



Flavour-driven marketing of fruits and vegetables

Market segmentation of consumers based on lifestyle

Why?

The consumption of fruits and vegetables is low and declining steadily. An increase in fruit and vegetable consumption could be achieved by developing products that are tasty and healthy and meet consumers' wishes.

This study offers insights into the behaviour and preferences of different consumer lifestyle groups with respect to fresh fruits and vegetables as they relate to health.

That's why!

We have identified six lifestyle groups that differ in their

- Fruit and vegetable consumption
- Motives for pursuing a healthy lifestyle
- A variety of other characteristics that play a role in the purchase and consumption of fruits and vegetables.

With these insights in mind, products can be developed that correspond with clusters of buyer motives and characteristics. For this study, a representative group of Dutch consumers (1296) has completed an online questionnaire.



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Clarification of consumer motives and product characteristics

Health-related motives

Important reasons for eating fruits and vegetables are related to health. We can distinguish six motives for wanting to be healthy. These motives fall into two groups, social or individual in nature:

- Social motives

- Caring: to take care of the family
- Social: to nurture friendships
- Well-being: to feel well

- Individual motives

- Active: for sports and physical fitness
- Status: to be successful
- Appearance: to look good and stay slim

Involvement with food

The high-scoring consumer likes to cook and talk about food, and devotes a fair amount of time to food and cooking.

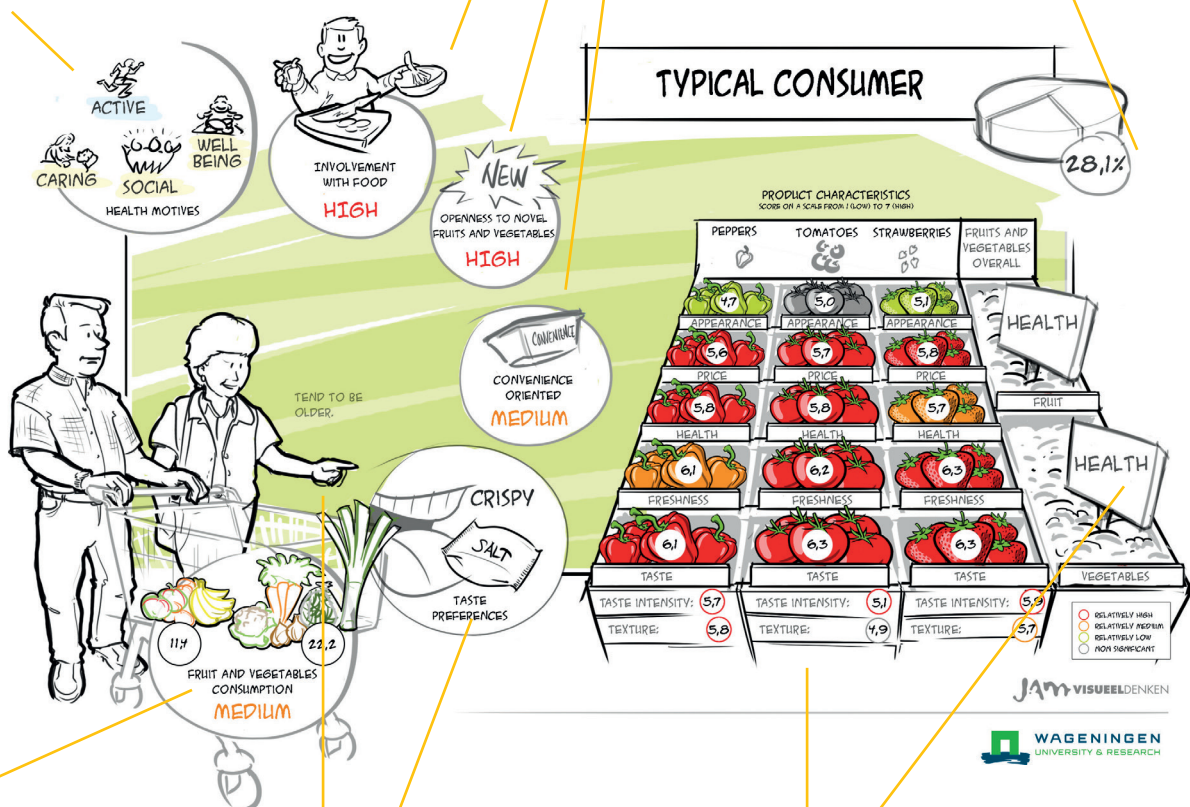
Openness to novel fruits and vegetables

The high-scoring consumer enjoys trying out new varieties of fruits and vegetables.

