Consument centraal bij innovaties in korte keten

Introductie op DONE framework - begrijpen van consument

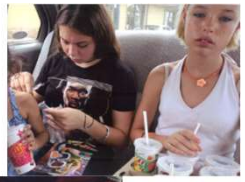
20 november 2018, Siet Sijtsema





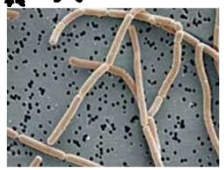
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Hungry planet - Menzel























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siet.sijtsema@wur.nl

Onderwerpen

- Done framwork
    - Individu, Sociale en Fysieke omgeving, Beleid:
        - waarden, attitude, intentie, gewoonte
        - doelgroepen
- Gedragsverandering
- Innovatie met consument
- Workshop

DONE framework

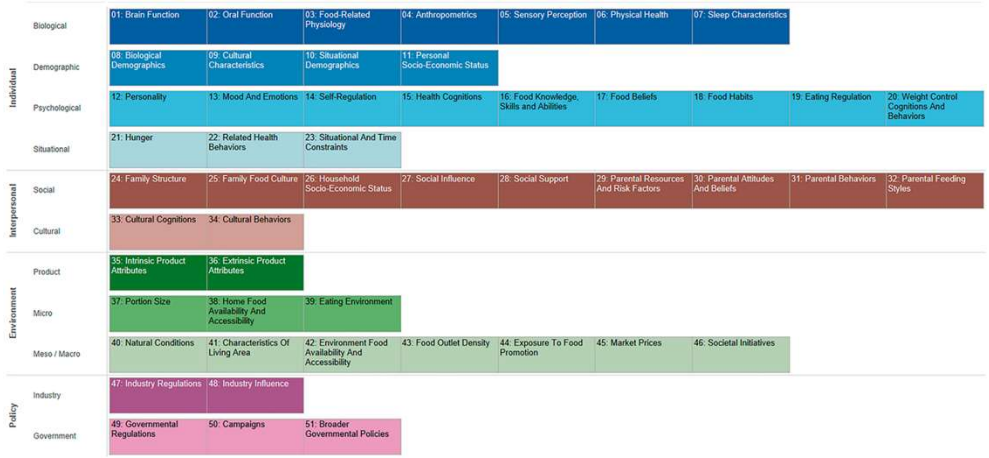
Determinanten van consumptie en voedselkeuze

