Segmenting Consumers By Emotional Link To The Region To Explore Attitudes And Sensory Preferences Towards Locally And Globally Manufactured Apple Juices

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THE SENSOMETRIC SOCIETY

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INTRODUCTION

As a result of global economics and changes in food production, today's consumers have a rather poor knowledge of food origins. This lack of knowledge about country of food origin often contrasts with consumers' growing desire to purchase local products. Some consumers may however prefer global brands because they convey a perception of a higher quality, safety and they satisfy consumers' desire to become a part of a global community.

OBJECTIVES

SEGMENT consumers from 15 countries based on their emotional link to the region

EXPLORE consumers' attitudes and sensory preferences towards locally and globally manufactured apple juice.

METHODOLOGY

CONSUMERS (1714) from 15 countries evaluated one global and one local apple juice specific to the country
QUESTIONNAIRE: Key demographics, emotional bond with the region (embeddedness scale –EMBB*) (7pt), attitudes & believes (5pt), key sensory hedonics (7pt), overall quality (5pt), willingness to buy (5pt) and key diagnostics (JAR).
ANALYSIS: Although consumers in different countries tested different local and global juices, specific differences amongst the juices were ignored for the purpose of this analysis.
• Factor analysis of the EMBB scale   • K-means clustering of respondents   • Discriminant analysis   • Chi-squared analysis
• ANOVA analysis to determine differences between the local and global juices

