



# **Target groups for sensory- based marketing of organic products**

## **WP 4 Market Needs and Solutions**

**Tim Obermowe,  
Universität Göttingen Germany**

[www.ecropolis.eu](http://www.ecropolis.eu)



# Outline

- **Introduction-the idea behind the quantitative consumer survey of ECROPOLIS**
- **Study concept and parameters of the survey design**
- **Preliminary results-exemplary segmentation model**
- **Further work-implementations for the marketing of organic products**



# Introduction-the idea behind the quantitative consumer survey of ECROPOLIS



**Why is it useful to identify target groups for a sensory-based marketing of organic products?**

- **Numerous studies underline the importance of sensory aspects with regard to the motives in favour of organic food consumption**
  - **Kuhnert et al. 2003**
  - **Wier et al. 2005**
  - **Hughner et al. 2007**



# Introduction-the idea behind the quantitative consumer survey of ECROPOLIS



**Why is it useful to identify target groups for a sensory-based marketing of organic products?**

- **However, several studies show that organic food consumers may significantly vary in the importance they ascribe to sensory aspects of organic products**
  - **Lüth et al. 2005**
    - **Occasional organic buyers: Perceived health and taste most important aspects**
    - **Regular organic buyers: Environmental health most relevant purchasing motive**



# Introduction-the idea behind the quantitative consumer survey of ECROPOLIS



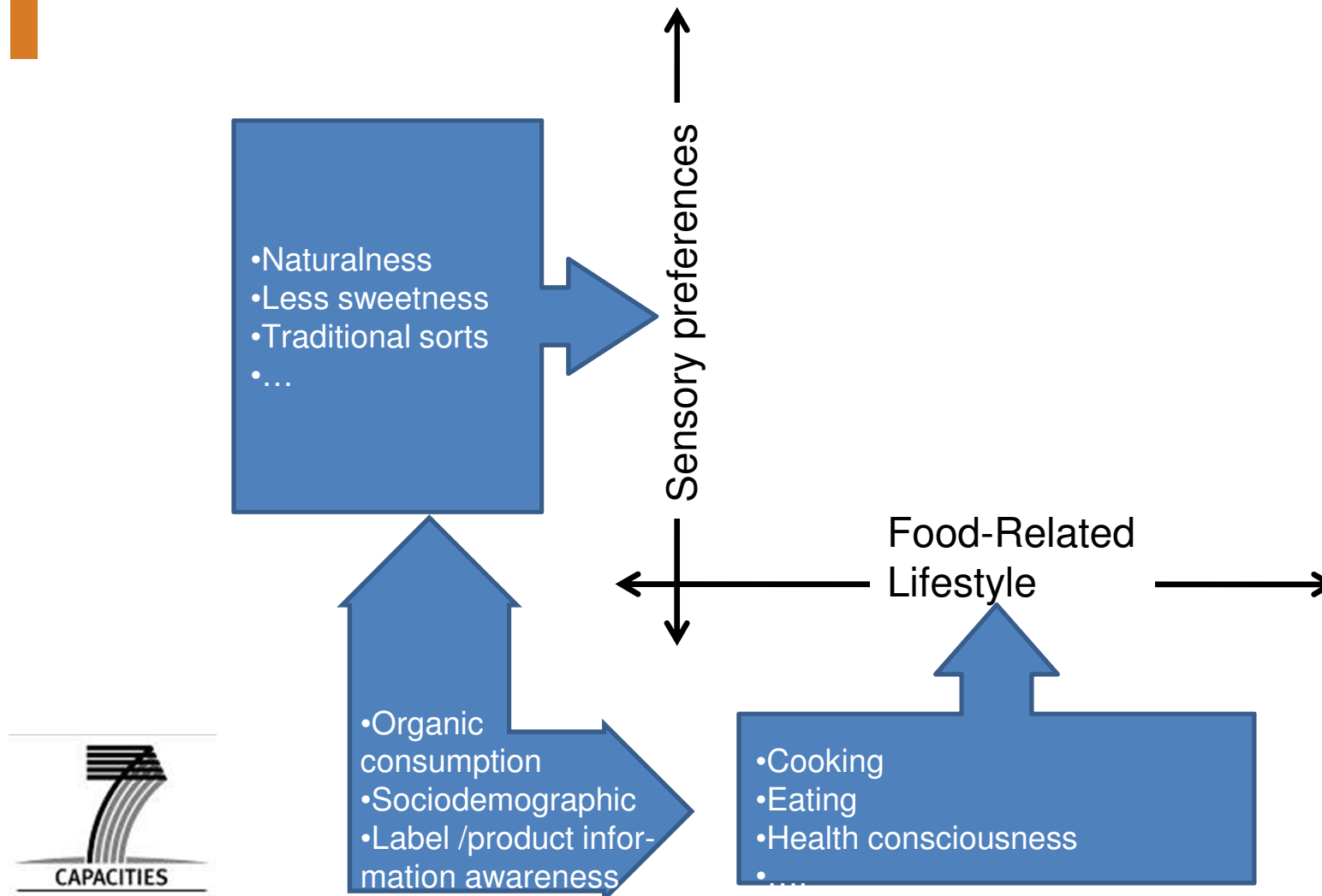
**Why is it useful to identify target groups for a sensory-based marketing of organic products?**