Multidisciplinair

Interactief

Interventies – Onderzoek

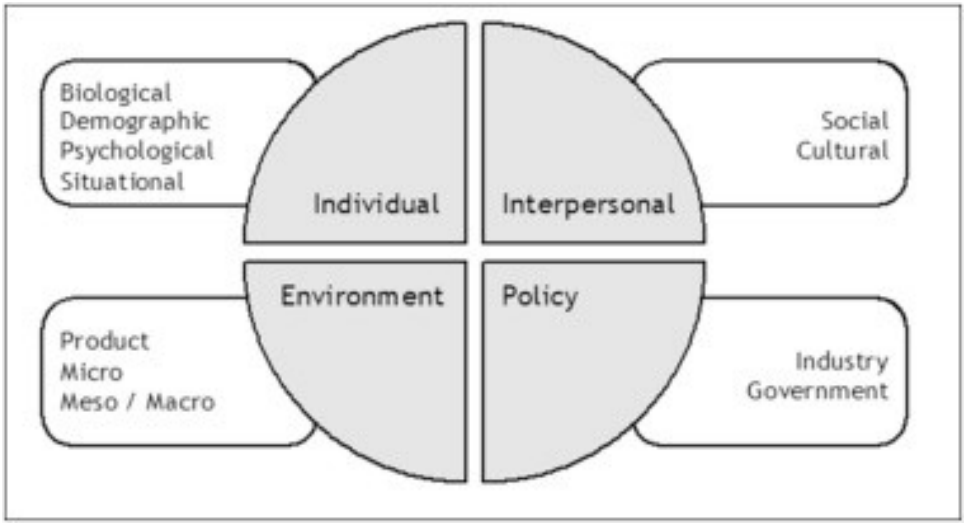
https://www.uni-konstanz.de/DONE/



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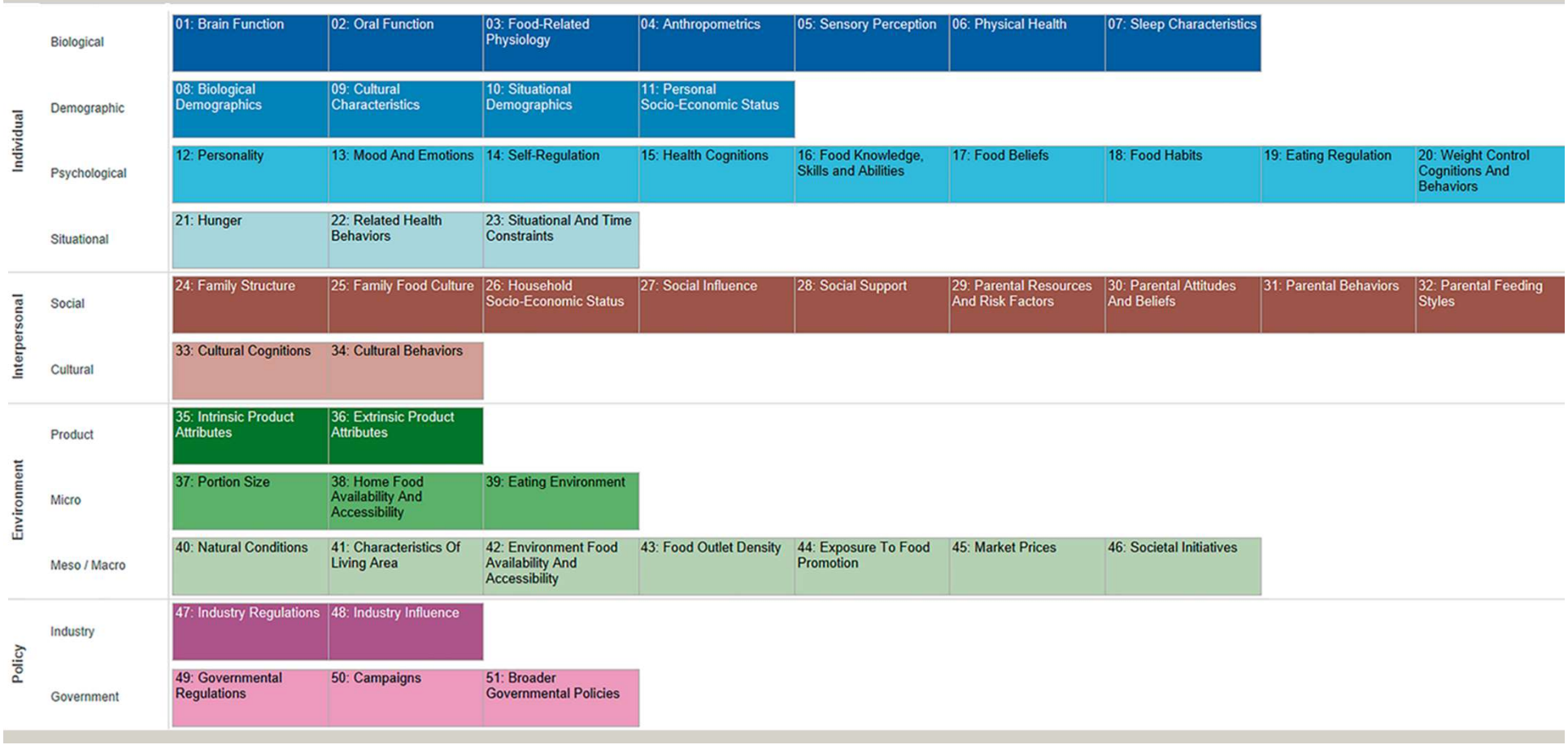
Determinanten voedselkeuze en consumptie



Simplified representation of main levels (grey) and stem-categories (white) in the DONE framework. (Copied from Symmank et al., 2017).

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Done model


Individual
Biological
01: Brain Function
02: Oral Function
03: Food-Related Physiology
04: Anthropometrics
05: Sensory Perception
06: Physical Health
07: Sleep Characteristics
Demographic
08: Biological Demographics
09: Cultural Characteristics
10: Situational Demographics
11: Personal Socio-Economic Status
Psychological
12: Personality
13: Mood And Emotions
14: Self-Regulation
15: Health Cognitions
16: Food Knowledge, Skills and Abilities
17: Food Beliefs
18: Food Habits
19: Eating Regulation
20: Weight Control Cognitions And Behaviors
Situational
21: Hunger
22: Related Health Behaviors
23: Situational And Time Constraints
Interpersonal
Social
24: Family Structure
25: Family Food Culture
26: Household Socio-Economic Status
27: Social Influence
28: Social Support
29: Parental Resources And Risk Factors
30: Parental Attitudes And Beliefs
31: Parental Behaviors
32: Parental Feeding Styles
Cultural
33: Cultural Cognitions
34: Cultural Behaviors
Environment
Product
35: Intrinsic Product Attributes
36: Extrinsic Product Attributes
Micro
37: Portion Size
38: Home Food Availability And Accessibility
39: Eating Environment
Meso / Macro
40: Natural Conditions
41: Characteristics Of Living Area
42: Environment Food Availability And Accessibility
43: Food Outlet Density
44: Exposure To Food Promotion
45: Market Prices
46: Societal Initiatives
Policy
Industry
47: Industry Regulations
48: Industry Influence
Government
49: Governmental Regulations
50: Campaigns
51: Broader Governmental Policies

Individu



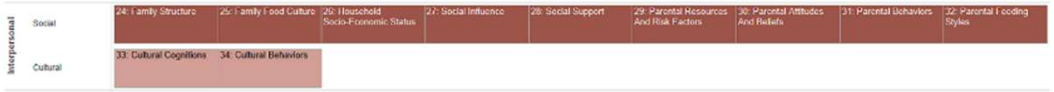
Level; stem-category	Leaf-category		
Individual; Biological	Brain Function	brain and brain functionality	dementia, orbito-frontal cortex volume
	Oral Function	oral system and oral functionality	chewing problems, wearing dentures
	Food-Related Physiology	physiological characteristics especially relevant for diet and nutrition that are not covered in the previous categories	food allergies, obesity-associated genes
	Anthropometrics	physical size and shape	BMI, birth weight
	Sensory Perception	sensory system and sensory perception	fat liking, taste preferences
	Physical Health	physical health status	medication use, chronic diseases
	Sleep Characteristics	sleep and sleeping patterns	chronotype, sleep duration
Individual; Demographic	Biological Demographics	(usually) innate demography	age, gender
	Cultural Characteristics	culturally-defined demography	nationality, ethnicity
	Situational Demographics	situationally defined demography	living arrangement, urban or rural dweller
	Personal Socio-Economic Status	socio-economic aspects of the individual	income, education
Individual; Psychological	Personality	personality traits and styles	self-esteem, personal values
	Mood And Emotions	affective states and stable moods	depressive symptomatology, positive emotions
	Self-Regulation	individual-difference traits concerned with controlling the self	impulsivity, self-control
	Health Cognitions	personal ideas and goals concerned with being healthy and eating healthily	health consciousness, healthy eating motivation
	Food Knowledge, Skills, and Abilities	personal resources relevant for diet and eating	nutrition knowledge, cooking skills
	Food Beliefs	personal thoughts and beliefs about food and eating	food ethics, trust in the food industry
	Food Habits	habits and routines around food consumption	habitual eating, willingness-to-pay
	Eating Regulation	psychological strategies for regulation of consumption	external eating, mindful eating
	Weight Control Cognitions And Behaviors	psychological aspects of weight control	body dissatisfaction, cognitive constraint
Individual; Situational	Hunger	situational occurrence of feeling hungry	hunger, food deprivation
	Related Health Behaviors	engagement in other health behaviors related to eating	alcohol consumption, television viewing
	Situational And Time Constraints	situational occurrences that impose constraints on consumption	access to a car, workload