RESULTS

Global And Local Apple Juice – Total Sample
• Overall, the global juice was significantly better liked for colour
• Both juices were equally liked for taste, aroma, and scored equally for overall quality and intention to purchase
• Both global juice and local juice showed no concerning diagnostics.
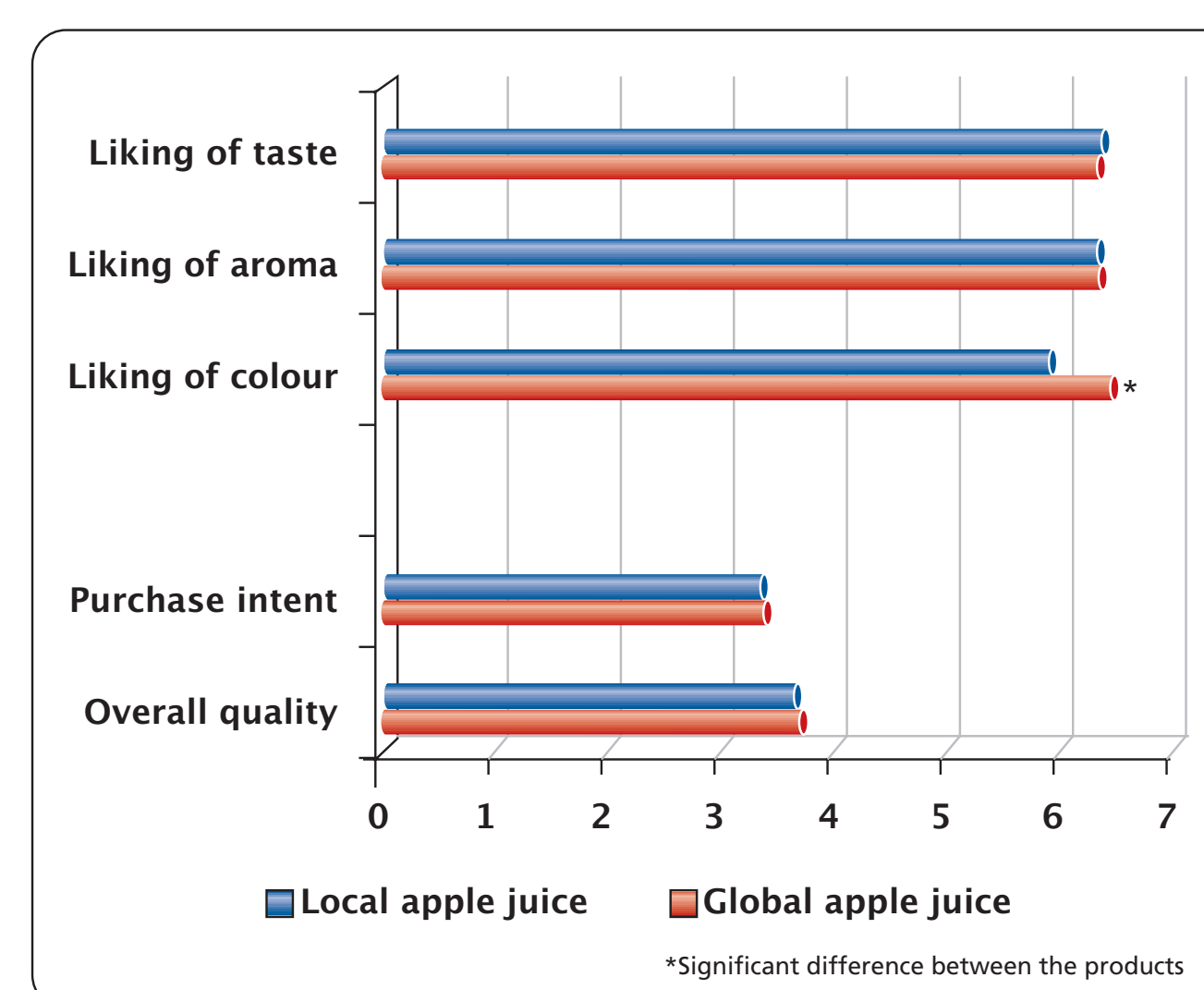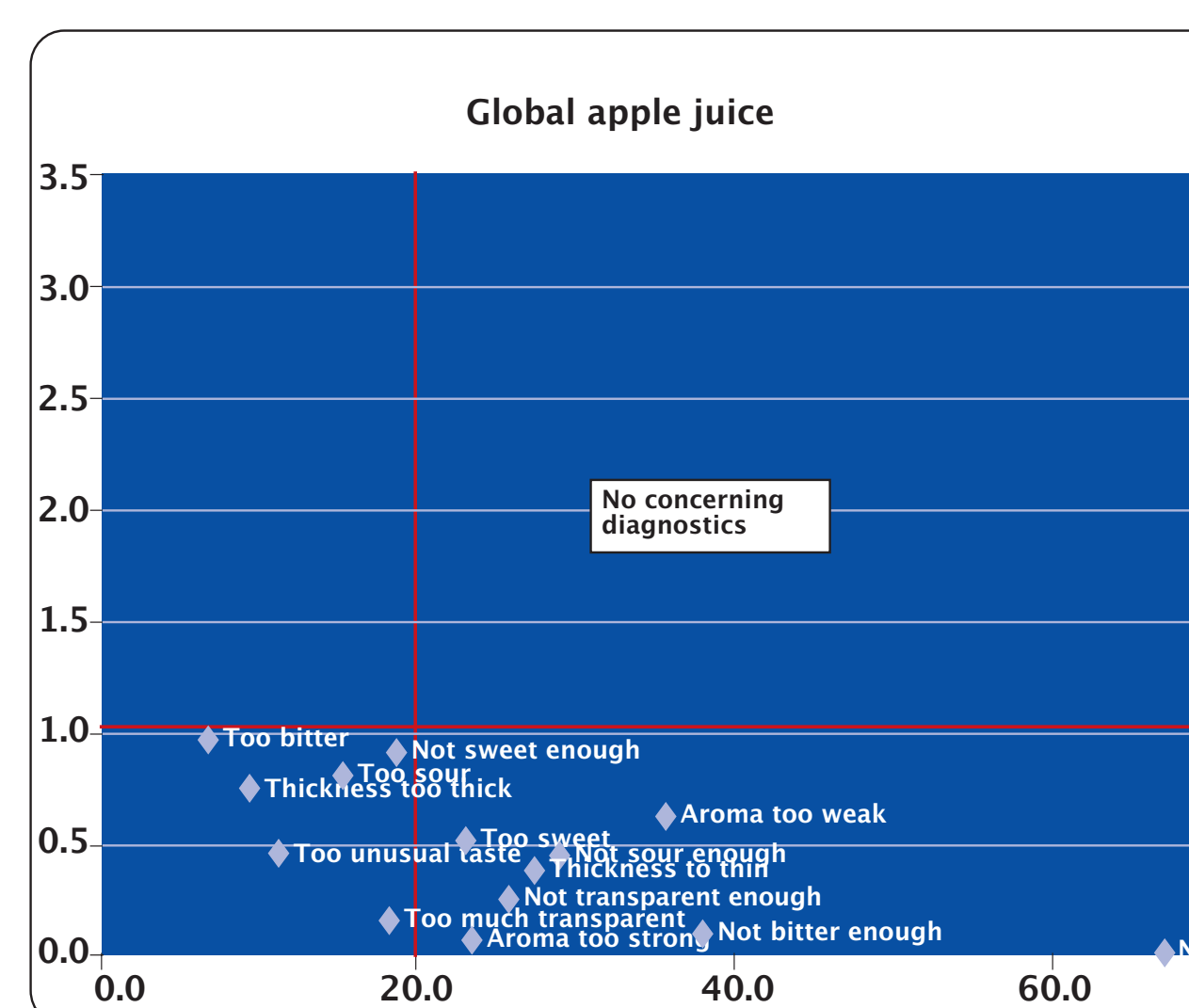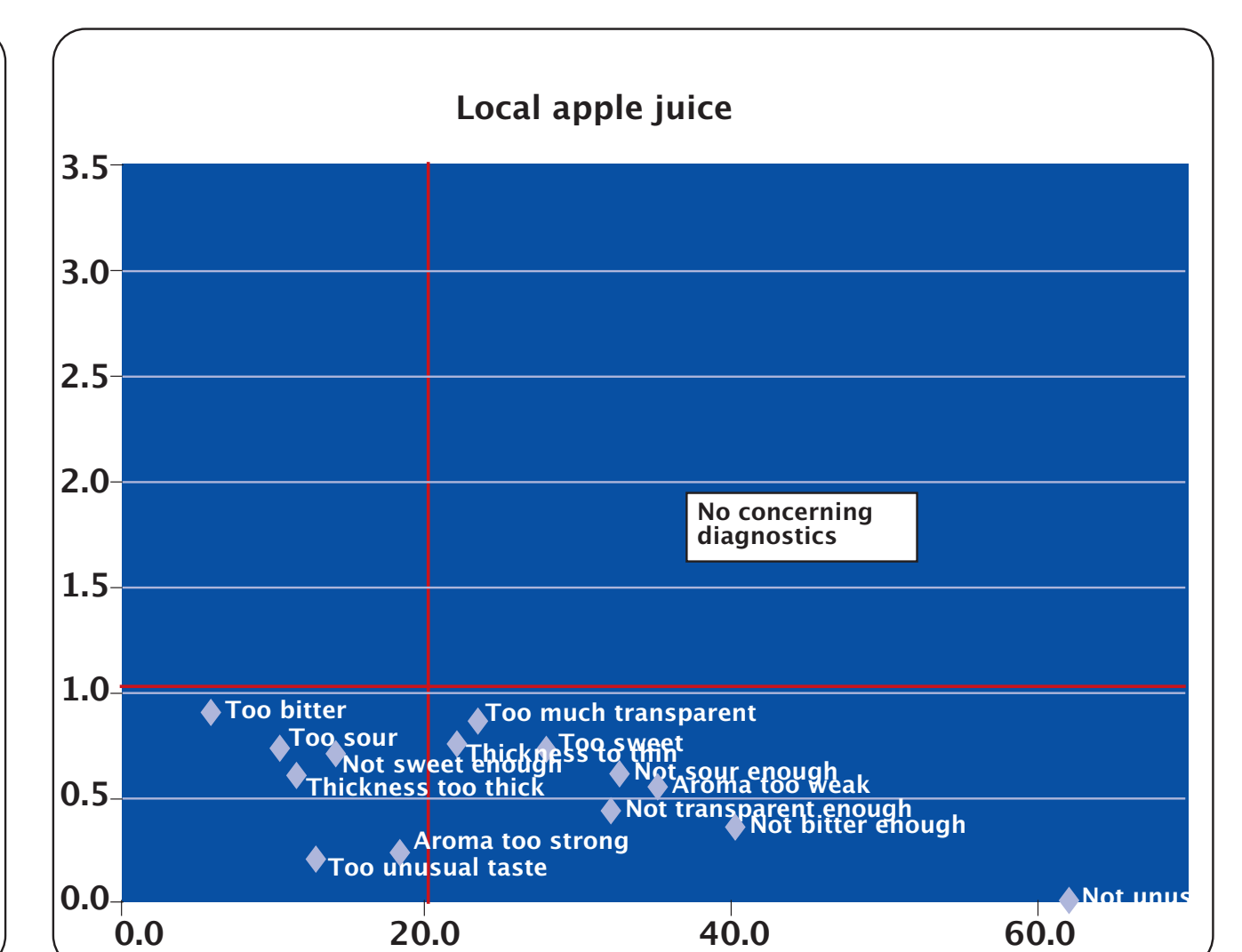