Focus on convenience

The high-scoring consumer prefers food that is easy to buy and prepare.

The **size** of the respective group.



Fruit and vegetable consumption

These numbers show the average weekly intake of pieces of fruit and servings of vegetables (serving spoons of 50 grams) per consumer per group.

Demographics

Comparison of groups in terms of age, sex, education, work/employment status and income; shown here.

Flavour preferences

Groups were asked to indicate a preference for food flavour and texture in general; choices were: sweet, acidic, salty, bitter, crispy, raw or cooked. Preferences are shown here.

Product characteristics of sweet pepper, tomato and strawberry

The display shows each food item's rating for certain product characteristics on a scale from 1 to 7. In all, 23 product characteristics have been scored; the top 5 are listed in the figure above. The ratings are color-coded: a red characteristic is considered significantly more important than an orange or a green one. A grey dot indicates that the difference between flavour groups was not significant.

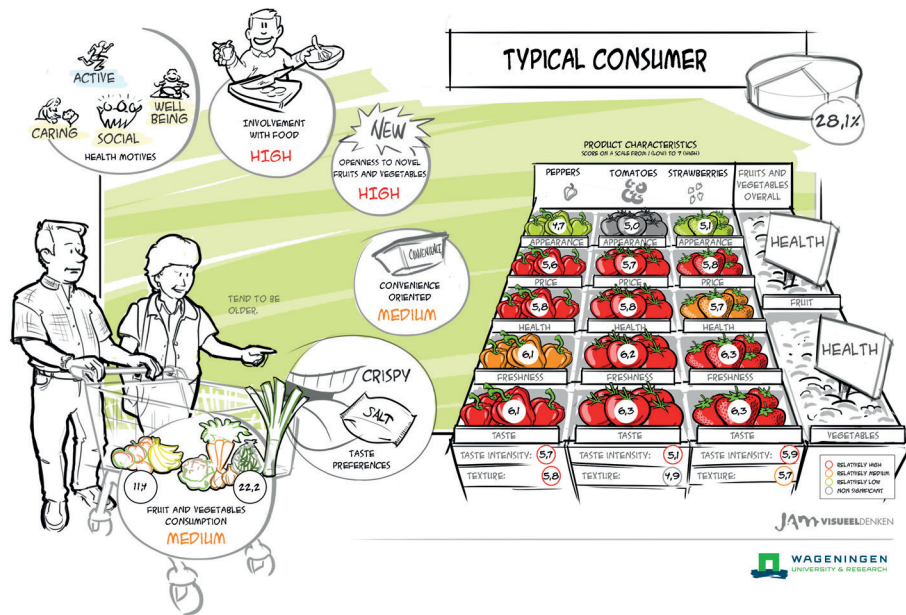
Product characteristics of fruits and vegetables overall

The right-hand side of the display shows which fruit and vegetable characteristics the group considers most important overall. In this case, the product characteristics flavour, freshness, and nutritional value all fall under the header "healthy", because all showed the same pattern. "Eco" includes organic production and country of origin.

The 5 most important product characteristics in the Netherlands:

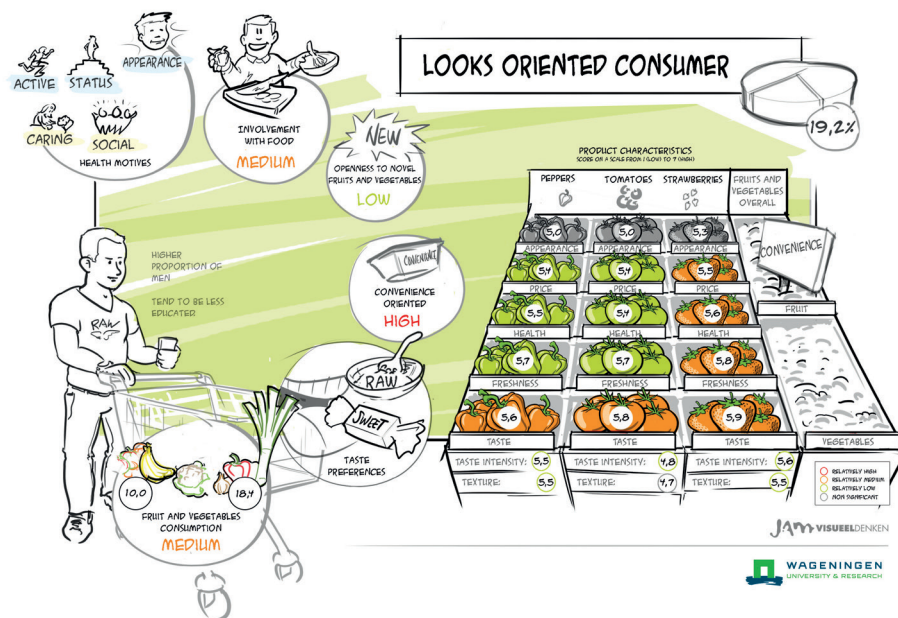
1. Flavour
2. Freshness
3. Healthiness
4. Price
5. Appearance

Six lifestyle segments



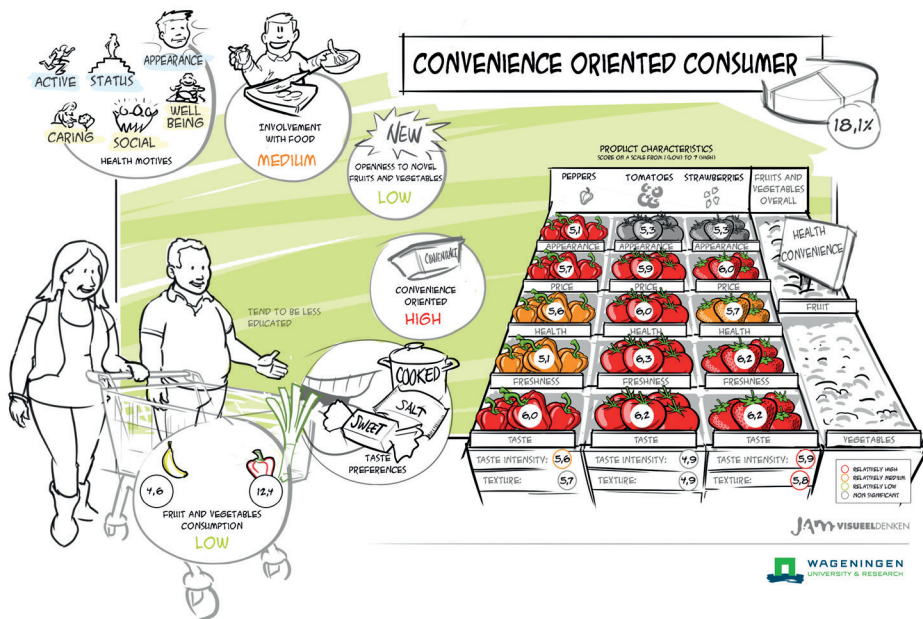
The largest segment is that of Typical Consumers (28.1%); compared with other segments, they eat an average quantity of fruit and vegetables. Underlying the health reasons for eating greens are mostly social motives. This group is more involved with food and is more open to novel fruits and vegetables than other groups.

Compared with the other five groups, the product characteristics flavour, freshness, healthiness, and price score highest in this group, with flavour and freshness the most important. Product idea: an innovative, tasty, fresh, healthy product, e.g. a package of fresh vegetables, that can be eaten in a social setting.



Looks-oriented Consumers are more inclined than other consumers to stay healthy for reasons based on individual motives, such as status, being active and looking good. The group includes a high proportion of young, low-income men, who are not highly educated. The group values convenience and has little interest in new products.

