

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?**

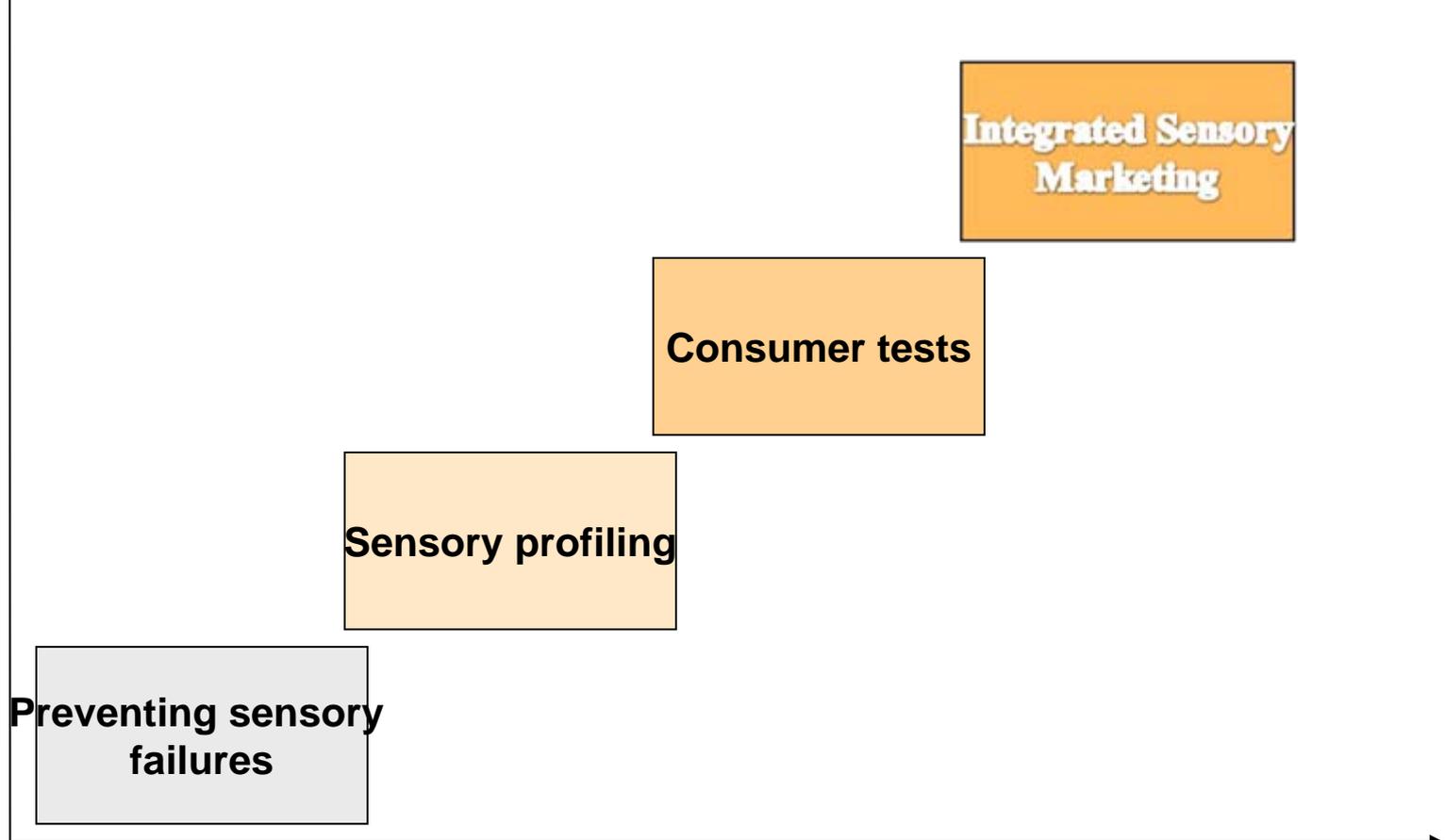
Steps of Sensory Marketing

Strategic approach

Taste as
unique selling
proposition

Consumer
orientation

Quality
assurance



time



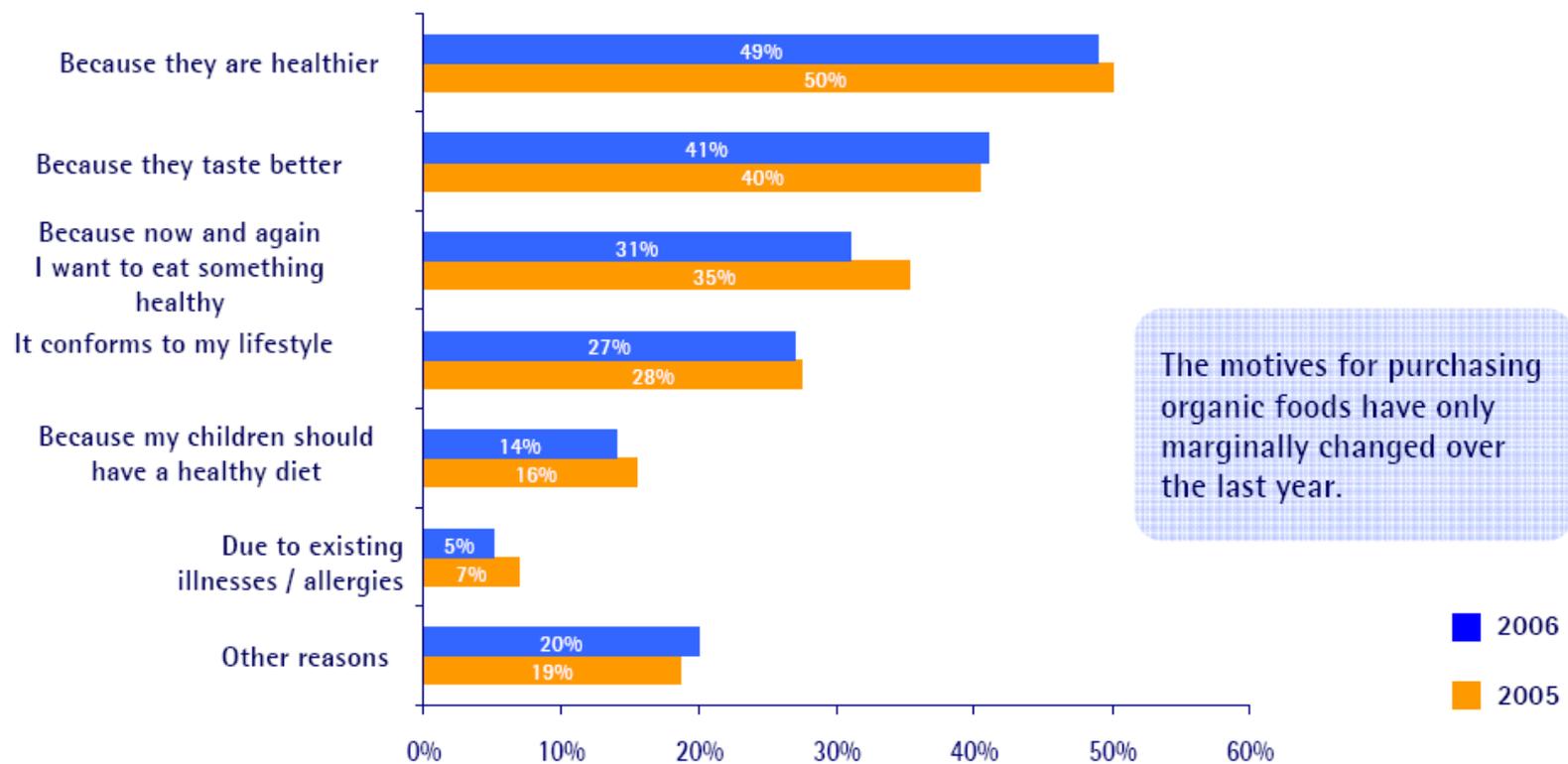
Sensory Aspects as a Motive for Buying Organic Foods

- 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?



The motives for purchasing organic foods have only marginally changed over the last year.

Multiple answers possible

Basis: n = 910 consumers who bought organic foods in 2006
n = 876 consumers who bought organic foods in 2005

Sensory Marketing

Company Marketing



Brand names
(e.g. ,Gourmet...)

Packaging
(e.g., Alnatura Selection)

Characterization
of taste
(e.g., acerb Jever, ...)

Testimonials

Fictive
(e.g., Peter
von Frosta)

Real
(e.g. ,Jamie Oliver)

Touch
(e.g., softness)

Ingredient Branding
(e.g., pure sorted juice,
Arabica coffee)

Stereotypes
(e.g. , handcraft
production of Käfer
Feinkost)

Taste labeling
(e.g., wine, potatoes)

Slogan
(e.g., Dallmayr)

Product testing
(e.g. ,Stiftung Warentest)

Storytelling
(e.g., Jack Danniels
Tennessee Whiskey,
Rügenwalder)

Sound
(e.g. ,fizzling, prickle ...)

