action adopted by an individual or a group of individuals.

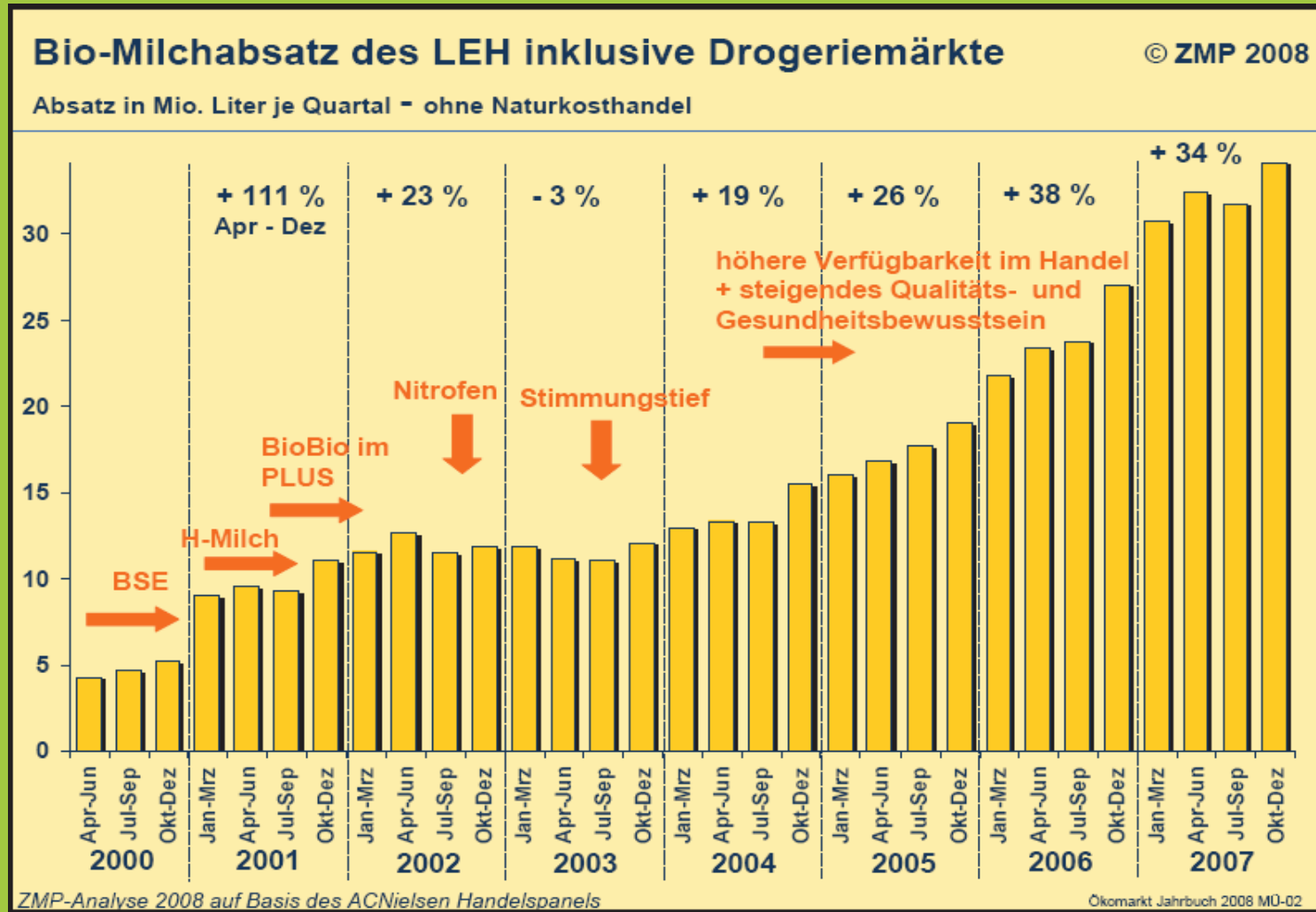
## Needs

innate feelings of deprivation in a person. Result from a discrepancy between an actual and a desired state of being.

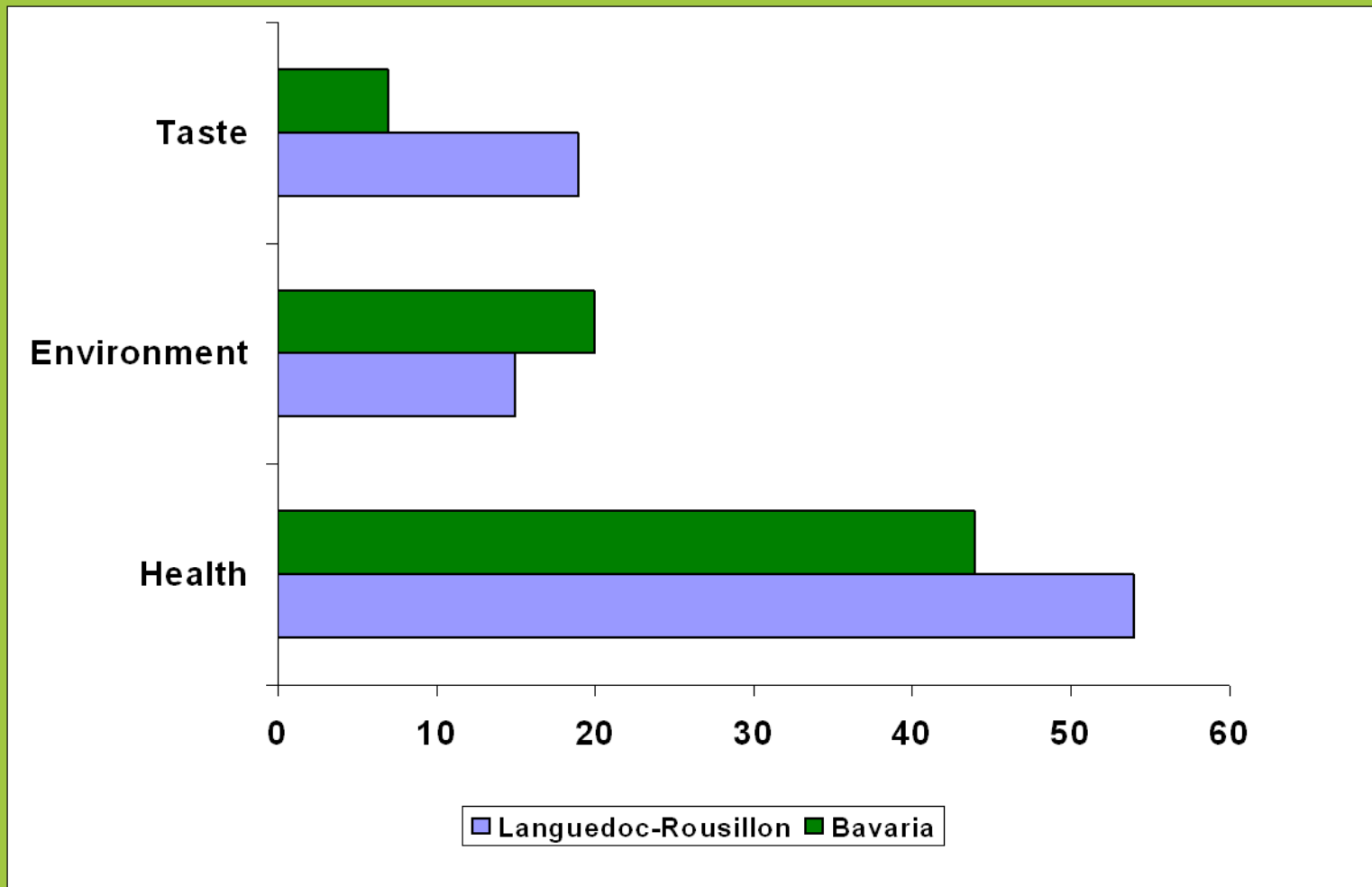
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# Influence on the consumption



