

Market Potential of Organic Products through Sensory Research WP 4 Market Needs and Solutions

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Outline

- **Overview on the activities of Work Package 4**
- **Results of the expert interviews (WP 4.1)**
- **Outlook on the further work steps of Work Package 4**



Activities of Work Package 4

WP 4.1 – Market needs along the supply chain

- Stakeholder interviews
- Status quo of integration of sensory aspects

WP 4.2 – Qualitative consumer research

- Focus Group Interviews
- Idea of organic food consumer's sensory perception

WP 4.3 – Quantitative consumer research

- Personal standardized interviews
- Consumer typology for sensory marketing

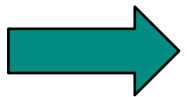
WP 4.4 – Marketing Strategies

- Segment-specific marketing strategies

Results of the stakeholder interviews (4.1)

➤ Main objectives:

- To explore the experiences concerning consumer preferences with regards to the sensory quality of specific food products
- To get an idea of the awareness of the relevance of sensory aspects with regard to product positioning and marketing strategies
- To get an overview on the level of integration of sensory analyses into the strategic approach of organic food companies

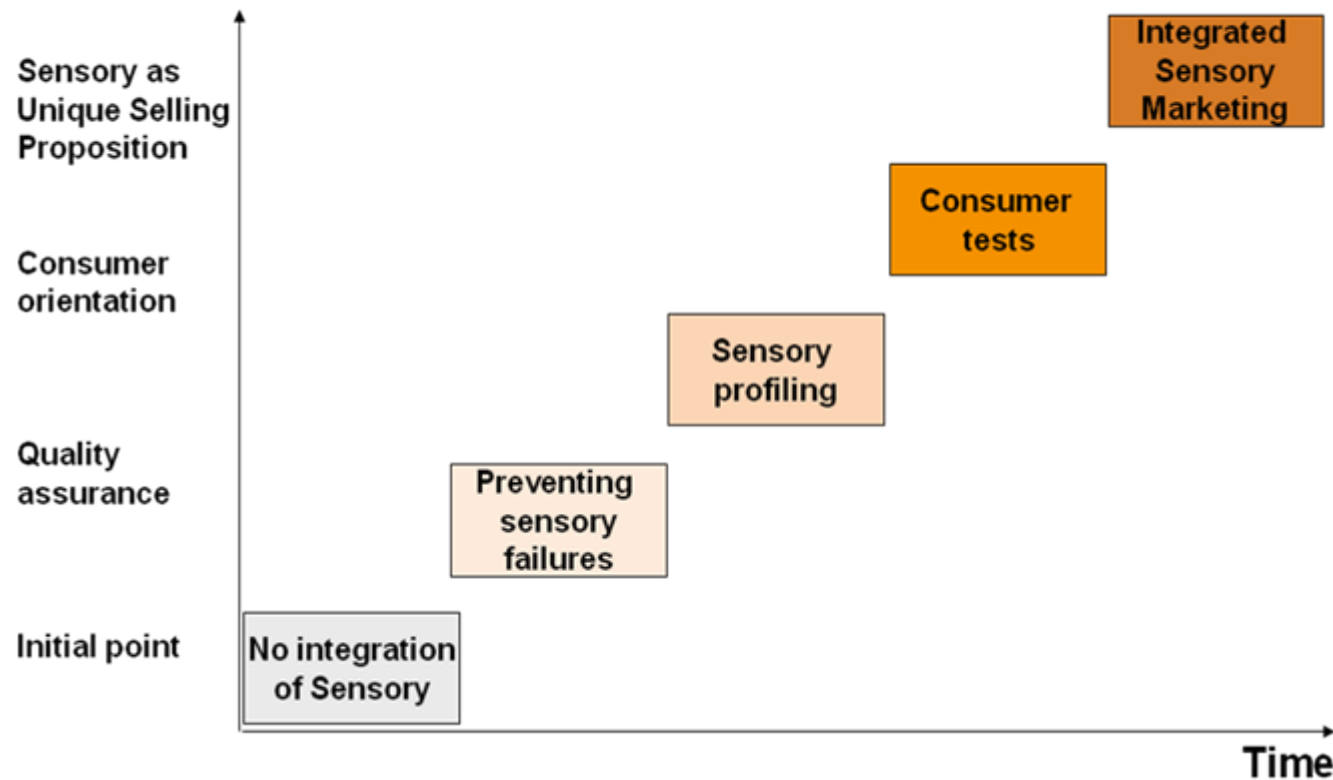


To ensure that the research approach reflects the needs of the organic food supply chain



Status quo of sensory marketing

Strategic approach



First results of the expert interviews

- **Development of sensory marketing**
- **Product life cycle (maturity of the respective market)**
- **Positioning of organic in the market (relevance of taste)**
- **Food culture in the respective countries (south vs. north)**



Three main marketing objectives of the focus groups

1. **Framing: Finding the right words to describe “organic taste“**
2. **Images: Finding the right pictures to illustrate “organic taste”**
3. **Positioning: Finding arguments for a innovative vs. imitative sensory strategy**



The standardization vs. differentiation question

Marketing strategies

Standardization

- me-too positioning
- Imitating the conventional market leader
- sensory profile closely to ordinary consumer expectations

Differentiation

- unique positioning
- special “organic taste”
- finding new sensory profiles



The standardization vs. differentiation question

Typically the organic sector is innovative so why talking about imitating?

Reasons for a me-too strategy

- Predominant conventional benchmark which is framing sensory expectations of too many organic consumers
- Product categories which are not compatible to the organic image (e.g., fast food/hamburger) – cognitive dissonances
- Preference direction is one-dimensional (worse-better)
- Degree of processing (fresh produce vs. convenience food)
- Historical experiences with bad organic products

