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

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Market Potential of Organic Products through Sensory Research

- What is a successful sensory marketing able to perform?

- How can ECROPOLIS make a useful contribution to the market potential of organic products?
Steps of Sensory Marketing

Strategic approach

- Taste as unique selling proposition
- Consumer orientation
- Quality assurance

Integrated Sensory Marketing

- Consumer tests
- Sensory profiling
- Preventing sensory failures

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Sensory Aspects as a Motive for Buying Organic Foods

- A lot of consumer studies confirm the influence that the sensory quality of organic foods exerts on purchase decision and willingness to pay
  - Wandel and Bugge (1997) indicated taste as one of the primary reasons for buying organic food and considered in this context an evident willingness-to-pay
  - Schifferstein and Oude-Ophuis (1998) highlighted the aspects appearance and taste as important factors that affect the demand for organic foods in the Netherlands
  - In the USA The Packer (2001) exposed that taste is the most important food quality attribute affecting consumers preferences
  - Lüth (2005) pointed out that especially considering the preferences of occasional organic buyers sensory aspects like taste should be included in the positioning of organic products
Motives for Buying Organic Food in Germany

Why do you purchase organic foods?

- Because they are healthier: 40% (2006), 50% (2005)
- Because they taste better: 41% (2006), 40% (2005)
- Because now and again I want to eat something healthy: 31% (2006), 35% (2005)
- It conforms to my lifestyle: 27% (2006), 28% (2005)
- Because my children should have a healthy diet: 14% (2006), 16% (2005)
- Due to existing illnesses / allergies: 5% (2006), 7% (2005)
- Other reasons: 20% (2006), 19% (2005)

Multiple answers possible

Basis: n = 910 consumers who bought organic foods in 2006
n = 878 consumers who bought organic foods in 2005

(Dialego, 2006)
Sensory Marketing

Company Marketing

- Brand names (e.g., Gourmet...)
- Packaging (e.g., Alnatura Selection)
- Testimonials (Fictive: e.g., Peter von Frosta, Real: e.g., Jamie Oliver)
- Storytelling (e.g., Jack Danniels Tennessee Whiskey, Rügenwalder)
- Smell (e.g., bakery)

Common Marketing Concepts

- Characterization of taste (e.g., acerb Jever, ...)
- Ingredient Branding (e.g., pure sorted juice, Arabica coffee)
- Stereotypes (e.g., handcraft production of Käfer Feinkost)
- Slogan (e.g., Dallmayr)
- Individual quality label (e.g., „Frosta Reinheitsgebot“)
- Image of origin (e.g., champagne)
- Portion of ingredients (e.g., 99% cacao)

- Touch (e.g., softness)
- Sound (e.g., fizzling, prickle ...)
- Image of origin (e.g., champagne)
- Portion of ingredients (e.g., 99% cacao)

- Sensory tests (e.g., DLG)
- Taste labeling (e.g., wine, potatoes)
- Product testing (e.g., Stiftung Warentest)
- Associations (e.g., Slow Food)
- PDO-System (e.g., Cheese)
Deutsche Landwirtschafts-Gesellschaft (DLG)
Stiftung Warentest
### Stiftung Warentest: Results of Food Tests 2000-2008

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<th>Grades</th>
<th>Excellent</th>
<th>Good</th>
<th>Middle</th>
<th>Satisfactory</th>
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<td>%</td>
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<td>Number</td>
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<tr>
<td><strong>Brands</strong></td>
<td>4.5%</td>
<td>43.9%</td>
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<td><strong>Private Label</strong></td>
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<td><strong>Frozen Food Delivery</strong></td>
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<td>28.6%</td>
<td>0.0%</td>
<td>0.0%</td>
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<td><strong>Organic Food</strong></td>
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<td>52.4%</td>
<td>28.6%</td>
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<td><strong>TOTAL</strong></td>
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<td>46.2%</td>
<td>28.3%</td>
<td>9.0%</td>
<td>1.6%</td>
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</tbody>
</table>
Slow Food
Alnatura Selection
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How can a Sensory Based Consumer Typology in the Food Sector Look Like?

- Natural/traditional
- Mixed preferences
- Artificial/sweet/low fat

Sensory preferences

Food-Related Lifestyle

- Low interest/low wtp
- Traditional cooking behaviour
- Health oriented consumer
- Critical food consumer