➤ **Although sensory aspects seem to be very important for the organic food consumption decision, a market segmentation focussing on sensory aspects is still missing**

→ **The quantitative consumer survey of ECROPOLIS aims at developing a segmentation approach for the organic food market concentrating on sensory aspects**



# Study concept of the quantitative consumer survey



# Parameters of the survey design



- › 300 organic food consumers in each participating country (DE, FR, IT, NL, PL, CH)
- › Standardized personal interviews
- › Electronic questionnaires
- › Centrally distributed indicator products (Cookies and fruit preparation for strawberry yoghurt )
- › Period of conduction: October 2010 – February 2011



# Preliminary results

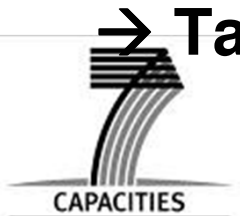
- › Exemplary segmentation model for the outcomes of the German survey
- › Differentiation of consumer groups based on:
  - › Sensory involvement
  - › Label awareness
  - › Use of food labels for the buying decision
  - › Willingness to sensory learning



# Preliminary results

- **Exemplary segmentation model for the outcomes of the German survey**
  1. **„Label fans“ (n=101)**
    - **Highest use intensity and awareness of labels**
    - **Relatively low sensory involvement**
    - **Lowest willingness to sensory learning**
    - **Age average: 44 years**

➔ **Target group for a sensory label**



# Preliminary results

## Das Original FROSTA-Reinheitsgebot

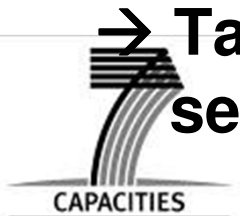
- ✓ KEINE Farbstoff- und Aromazusätze
- ✓ KEIN Zusatz von Geschmacksverstärkern
- ✓ KEINE Emulgatoren- und Stabilisatorzusätze
- ✓ KEINE chemisch modifizierten Stärken und gehärteten Fette



# Preliminary results

- Exemplary segmentation model for the outcomes of the German survey
- 2. „Sensory neophytes“ (n=73)
  - 2nd highest use intensity and awareness of labels
  - Relatively high sensory involvement
  - Highest willingness to sensory learning
  - Age average: 49 years

➔ Target group for a combined strategy based on a sensory label and degustations at POS



# Preliminary results

## Das Original FRoSTA-Reinheitsgebot

- ✓ KEINE Farbstoff- und Aromazusätze
- ✓ KEIN Zusatz von Geschmacksverstärkern
- ✓ KEINE Emulgatoren- und Stabilisatorenzusätze
- ✓ KEINE chemisch modifizierten Stärken und gehärteten Fette



# Further work-implementations for the marketing of organic products



- **Market segmentation**: Defining target groups according to the dietary habits and sensory preferences
- **Product positioning**: USP (authenticity) versus Imitation Strategy
- **Innovation strategy**: Regulatory driven innovation, variety driven innovation, etc.
- **Internationalization**: Is a European wide standardized product possible and useful?

➤ **Communication strategies**: Label approach, detailed information approach, product test approach




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## Welcome to organic taste - ECROPOLIS

The scientific project ECROPOLIS started in January 2009 and will last about three years. The project deals with sensory properties of organic food. The main aim of ECROPOLIS is to collect data about sensory profiles from organic products all over Europe in an interactive online data base (OSIS). Consumer research, regulatory affairs and dissemination will also be included in the project.

The Research Institute of Organic Agriculture (FIBL) in Switzerland coordinates the work of the different project partners.

Partners from France, Germany, Italy, Poland, Switzerland, and The Netherlands are involved in the research activity. In each country a research partner, a SME-Association and a SME is taking part in the project.

### Latest News

- 2009-5-29 Compact information on organic taste [more](#)
- 2009-4-27 ECROPOLIS goes online! [more](#)
- 2009-2-10 Ecropolis: sensory properties of organic food [more](#)

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for your  
attention!**