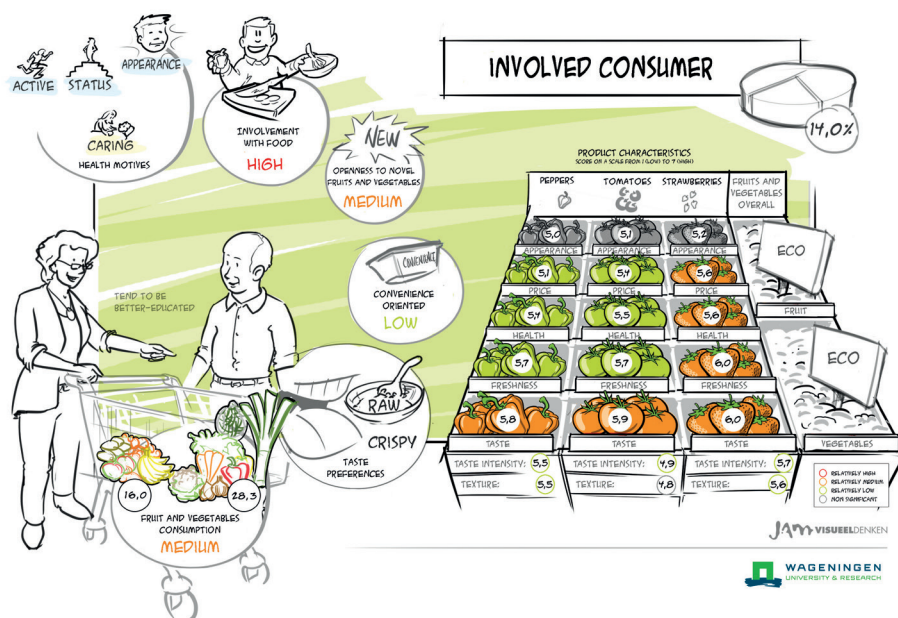
For this group, too, flavour and freshness are the most important product characteristics. However, compared with other groups, this group generally does not attach much importance to product characteristics. Product idea: a familiar, ready-made product that is nice and sweet, for an active lifestyle, in which good looks are important e.g. snack tomatoes.



The Convenience-oriented Consumer eats fewer fruits and vegetables than anyone else. Underlying the health reasons for eating greens are both individual and social motives. Convenience is quite important. The group is not open to new fruit and vegetable products, but is open to vitamin-enriched products.

Compared with the other groups, the group values first and foremost the product characteristics flavour and price.

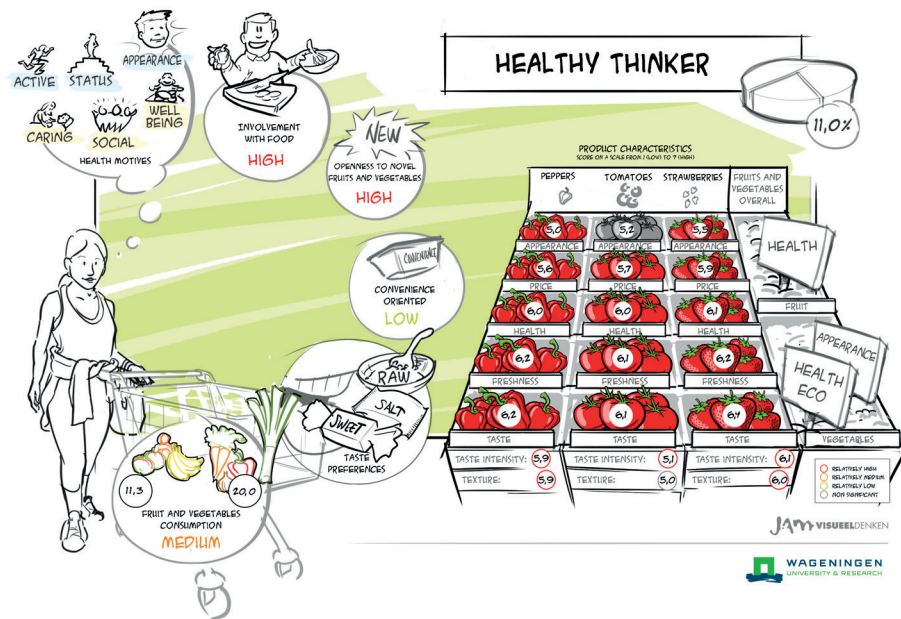
Product idea: familiar, tasty meals that are very easy to prepare, that contain cooked vitamin-rich vegetables, which can be eaten in a social setting and make the consumer feel good.