Stok FM, Hoffmann S, Volkert D, Boeing H, Ensenauer R, et al. (2017) The DONE framework: Creation, evaluation, and updating of an interdisciplinary, dynamic framework 2.0 of determinants of nutrition and eating. PLOS ONE 12(2): e0171077. https://doi.org/10.1371/journal.pone.0171077 http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0171077

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Sociale omgeving



Level; stem-	Leaf-category	Explanation	Examples of determinants
Interpersonal; Social	Family Structure	composition and cohesion of the family / household	household size, family cohesion
	Family Food Culture	food culture existing in the family / household	household food processing, family food preferences
	Household Socio-Economic Status	socio-economic aspects of the family / household	household food security, household budget constraints
	Social Influence	diet- and eating-related influences from others in the environment	peer modeling, social norms
	Social Support	diet- and eating-related support from others in the environment	social ties, community recommendations
	Parental Resources And Risk Factors	parental resources and constraints relevant for diet and eating	parental time constraints, parental nutrition knowledge
	Parental Attitudes And Beliefs	parental thoughts and beliefs about food and eating	parental food risk aversion, parental trust in food distribution
	Parental Behaviors	parental food- and eating-related behaviors	parental food habits, parental frugality
	Parental Feeding Styles	how parents go about feeding their children	parental food restriction, parental pressure-to-eat
Interpersonal; Cultural	Cultural Cognitions	thoughts and beliefs related to one's cultural background	cultural values, social role of food
	Cultural Behaviors	behaviors related to one's cultural background	cultural food customs, religious rituals

doi:10.1371/journal.pone.0171077.t002

Stok FM, Hoffmann S, Volkert D, Boeing H, Ensenauer R, et al. (2017) The DONE framework: Creation, evaluation, and updating of an interdisciplinary, dynamic framework 2.0 of determinants of nutrition and eating. PLOS ONE 12(2): e0171077. https://doi.org/10.1371/journal.pone.0171077
http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0171077

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Omgeving fysiek



Level; stem-category	Leaf-category	Explanation	Examples of determinants
Environmental; Product	Intrinsic Product Attributes	attributes intrinsic to the food product itself	product flavor, product texture
	Extrinsic Product Attributes	attributes extrinsic to the food product itself	product appearance, product price
Environmental; Micro	Portion Size	size of a food portion	portion size, visual cues to portion size
	Home Food Availability And Accessibility	availability and accessibility of food within the home	product visibility, food availability
	Eating Environment	the environment in which food is consumed	meal environment, enhanced eating environment
Environmental; Meso-Macro	Natural Conditions	natural conditions at the living location	weather, season
	Characteristics Of Living Area	the living environment	area deprivation, size of municipality
	Environment Food Availability And Accessibility	availability and accessibility in the environment	spatial distance food-consumer, neighborhood healthy food availability
	Food Outlet Density	density of food outlets in the environment	fast food outlet density, supermarket density
	Exposure To Food Promotion	presence of food promotion in the environment	exposure to food adverts, purchase prompts and food outlet
	Market Prices	cost of food	market prices, cost of a healthier basket
	Societal Initiatives	food- and eating-related social initiatives in the environment	community-supported agriculture programs, food-related NGO activity

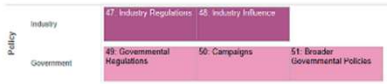
Stok FM, Hoffmann S, Volkert D, Boeing H, Ensenauer R, et al. (2017) The DONE framework: Creation, evaluation, and updating of an interdisciplinary, dynamic framework 2.0 of determinants of nutrition and eating. PLOS ONE 12(2): e0171077. https://doi.org/10.1371/journal.pone.0171077
http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0171077

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Beleid



Level; stem-category	Leaf-category	Explanation	Examples of determinants
Policy;Industry	Industry Regulations	guidelines and regulations for the food industry	nutritional composition regulations, portion-size regulations
	Industry Influence	exertion of influence by the food industry	Lobbying
Policy;Government	Governmental Regulations	food- and eating-related policies and regulations imposed by the government	food advertisement bans, subsidies for healthy food
	Campaigns	food- and eating-related governmental campaigns	educational campaigns for healthy foods, programs discouraging unhealthy eating
	Broader Governmental Policies	other relevant policies and regulations imposed by the government	immigrant-related policy, governmental health awareness

doi:10.1371/journal.pone.0171077.t002

Stok FM, Hoffmann S, Volkert D, Boeing H, Ensenauer R, et al. (2017) The DONE framework: Creation, evaluation, and updating of an interdisciplinary, dynamic framework 2.0 of determinants of nutrition and eating. PLOS ONE 12(2): e0171077. https://doi.org/10.1371/journal.pone.0171077
http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0171077