# Buying motives for organic products



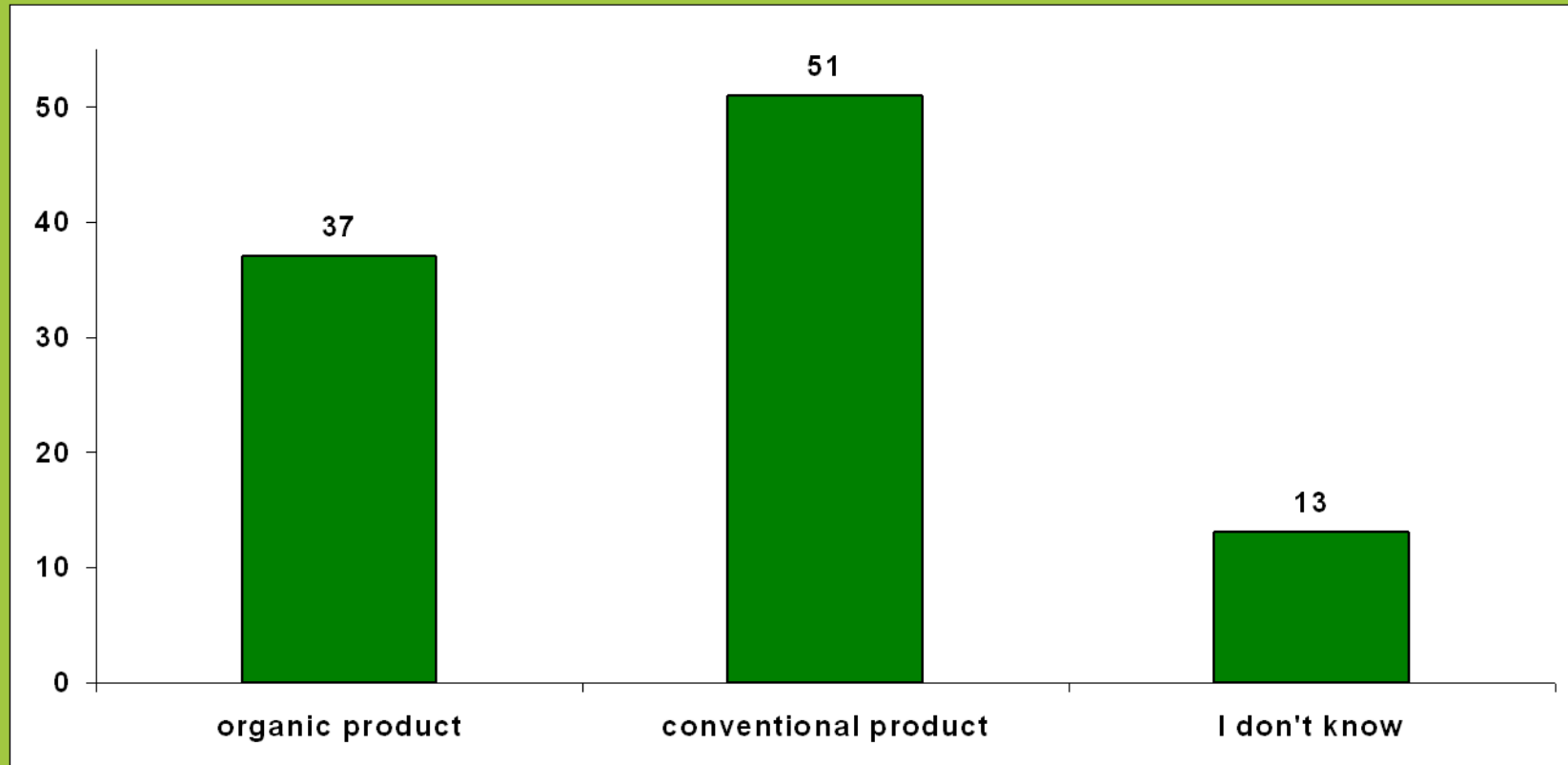
Source: Schaer / Sirieix 1999

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# Regional or organic?

*organic from afar or conventional from my region –  
the choice I would make:*

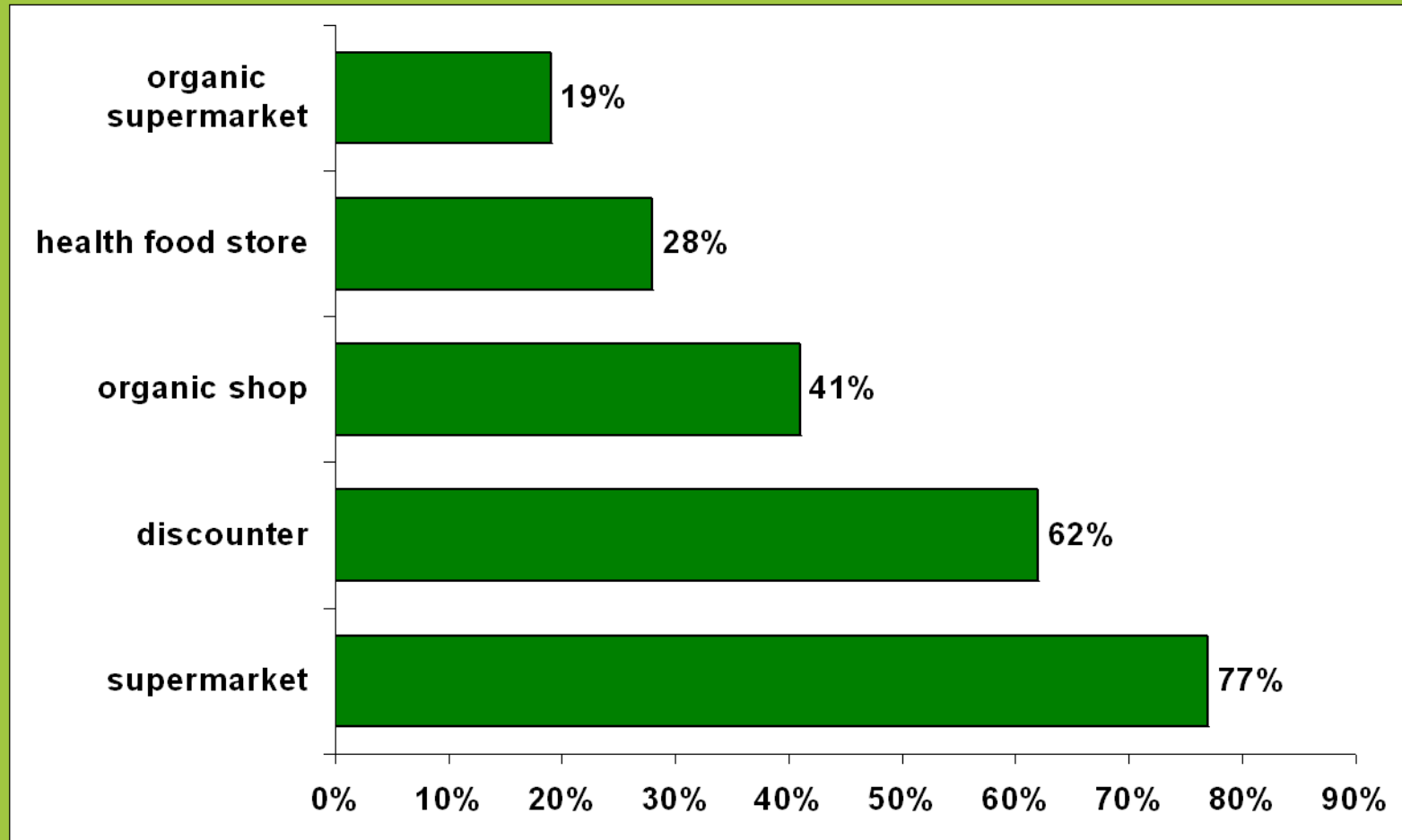


Source: Ecozept, 2007: French Consumers and Organic Consumption. Own research

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# Preferred point of purchase in Germany