For Involved Consumers, more than for other groups, the reasons for staying healthy tend to be based on individual motives: status, to be active and to look good. The group is comparatively better-educated.

Involvement with food is high and convenience is not that important. Compared with the other five groups, this group considers organic production methods and country of origin more important, but the 4.9 score shows it is not as important as flavour (5.9).

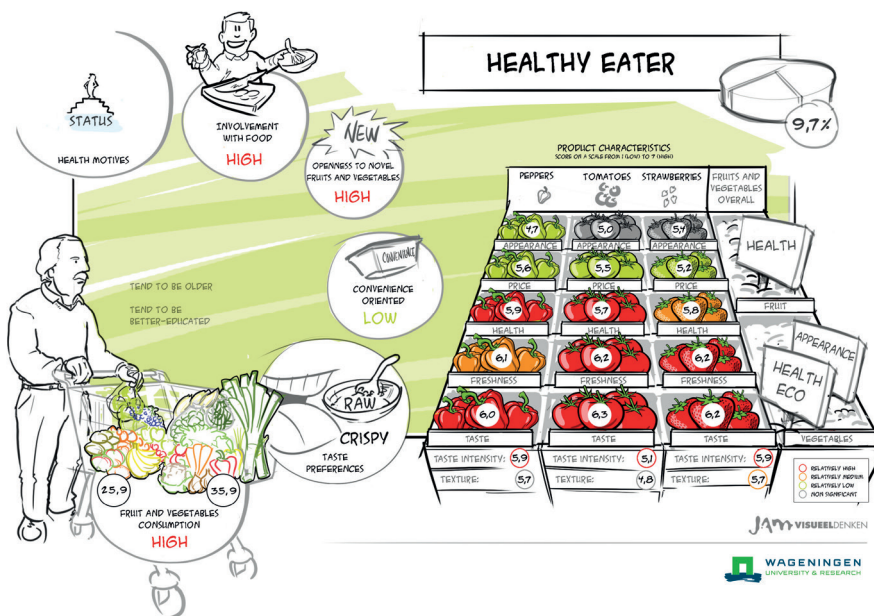
Product idea: a sustainably grown, or organic vegetable to be cooked at home, that fits an active lifestyle and good looks.



The Healthy Thinker is driven by both individual and social motives. This group is more involved with food and is more open than other groups to new and enriched fruits and vegetables. The group's fruit consumption is average.

Product characteristics are considered very important; notably on health but also flavour intensity, the group scores higher than other groups.

Product idea: tasty, fresh, affordable, novel or enriched, raw fruits and vegetables, grown sustainably, that can be enjoyed in a social setting and make the consumer feel good.



Healthy Eaters eat more fruits and vegetables than all other consumers but even they do not reach the recommended daily intake. The reasons for staying healthy are only related to a desire to be successful. This group of slightly older and better-educated consumers is more involved with food and is open to new products.

Here too, flavour, freshness and health are considered most important. Price is less important than in other groups. Attitudes towards enriched products are more critical than in other groups.

Product idea: a tasty, fresh, innovative and healthy, but unenriched product that can confer a sense of status due to its brand name and higher price.

Conclusions

- There are six distinct consumer groups that differ in
 - How much F&V they consume
 - Their motives for pursuing a healthy lifestyle.
- In addition, these groups differ in their
 - Involvement with food
 - Openness towards novel F&V products
 - Preference for convenience
 - Age and sex
 - Degree of importance of product characteristics

The 5 most important product characteristics are the same for all groups:

1. Flavour
2. Freshness
3. Healthiness
4. Price
5. Appearance

Application

The results of this study can be applied to product development of fruits and vegetables by listing product characteristics and using language to match the cluster of motives and valued characteristics identified for each group. Ideas for new products have been defined for each group.

The results offer insights into which factors are considered important by different types of consumers when buying fruits and vegetables, and into consumers' underlying motives.

A source of inspiration for consumer-oriented product development!

We wish to thank our consortium partners



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