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Individu

Psychologisch:

- Waarden
- Attitude
- Intentie
- Gewoonte

doelgroep

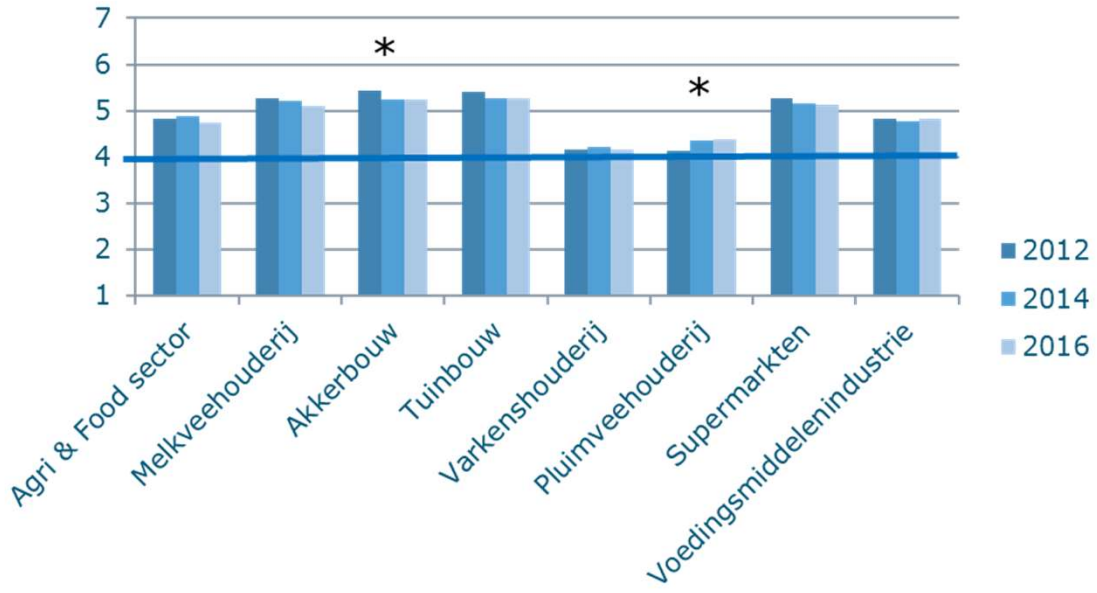


Individu – betrokkenheid bij voedselproductie

- Maatschappelijke waardering vrij stabiel

+ waardering niet zomaar beïnvloed door schandaal of negatieve aandacht

- indicatie dat consumenten er niet zoveel mee bezig zijn



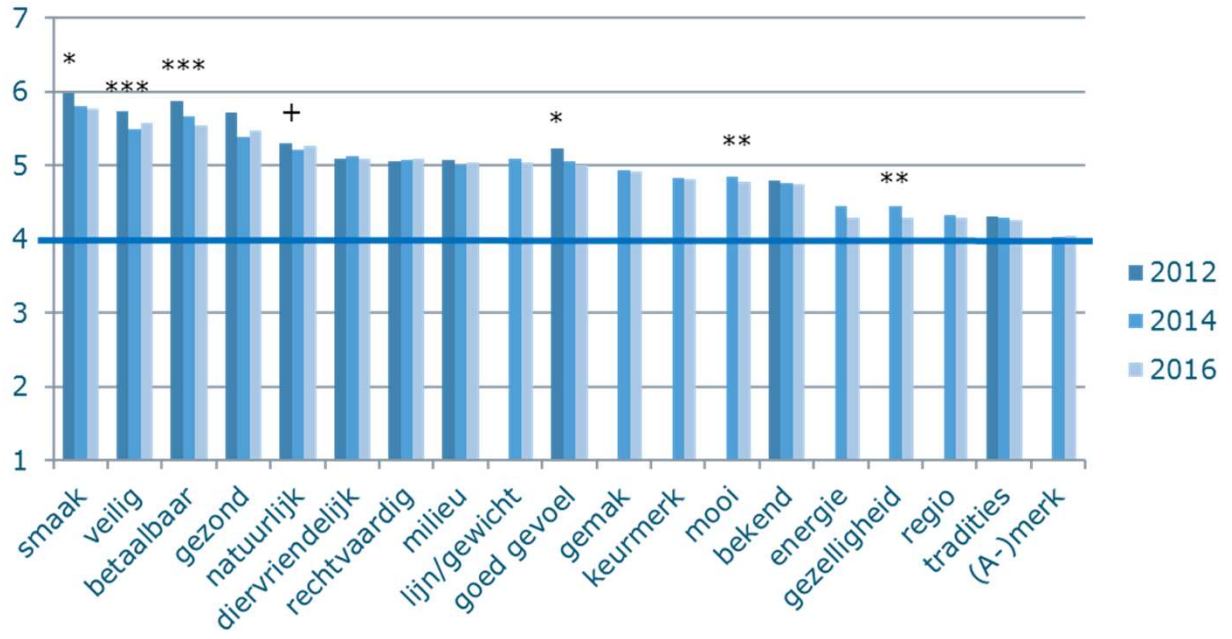
Onwezen et al 2016 Agrifoodmonitor

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Individu – Ego belangrijker dan ‘eco’ waarden