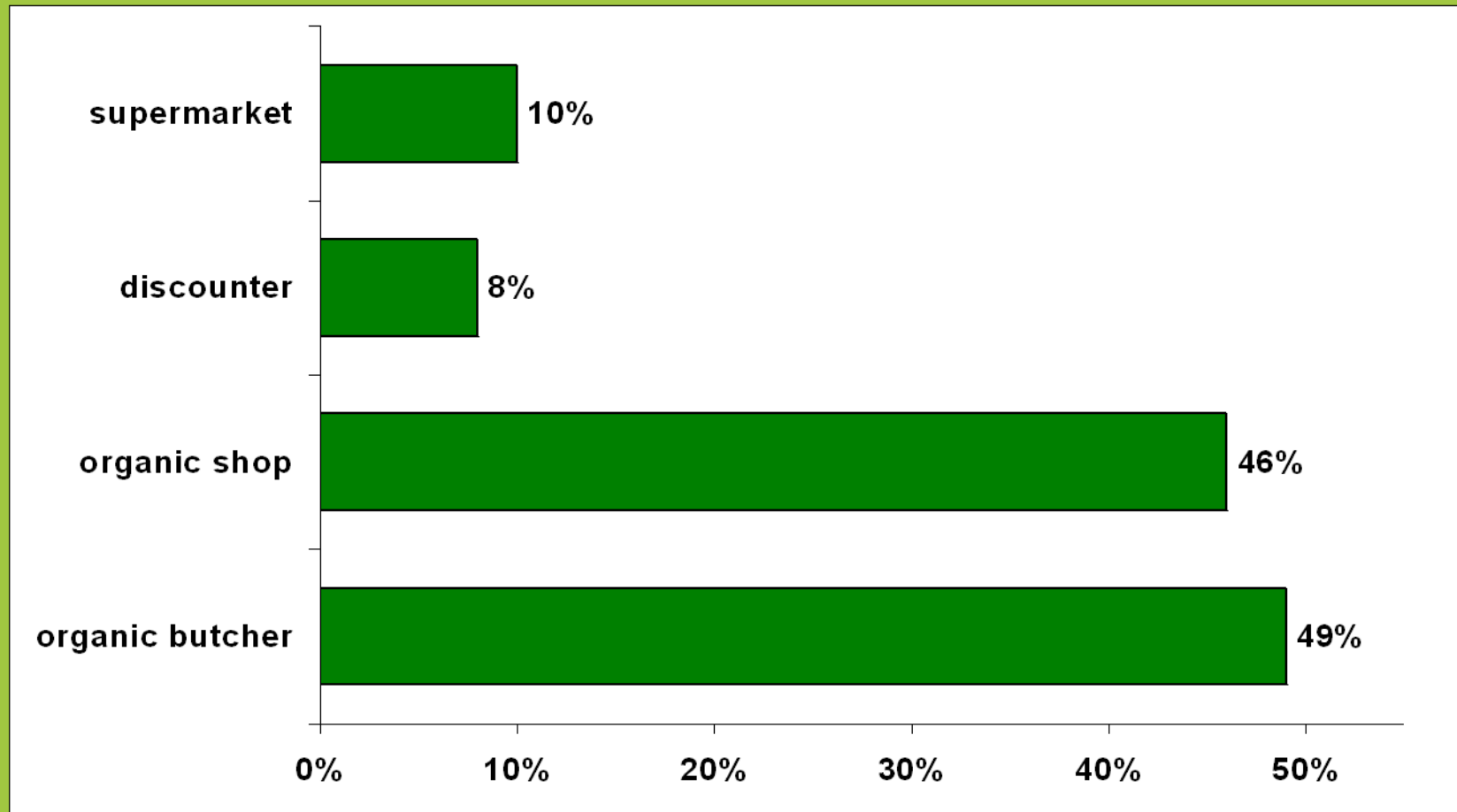
Source: Ökobarometer 2008

n=706

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# Trust in point of purchase



Source: Ökobarometer 2008

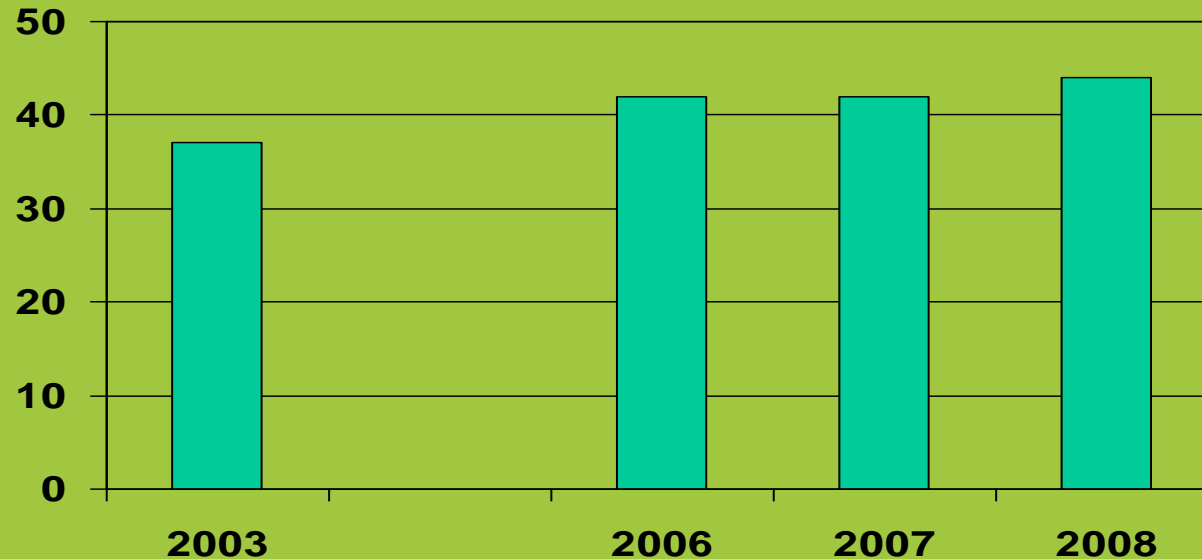
n=1002

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# Trend in consumption

Percentage of french consumers who purchased an organic product during the month preceding the survey



⇒ **23 % of french consumers purchase organic products at least once a week**

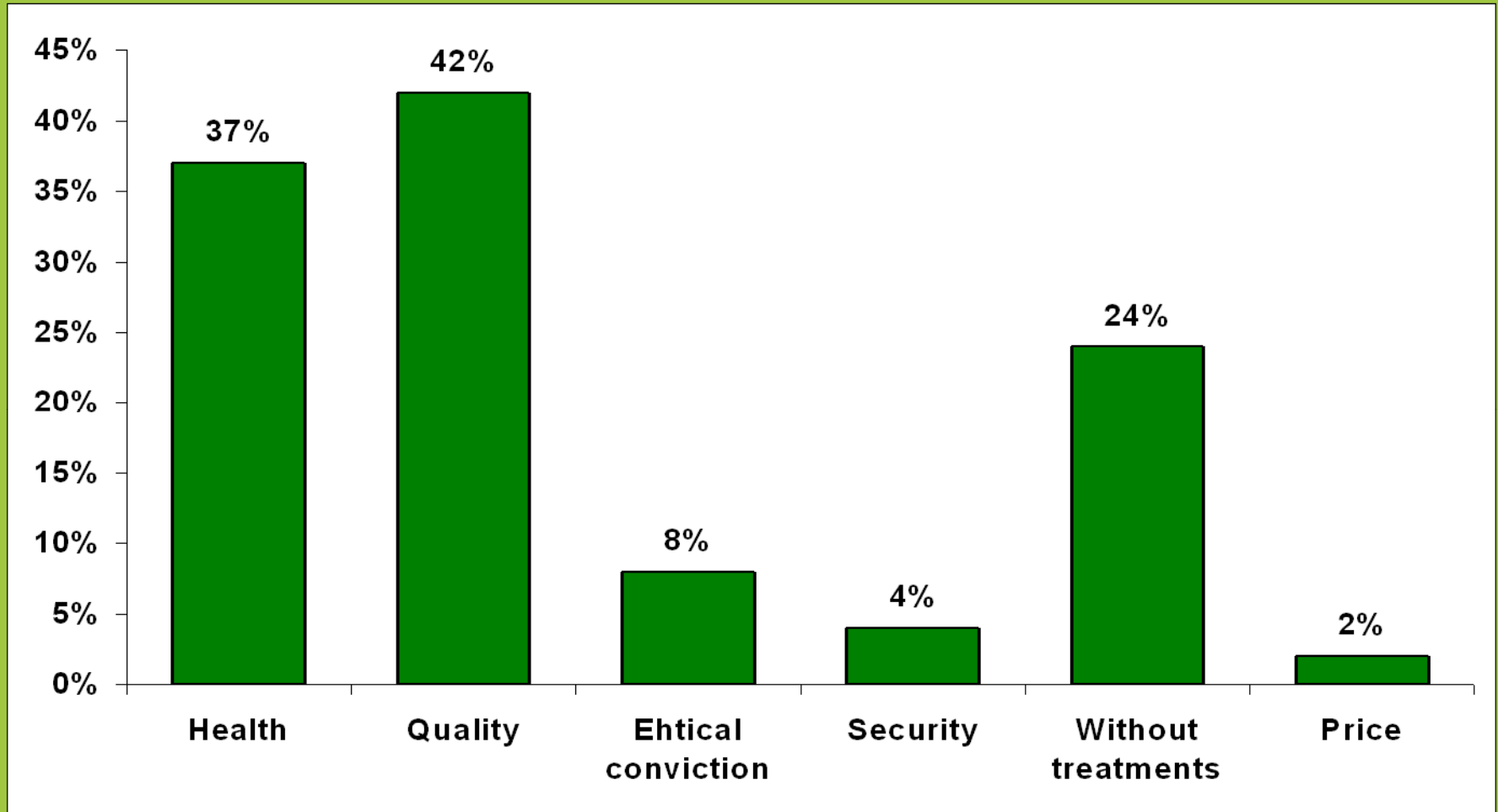
⇒ **8 % of french consumers purchase organic products every day**