Fig1. Key sensory measures for total respondents

Fig 2. Penalty Analysis for Key JAR diagnostics

CONSUMER SEGMENTS

• Factor analysis of EMBB scale yielded a 3 factor solution: local support, limited knowledge of product origin, and safety of the industrial products (Fig 3)
• K-means cluster analysis and discriminate analysis identified 3 segments of consumers (Fig 4).

EMBB scale	Factors		
	Local Support	Limited knowledge of product origin	Safety of industry products
Consuming local products strengthens the social fabric in a region	0.788		
Consuming local products gives me a good feeling	0.770		
Consumption of local products ensures the preservation of local	0.718		
Consuming local food products is good for the environment	0.695		
By buying local products I am supporting the local farmer	0.689		
It is important to purchase products from my own region	0.687		
I am willing to pay more for local products that come straight from the farmer	0.575		
I have too little knowledge of where my food comes from		0.908	
I have too little knowledge of where my food is produced		0.900	
It is difficult these days to find authentic products		0.590	
I trust the safety of the industrial food products			−0.788
It is important to consume authentic products	0.533		0.539
Farmers these days are finding it difficult to achieve a full income			0.297

N+1714, EMBB=13–items, PCA extraction: 56% of total variance
Fig 3. Factor Analysis on EMBB scale

Predictors	Consumer Clusters		
	Cluster 1:	Cluster 2:	Cluster 3:
	Limited Knowledge about product and Trust in Safety of the Industry Products	Confused Disbelievers	Strong Local Supporters
Local Support	−0.578	−1.918	1.774
Limited knowledge of product origin	0.775	−0.923	0.013
Safety of Industrial products	2.123	−1.544	−0.637