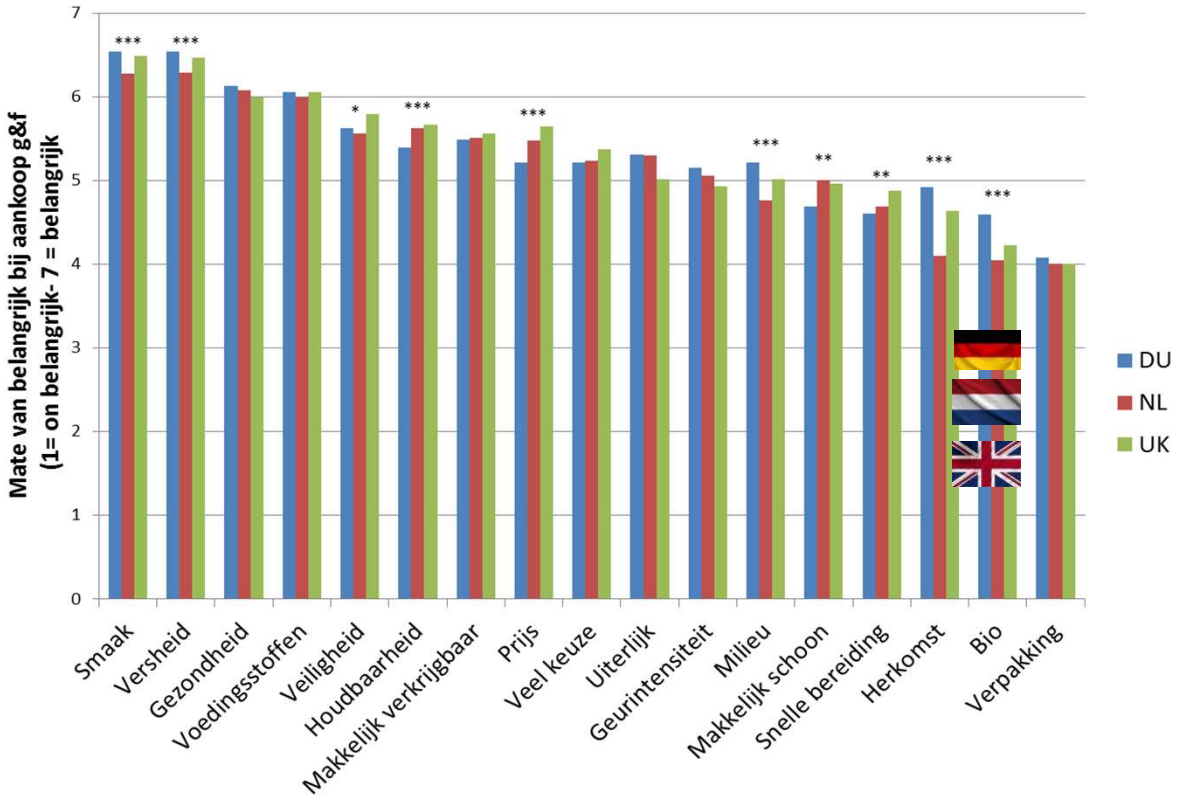
- Smaak, betaalbaar, gezondheid en voedselveiligheid belangrijkste
- Duurzaamheidswaarden stabiel

- Onwezen et al 2016 Agrifoodmonitor



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Individu - Smaak en versheid belangrijkste waarden bij groente & fruit



n=958 Labrie et al 2018
PPS Smakelijke vermarkting

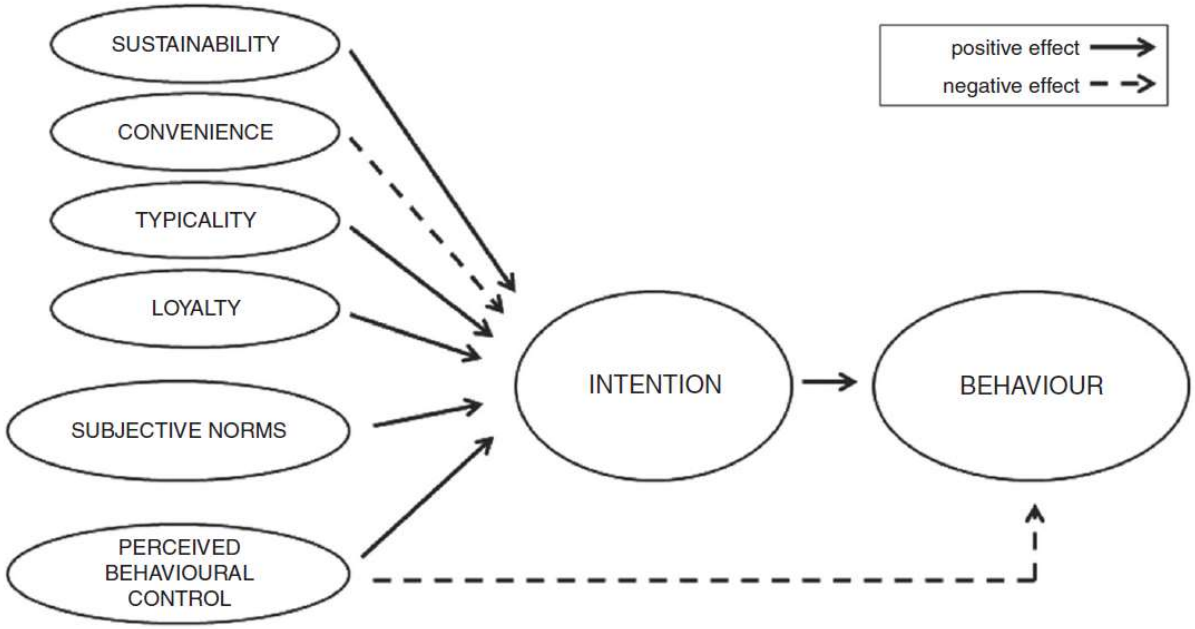
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Individu – waarden voor korte keten producten