Source: Baromètre 2008, Agence Bio; Basis 2008 n=1050

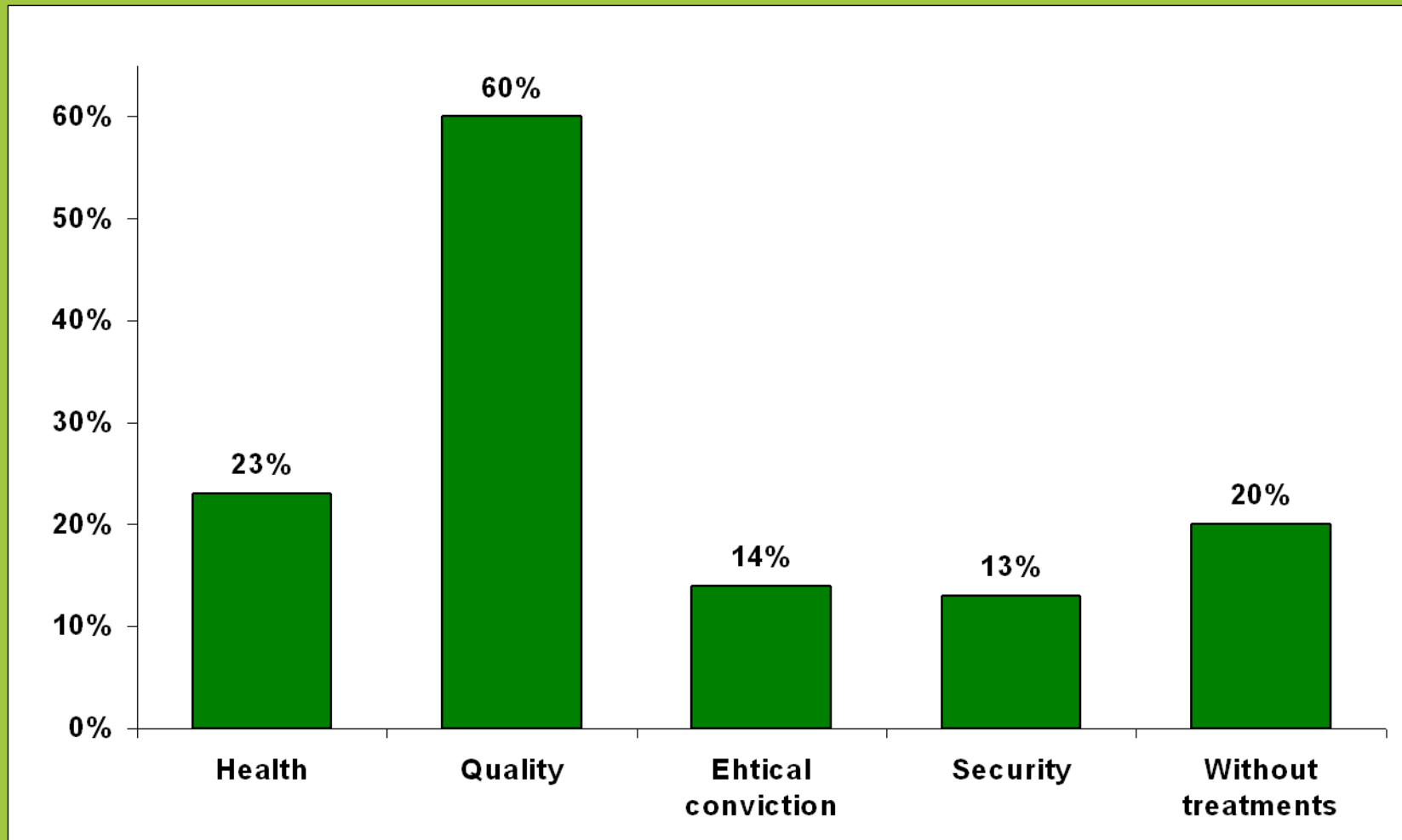
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# CSA 2008: Main reasons for buying organic milk products



# CSA 2008: Main reasons for buying organic meat

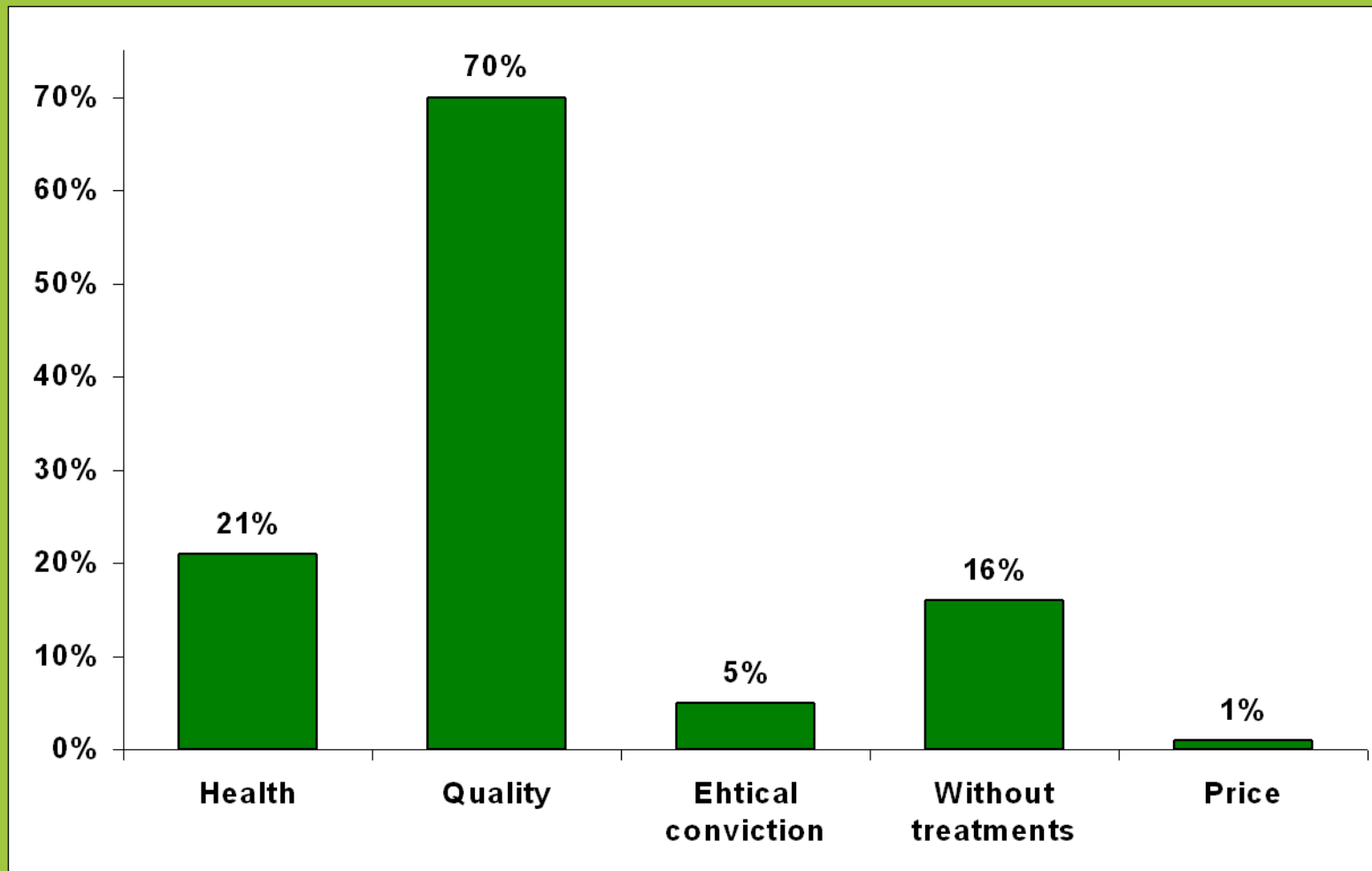


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# CSA 2008: Main reasons for buying organic bread