Fig 4. Consumer segments based on Classification Function Coefficients

SEGMENT CHARACTERISTICS

• Lithuanians, Canadians, Filipinos and Swiss are the biggest supporters of local products, whereas Polish, Belgian and French consumers expressed the lowest support for the local products (Fig 5)
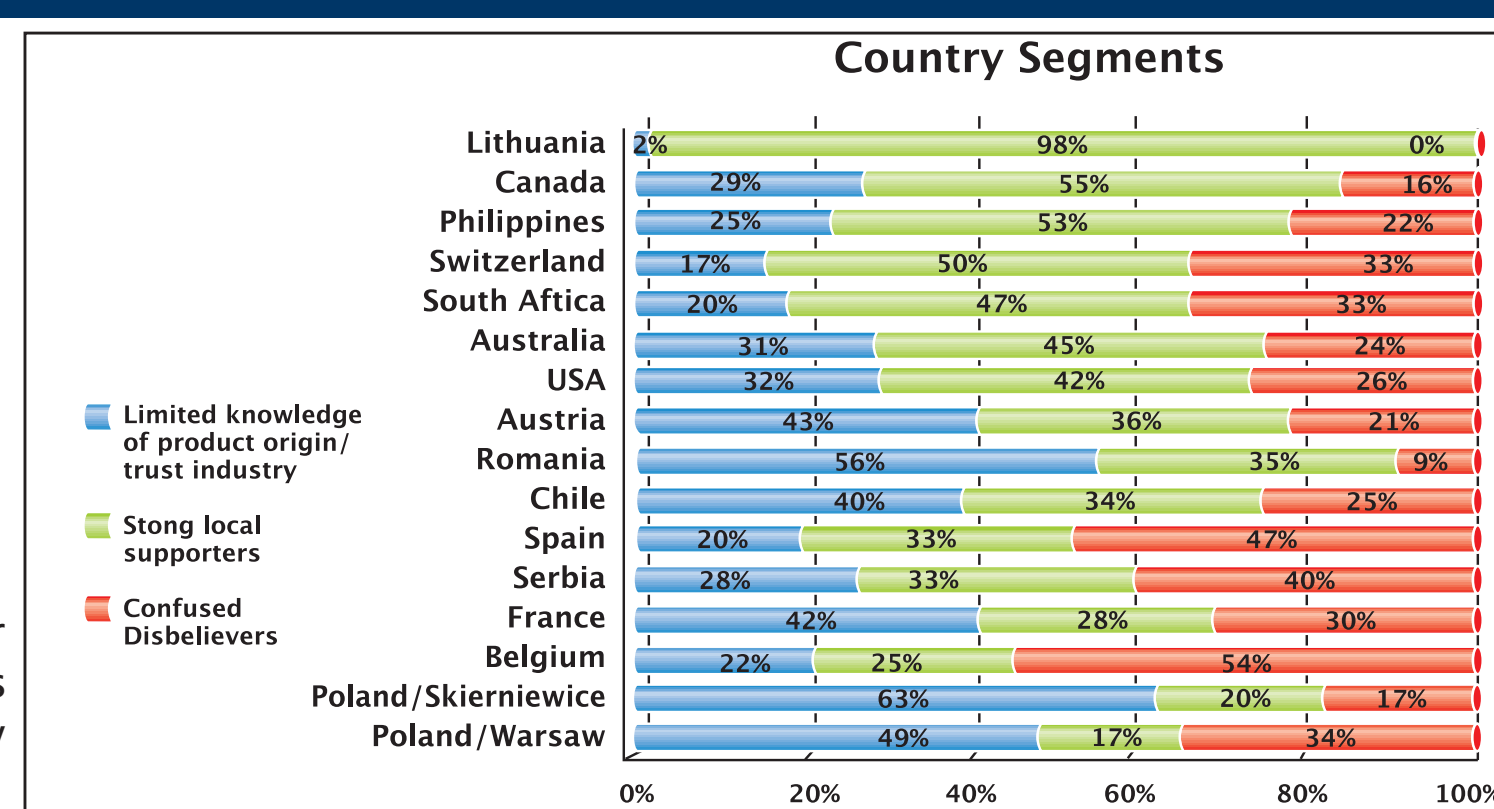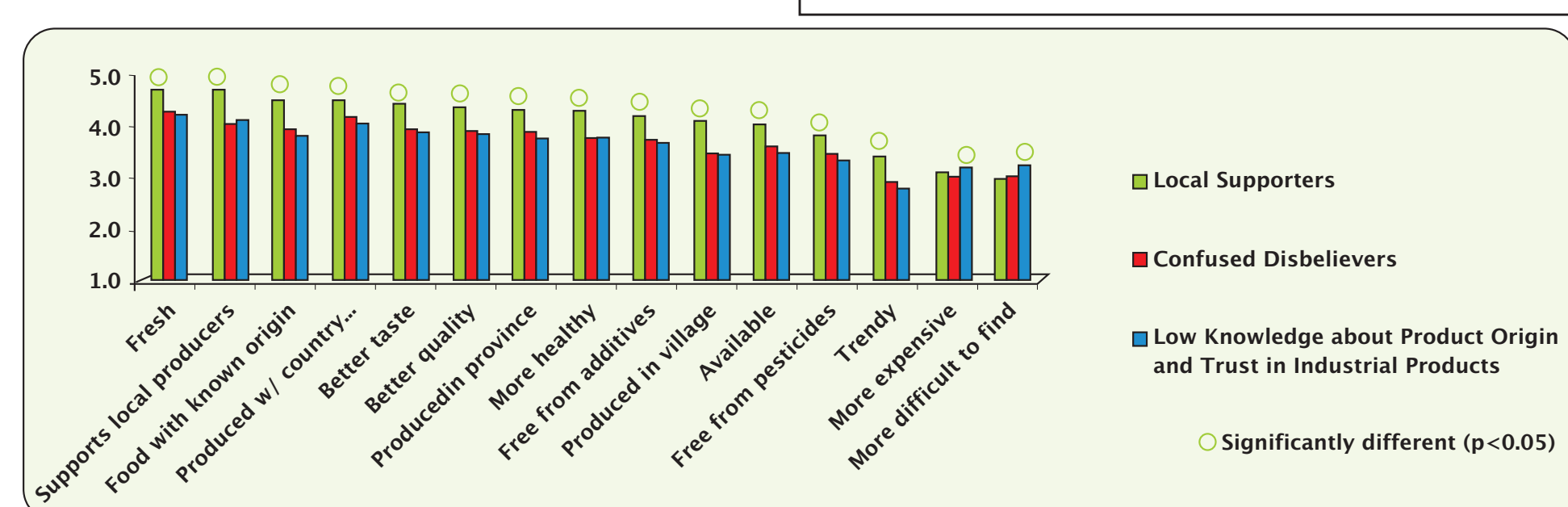

Fig 5. Consumer segments by country

Fig 6. Perception of local products

CONCLUSIONS

• When country specific apple juice brands were disregarded, locally produced apple juice was equally liked to the global apple juice, except for colour, for which the global brand was liked significantly more.

• Segmentation analysis yielded three segments of consumers based on their emotional link with the region: (1) consumers who have limited knowledge of product origin and trusted industrial products (2) confused disbelievers who seemed to oppose both local and global products, and (3) strong local supporters.

• Lithuanians were the strongest local product supporters, followed by Canadians, Filipinos and Swiss with over 50% consumers supporting the local products. Polish, Belgian and French consumers were the least supportive of the local products. Additionally, Polish consumers appeared to lack the greatest amount of knowledge of product origins, followed by Romanians and Austrians. Local supporters were most likely females and living in the countryside.

• Strong local supporters showed significantly higher support for local products and considered them significantly fresher, healthier, tastier, and a better quality than the other two segments. Consumers who have limited knowledge of product origin found local products more expensive and more difficult to find (Fig 6).

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