Aansprekend		Barrières	
Versheid	Stimuleren lokale producent	Prijs	Bereikbaarheid
Smaak	Identificatie met de regio	Geen tijd	Niet bekend met de producten
Kwaliteit	Contact producent		Gemak van de supermarkt
Gezondheid	Transparantie		Onvoldoende meerwaarde supermarkt
Duurzaamheid	Ambachtelijke productie		
	Herkomst		

Individu - Intentie en attitudes

- Effect van verschillende attitudes op intentie



Giampietri et al 2015 BFJ

Individu - Gewoontegedrag

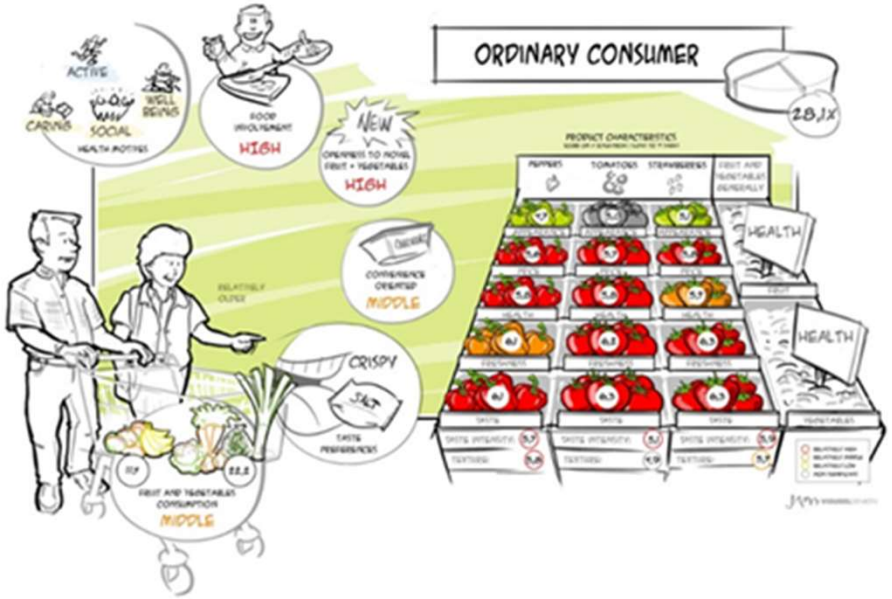
- Herhaald gedrag zoals eetpatroon of dieet
- Voedingsmiddelen, merken, bereiding etc
- Verbonden aan specifieke context, tijdstip, plaats en of gezelschap.
- Aangeleerde patronen door eerdere positieve ervaringen, grotendeels onbewust uitgevoerd.

- Anders dan ander voedselkeuzegedrag omdat mensen minder informatie tot zich nemen, het gedrag onbewust is en getriggerd worden door situatie - lastig te veranderen

Individu – psychologie - doelgroep

- Attitudes:
  - Gezondheid oriëntaties
  - Betrokkenheid bij eten
  - Interesse voor nieuwe producten
- Consumptie groente en fruit

Raaijmakers et al 2018 BFJ



Voorbeelden doelgroepen korte keten

Tabel 6. Verandering van consumentengroepen tussen 2011 en 2017 Verdeling consumentengroepen weergeven in %	2011	2017
Maatschappelijk georiënteerd	7	21
Maatschappelijk georiënteerd, mits betaalbaar en gezond	13	15
Gevoelsmensen -vertrouwdheid- authenticiteit	13	13
Middenmoters	20	10
Goedkoop en makkelijk	28	13
Makkelijk en gezond	19	28

- HAS rapport Consument zoekt boer 2017

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Sociale en fysieke omgeving

Gezin

Cultuur

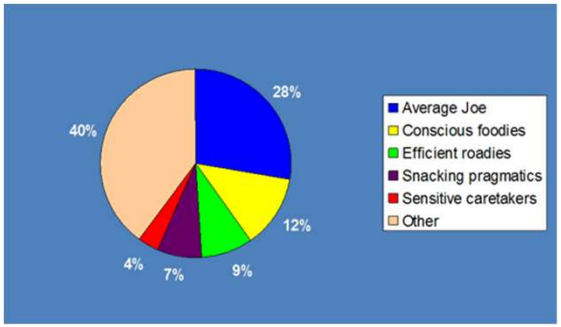
Werk

Winkels



Fysieke omgeving - voorbeeld doelgroep

Indelen op voorkeur voor producteigenschappen op verschillende momenten (thuis en buitenshuis).