# Reasons for buying organic products (2008)

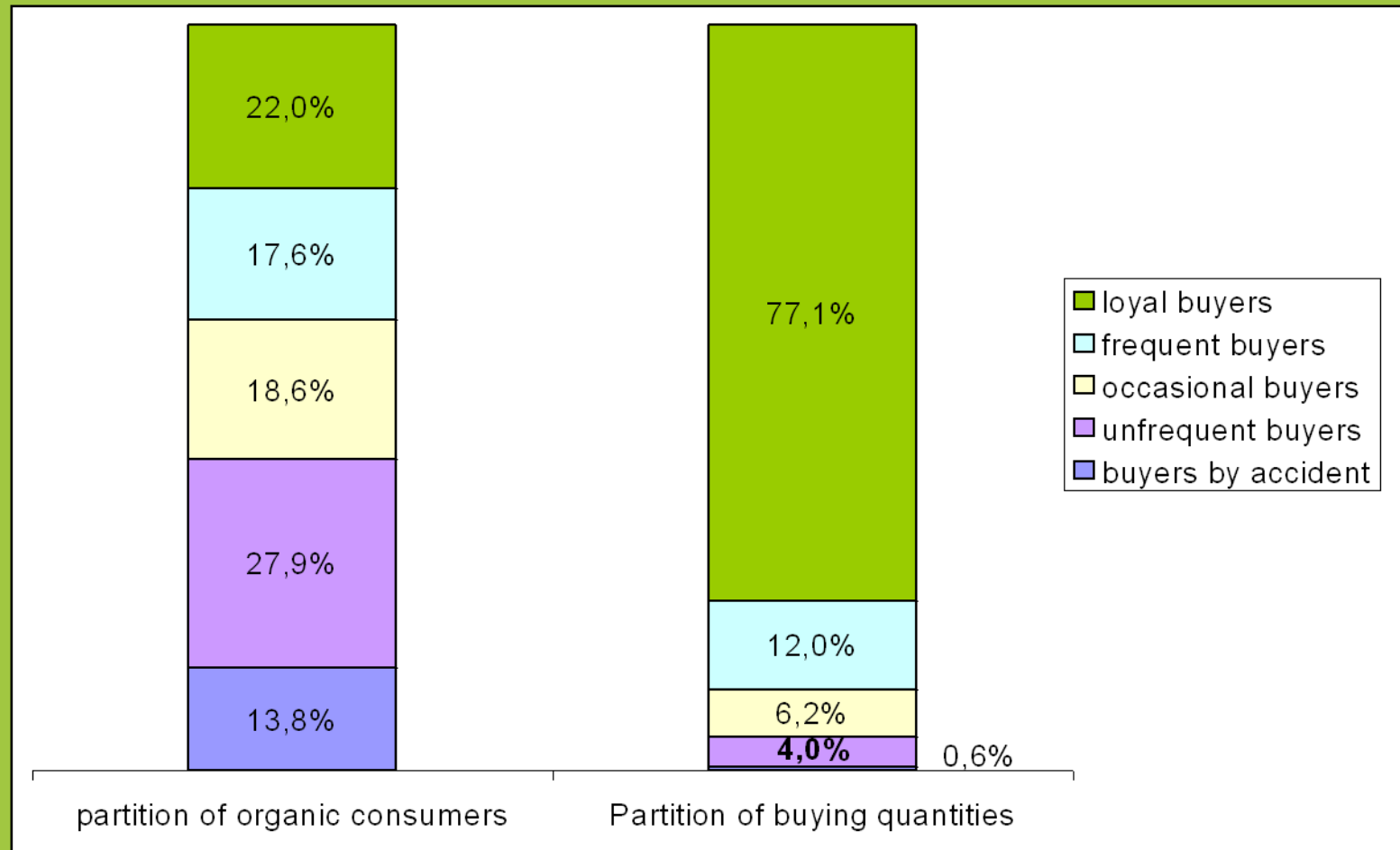


Source: Baromètre 2008, Agence Bio

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# Who is buying how much?

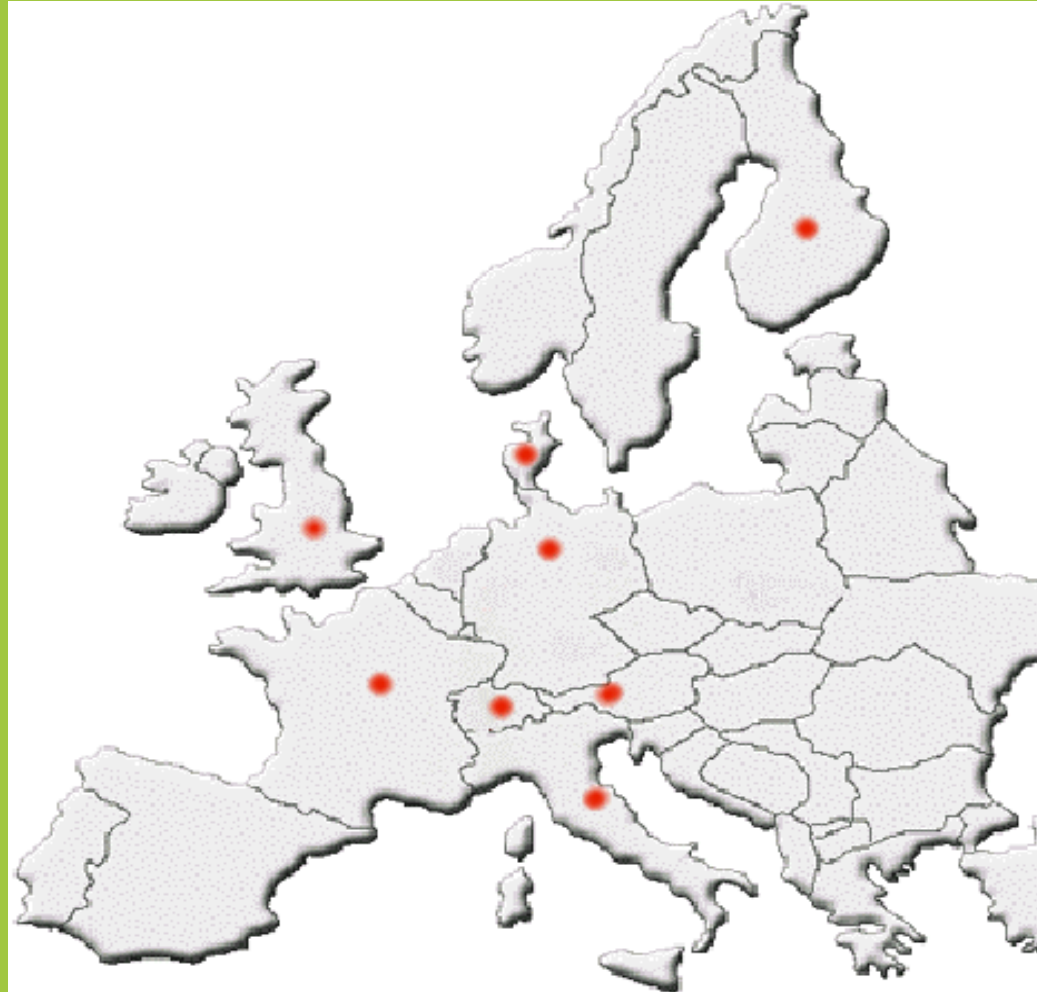


Source: Nielsen Homescan 2009



OMIaRD

## Study (Lucie Sirieix)



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FOCUS  
FOOD CONSUMER SCIENCE IN THE BALKANS





OMIaRD

## Qualitative Consumer Study

100 laddering interviews in each country with regular and occasional consumers of organic products about the topics of:

- Buying motives
- Barriers
- Trust
- Image of points of sale
- Specific situations

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**F 1a/Total Map**  
 Cut-Off = 4  
 38,6 % of links  
 Sample Size = 67



# General motives for buying organic

<i>Main motives</i>								
<b>Own Health</b>	A	CH	D	DK	F	FI	GB	I
<b>Environment</b>	A	CH	D	DK	F	FI	GB	I
<b>Animal Welfare</b>	A	CH	D	DK	(F)	(FI)	GB	I
<b>Food as Enjoyment</b>	A	(CH)	D	DK	F	(FI)	GB	I
<i>Additional motives</i>								
<b>Family Health</b>	A	CH	D	DK	F	FI	GB	I
<b>Quality of Life</b>	A	CH	D	DK	F	FI	GB	I
<b>Respect for Tradition</b>	A	CH	D	DK	F	FI	GB	I
<b>Self-actualisation/ Happiness</b>	A	CH	D	DK	F	FI	GB	I

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# General barriers for buying organic

<i>Motivational barriers</i>								
Lack of Enjoyment	A	CH	D	DK	F	FI	GB	I
Own Health	A	CH	D	DK	F	FI	GB	I
Self-actualisation	A	CH	D	DK	F	FI	GB	I
Lack of Trust	A	CH	D	DK	F	FI	GB	I
Disinterest	A	CH	D	DK	F	FI	GB	I
Well.being	A	CH	D	DK	F	FI	GB	I
<i>Rational barriers</i>								
Not willing to pay more	A	CH	D	DK	F	FI	GB	I
Not practical/ convenient	A	CH	D	DK	F	FI	GB	I