Associations
(e.g. , Slow Food)

Individual quality
label
(e.g., „Frosta Reinheits-
gebot“)

Image of origin
(e.g., champagne)

PDO-System
(e.g., Cheese)



Smell
(e.g., bakery)

Portion of ingredients
(e.g. 99% cacao)

Common Marketing Concepts



Deutsche Landwirtschafts-Gesellschaft (DLG)



Stiftung Warentest



Stiftung Warentest: Results of Food Tests 2000-2008

Grades	Excellent	Good	Middle	Satisfactory	Failed	TOTAL
	%	%	%	%	%	Number
Brands	4.5%	43.9%	28.3%	9.3%	13.9%	667
Private Label	1.9%	49.5%	28.2%	9.1%	11.3%	309
Frozen Food Delivery	10.7	60.7%	28.6%	0.0%	0.0%	28
Organic Food	4.8%	52.4%	28.6%	9.5%	4.8%	21
TOTAL	3.9%	46.2%	28.3%	9.0%	1.,6%	1025

Slow Food



Alnatura Selection



CAPACITIES

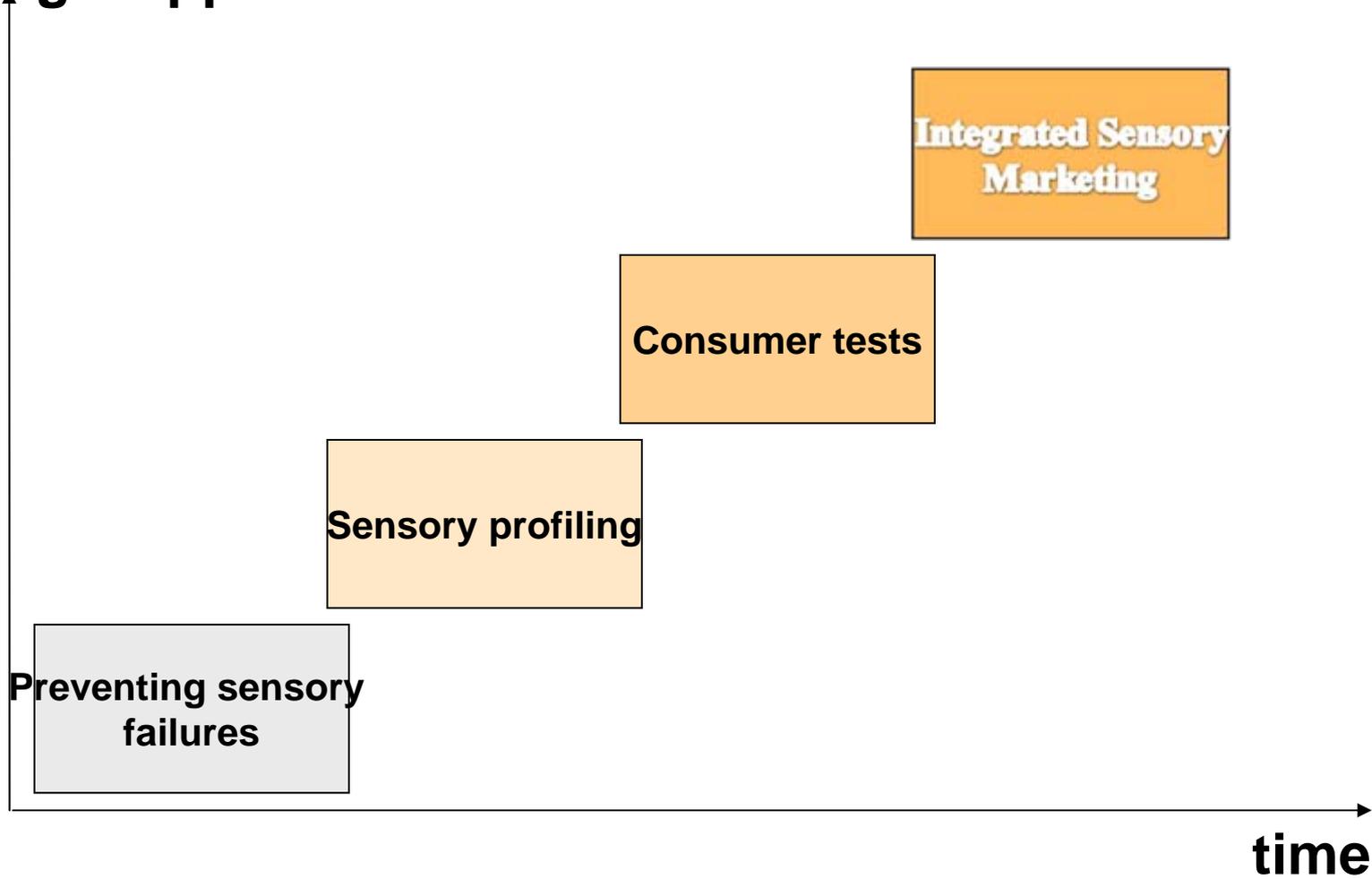
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How can a Sensory Based Consumer Typology in the Food Sector Look Like ?