- Smaak relevant voor elke groep
- Gemak, veiligheid en emotie verschillen per segment



- Conscious foodies (12%) - gezond en veiligheid



- Efficient roadies (9%) – gemak, smaak en honger stillen

  Onwezen et al 2012

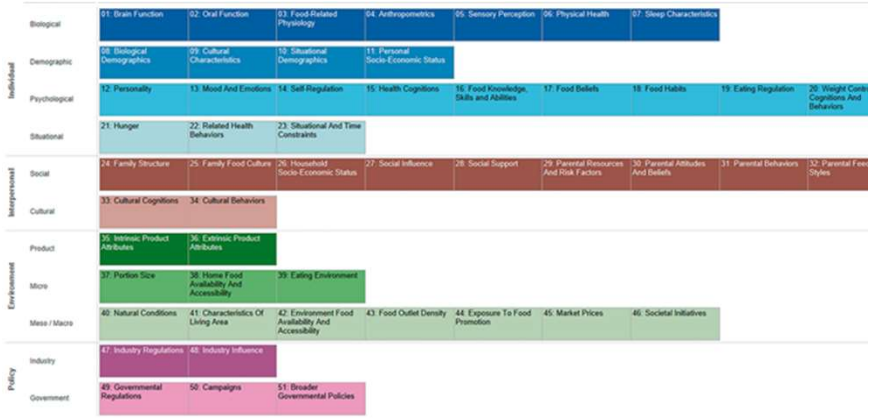
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Individu – waarden voor korte keten producten

Aansprekend		Barrières	
Versheid	Stimuleren lokale producent	Prijs	Bereikbaarheid
Smaak	Identificatie met de regio		Niet bekend met de producten
Kwaliteit	Contact producent		Gemak van de supermarkt
Gezondheid	Transparantie	Geen tijd	Onvoldoende meerwaarde t.o.v. supermarkt
Duurzaamheid			
Ambachtelijke productie	Herkomst		

Reflectie Done model en korte keten

- Vooral exploratief onderzoek naar individuele kenmerken
- Op fysieke omgeving; product zit aantal barrières zoals verkrijgbaarheid
- DONE model geeft grote diversiteit van de determinanten en biedt structuur, maar verklaard niet waarom en hoe gedrag voorkomt



Gedragsverandering

Consumptie en voedselkeuze

Combinatie van allerlei determinanten maar ook gewoonte

Van begrijpen naar veranderen

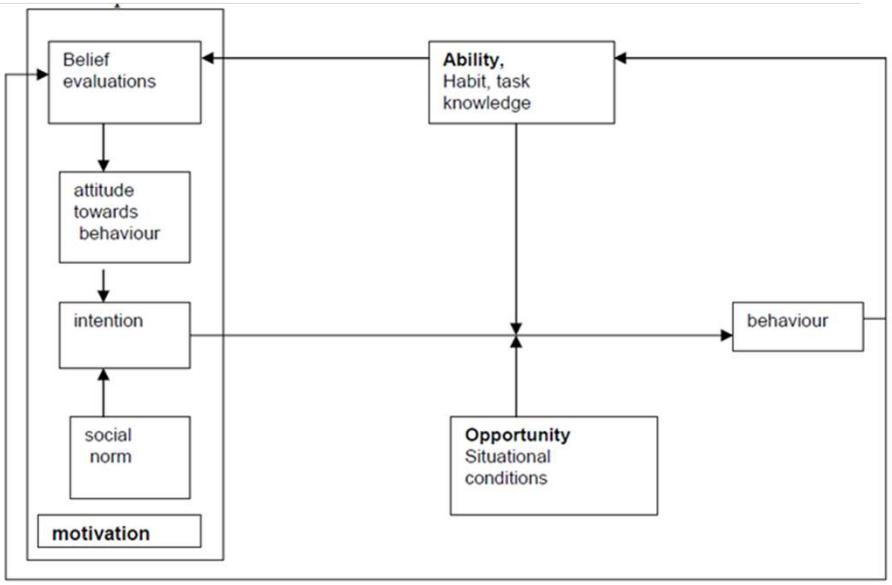


Gedragsverandering

MOA model: gedragsverandering wordt bepaald door

- iemands motivatie om te veranderen,
- de mogelijkheden (opportunties) die de omgeving en de context bieden,
- en iemands kennis en vaardigheden (ability).

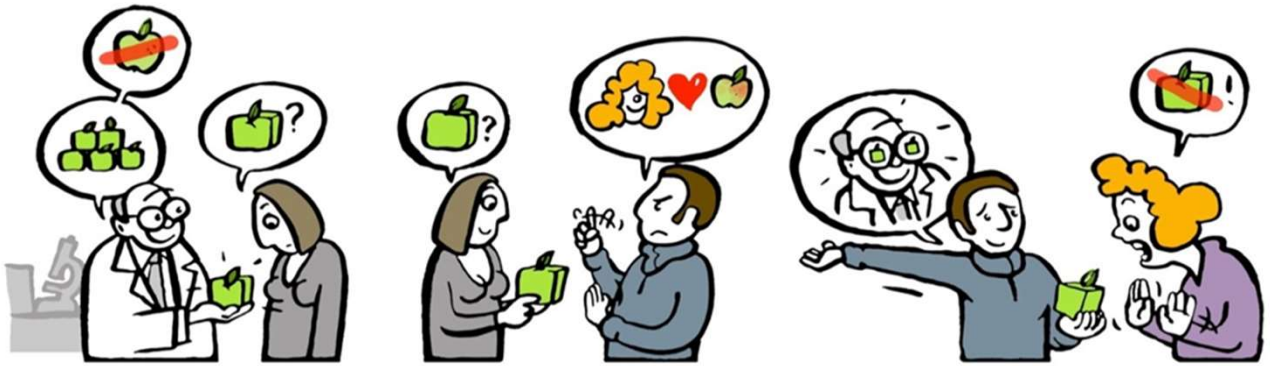
- Motivation, Ability and Opportunities framework (MOA) (Rothschild, 1999; Thøgerson, 1995)