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# Consumer typologies

***“I have a habit: I divide people up - winners and losers” (F. Scott Fitzgerald, “The Great Gatsby”)***

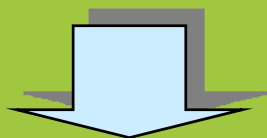
## **Criteria used for “dividing up”:**

- socio-demographic data: sex, age, income, formal education...
- behavioural data: purchase behaviour, habits, outlet frequentation
- data about attitudes, motivations, values
- data about peoples' lifestyle

# Consumer types identification of strategic target groups

## Sinus - Milieus

- basic orientation, values
- ways of life / lifestyle



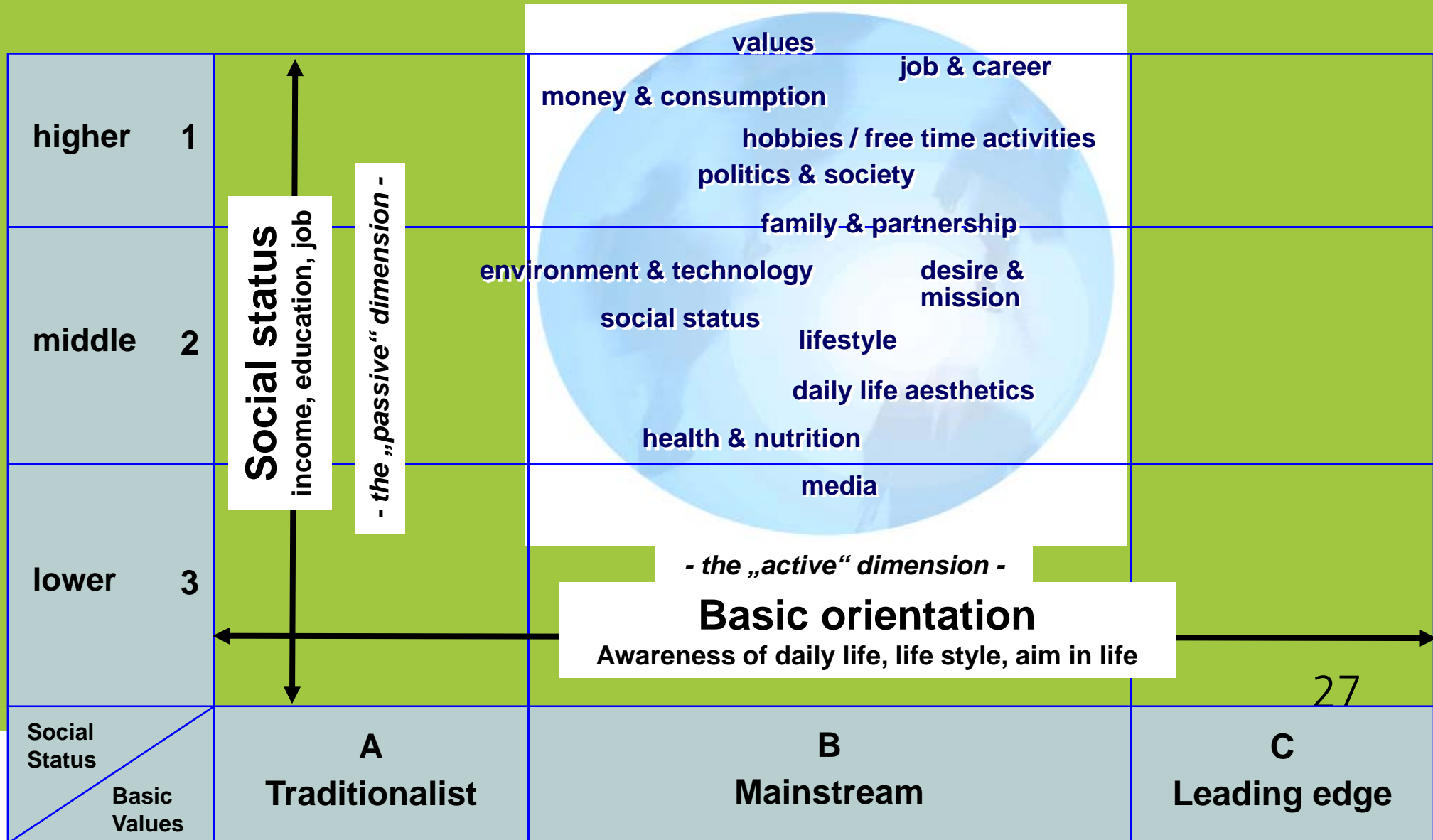
## Target groups for the strategic marketing

- attitudes and behaviour within the organic market
- focus on the daily life: holistic approach
- media planning

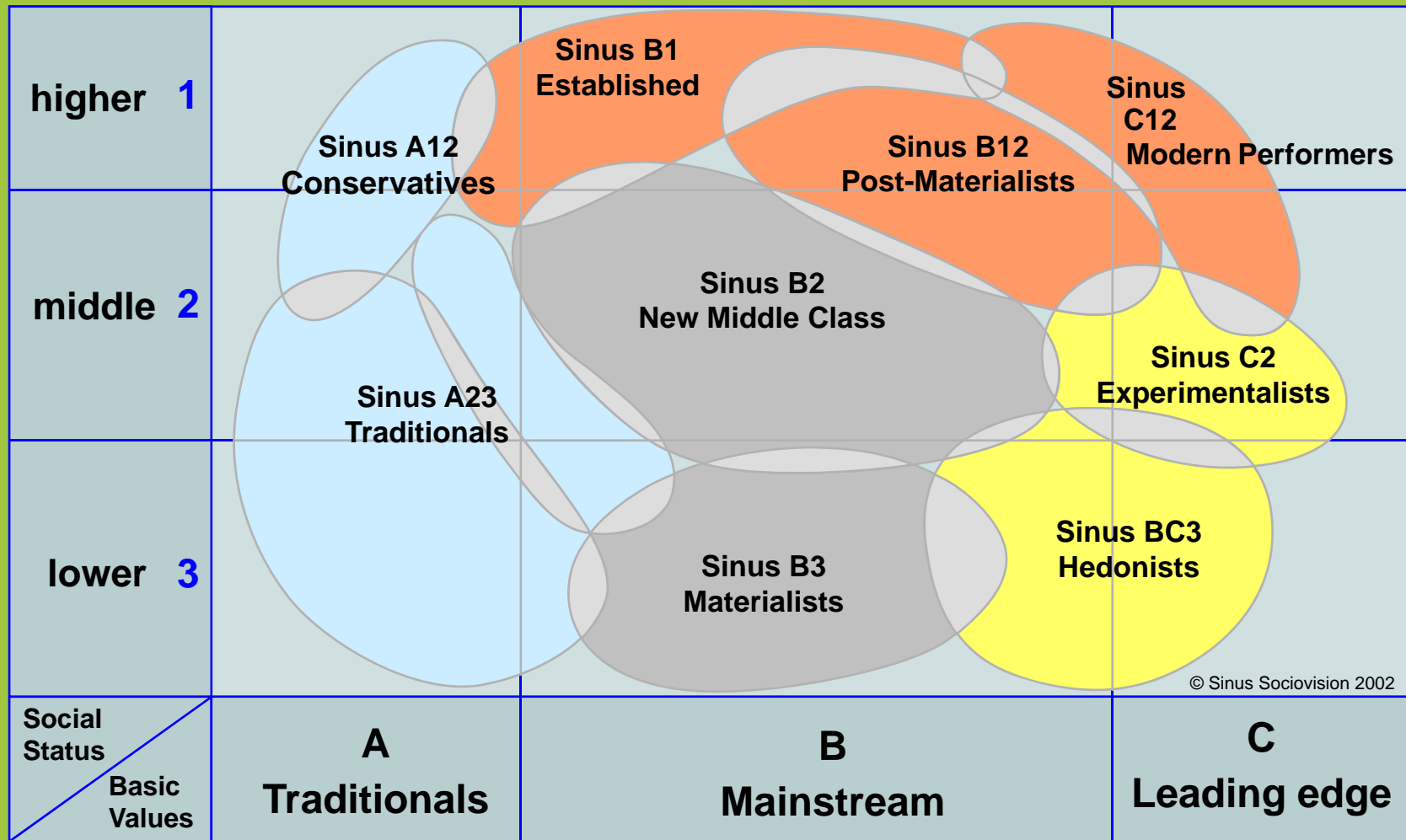
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# Consumer types-Sinus milieus-Input variables



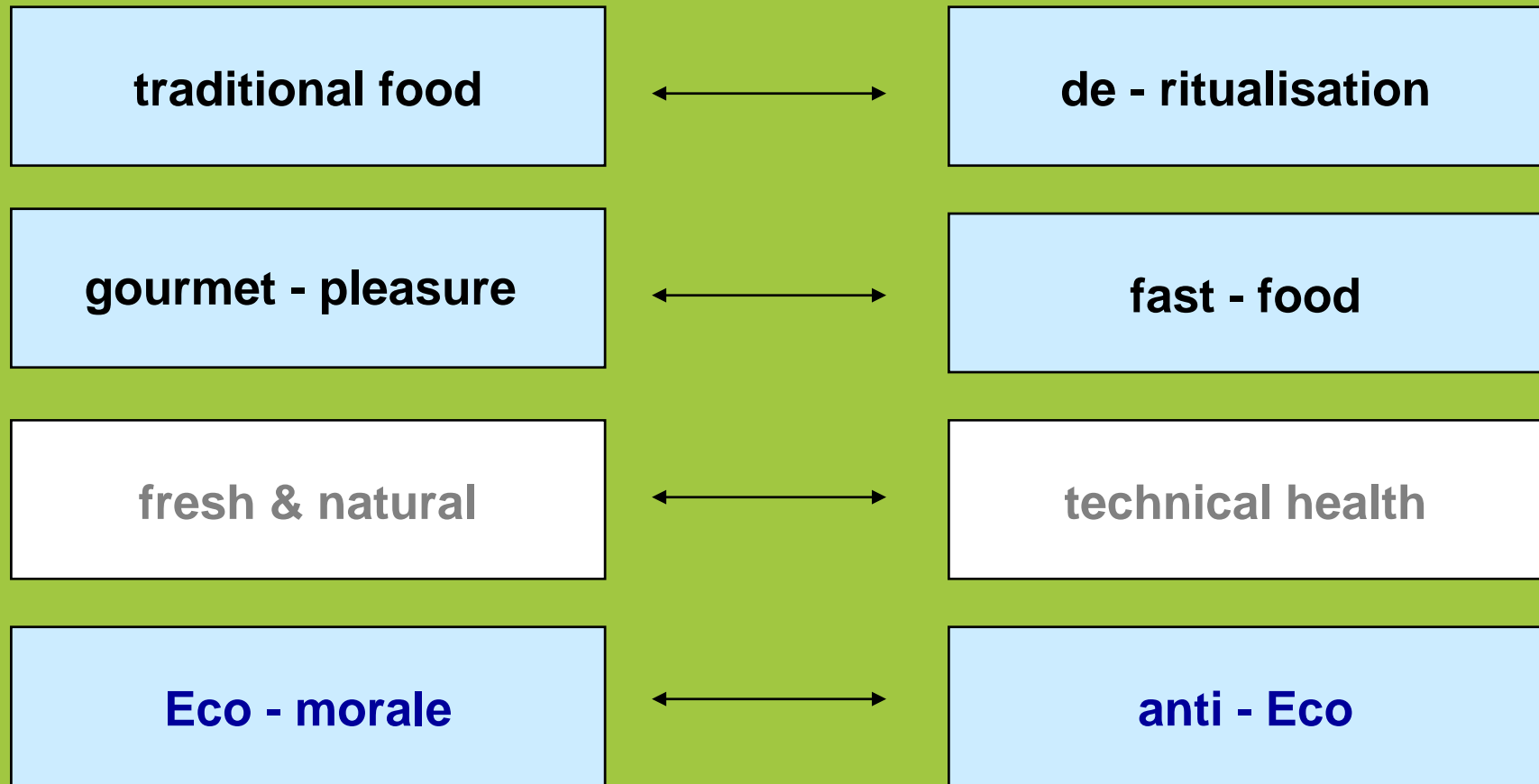
# Consumer types - Sinus milieus



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- leading social milieus
- mainstream milieus
- traditional milieus
- hedonistic milieus

# Styles of consumption regarding food



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# Styles of consumption regarding food

<b>fresh &amp; natural</b>	<b>technical health</b>
<p>naturalness &amp; responsibility as maxim</p> <ul style="list-style-type: none"><li>■ consistent, vital and health-conscious nutrition</li><li>■ (environmentally-)conscious and responsible choice of food</li><li>■ freshness and naturalness as top priority</li></ul>	<p>trust in technically optimised and healthy food</p> <ul style="list-style-type: none"><li>■ healthy nutrition is technically controllable</li><li>■ acceptance of industrial products regarded as adequate alternative for natural / unprocessed food products, because they're produced according to scientific results</li></ul>

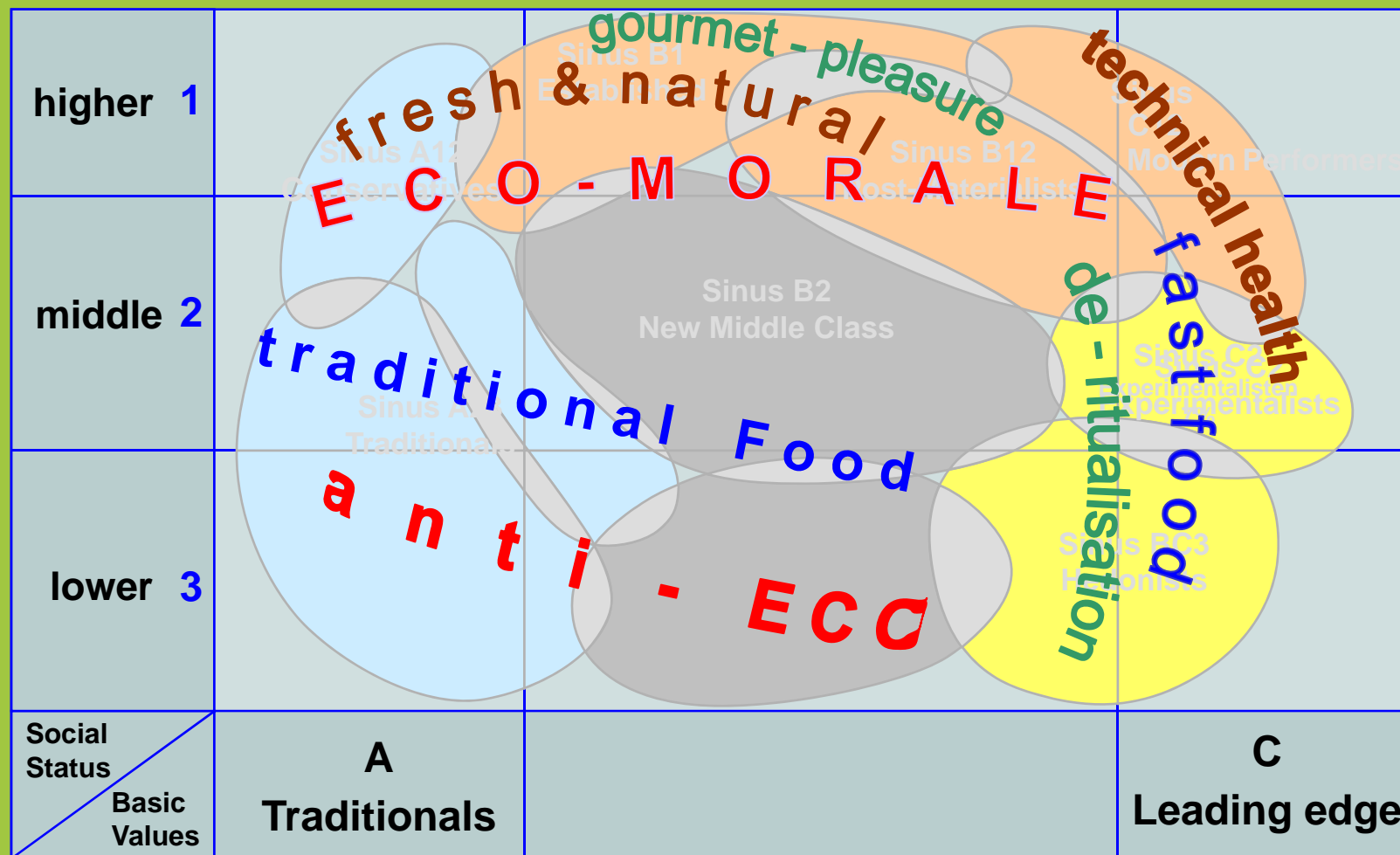


# Styles of consumption regarding food

<b>Eco morale</b>	<b>anti - Eco</b>
<p>ambition for a fundamental change in production and consumption of food</p> <ul style="list-style-type: none"><li>▪ sensibility for ethical and ecological aspects in the food supply chain</li><li>▪ demand for natural and unprocessed food</li><li>▪ willingness and acceptance to pay higher prices</li></ul>	<p>provocative and negative attitude towards organic production in the food supply chain</p> <ul style="list-style-type: none"><li>▪ the discussion concerning ethical and morale aspects in production and consumption of food, is regarded as overstated</li><li>▪ demonstrative rejection of organic food – often caused by limited financial possibilities: „Organic food isn't healthier“</li></ul>