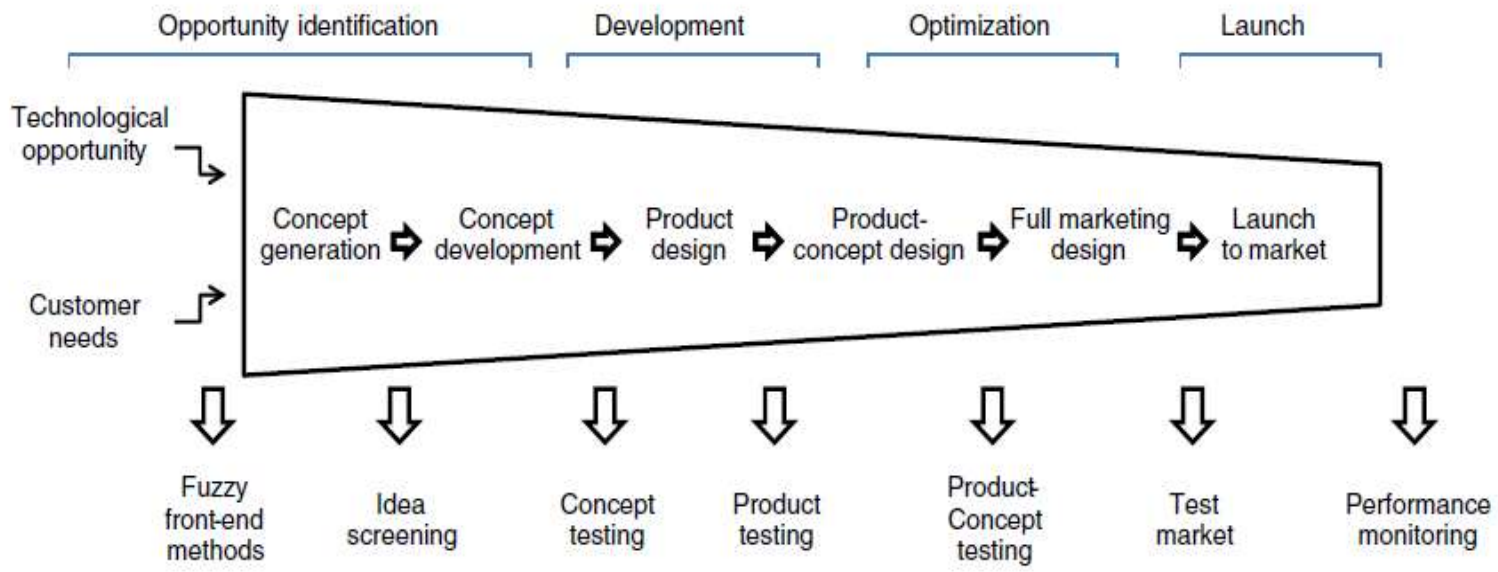
Innovatie met consument

Tijdens verschillende fasen in productontwikkeling

Een voorbeeld ahv gedroogd fruit



Innovate - Productontwikkeling Gateway proces (Grunert and van Trijp 2014)



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Innovatie - Opportunity identification - vragen

- Hoe kijken mensen aan tegen fruit algemeen en gedroogd fruit?
- Welke barrieres ervaren ze bij het eten van fruit?
- Hoe eten ze gedroogd fruit, puur of verwerkt in andere producten?
- Welke technologie is er beschikbaar om fruit te drogen? Conventioneel en vriesdrogen en wat zijn de eigenschappen van deze producten?

Innovatie - Development - vragen

- Hoe is de consumptie van gedroogd fruit?
- In combinatie met welke producten?
- Wanneer eten ze dat?
- Wat is ander geschikt moment om het te eten?
- Welk type fruit is meer of juist minder geschikt qua smaak?
- Welke type fruit is meer of minder geschikt qua gezondheid?

Innovatie - Optimization - vragen

- Welke doelgroep van consument ga je je op richten?
- Welke voorkeuren hebben mensen?
- Welke processtechnologische eigenschappen leveren kwalitatief beter product?
- Welke ingredienten?

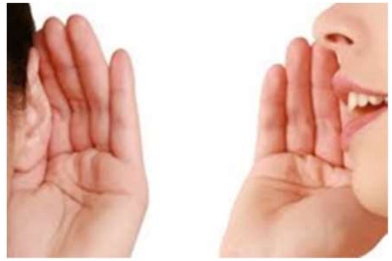
Innovatie - Tijdens deze stadia ook

- Hoe verpakken?
- Product voor welk moment, sociale en fysieke omgeving?
- Welke waarden?
- Waar verkopen?
- Hoe (online) aanbieden?
- Hoe doelgroep bereiken?
- Wat wel/niet communiceren?

- Waar op letten bij teelt / productie?

- In gesprek gaan met consument op verschillende momenten tijdens ontwikkeling

Reflectie



- Veel variabelen invloed op consumptie (done model)
    - Individuele kenmerken, Omgeving sociaal en fysiek, Product
- Waarden variëren per consument, product, per moment/context
- Interactie met consument op verschillende momenten

Toelichting Workshop

- Deelnemers kiezen voor de case die ze aanspreekt
- Per case /groepje is er discussieleider, Gerry, Harry, JanWillem
- Enkele opdrachten die groepsleider met groepje doorneemt
- Ieder groepje komt met (terugkoppeling) en stelling