# Styles of consumption regarding food



Source: 3SC Trend- and Milieuresearch 2001, n = 2047

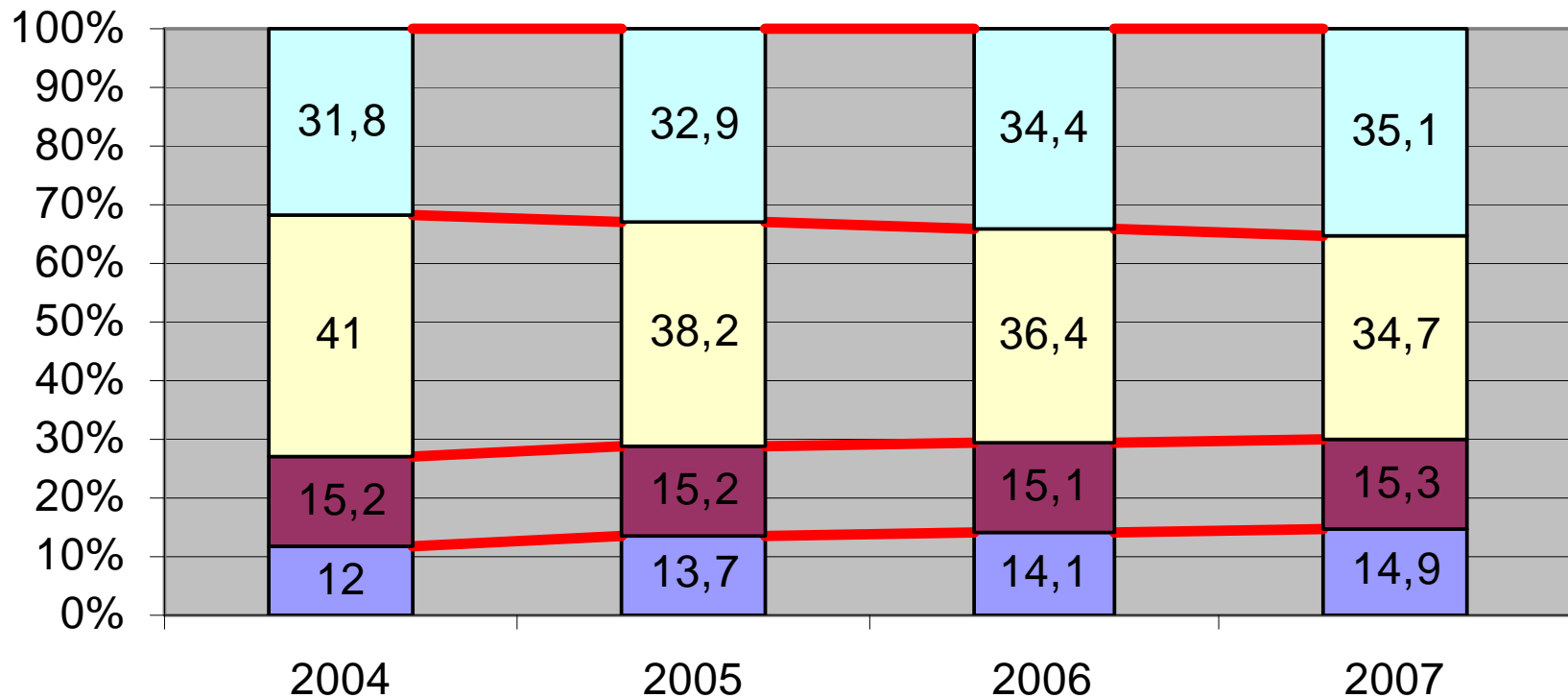




# Trends and perspectives

- Polarisation
- Low – Involvement
- Multi-Optional Consumer
- LOHAS
- « consomactors »

# Polarisation



- Premium brands
- Leading brands
- "intermediate" brands
- Privat labels (also discount)

# Two paradigms in consumption

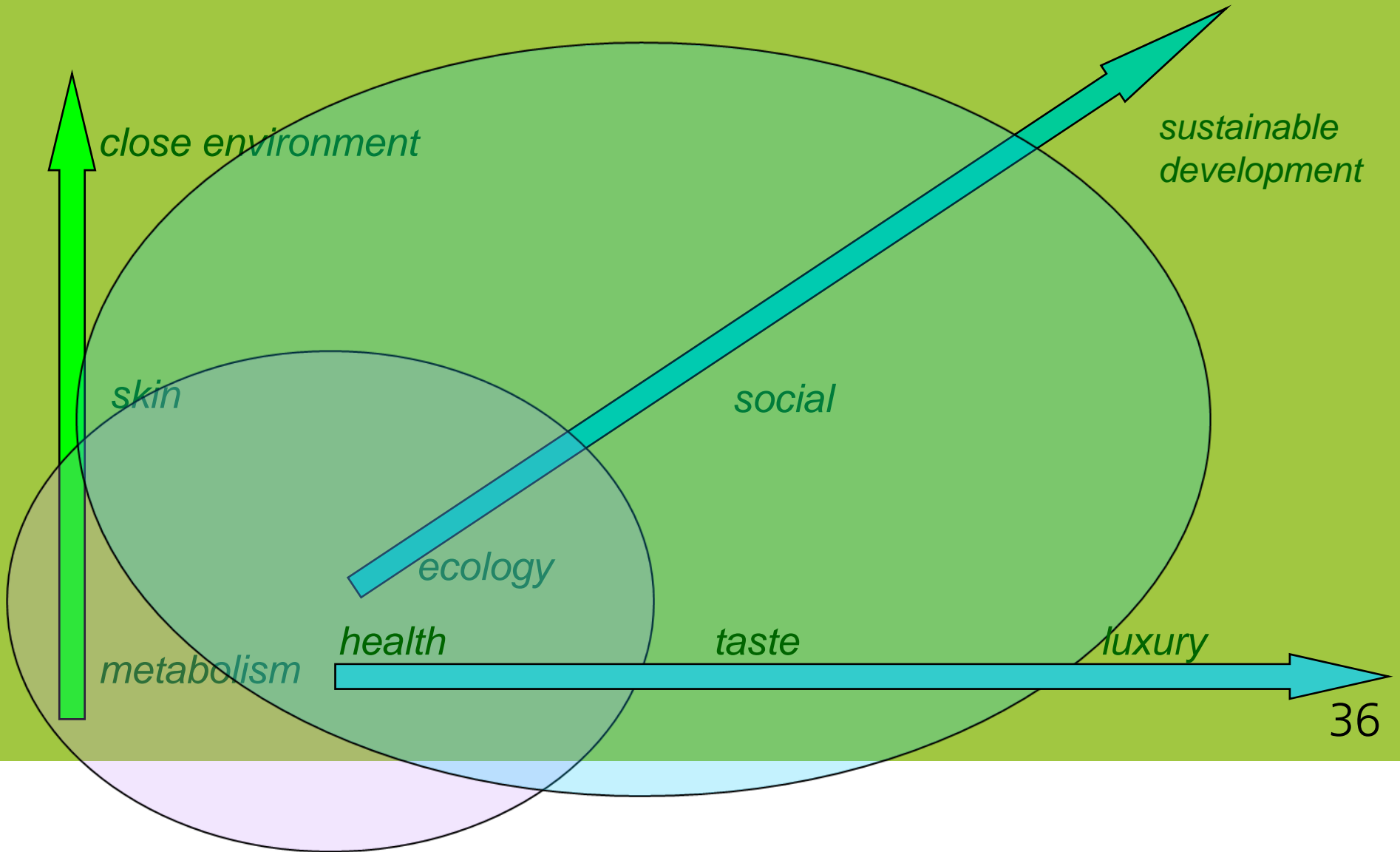
**committed  
Consumption**



**Consumption in  
« bliss ignorance »**

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# Dimension of organic consumption



# Trends in organic consumption

- **”Organic goes mainstream” – “Mainstream goes organic”:**
  - Products
  - Arguments
  - Distribution.
- **Impact of the banking crisis**
  - Acceleration of restructurings
  - Reorientation of the consumers
  - New discussion of values
- **Complex communication**
  - Differentiation of products and arguments
  - Communication across the supply chain

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Thank you!!!!

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