Consumer Insights

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Who am I?

• I’m a hybrid
  - MSc (Hons) Psychology – PhD Management – Snr Lecturer Marketing (was Quant now Qual)

Business Background: Advertising and Public Relations

  Translating technology for consumers

Academic Interests: Sustainability, identity and Lifestyle in the FOOD space (social marketing and policy)

  working across disciplines taking a consumer-centric approach - Landcare; Plant and Food; HVN; Population Health
What is Consumer Behaviour?

Three Characteristics:

1. How consumers differentiate between products
2. Why they buy & consume
3. How they think & act when buying

FUNCTIONAL – HEDONIC - STATUS
Why is Consumer Behaviour Important?

Understand Variables affecting Purchase

\[ \downarrow \]

Predict Purchase

\[ \downarrow \]

Design Strategies based on Controllable Variables

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Achieve Objectives

In order to market effectively, it is crucial to understand OUR consumers
Consumers are demanding more control over their world

- We live in an age of knowledge and social connection
- We live in an age of fear and mistrust
- We live in an age of wealth and plenty
My areas of interest:

- High Value Nutrition National Science Challenge
  - Focussing research towards the health needs of consumers in key export countries
  - Taking a consumer-centric approach
  - Industry partnerships – NZ Food & Beverage industry is willing to take on the challenge of capturing the food-for-health opportunity
  - Metabolic Health – Gut Health – Infant Health
  - (cognitive, mobility, ageing, etc)
Consumer trends towards food production: Healthfulness

- Healthfulness is a non-negotiable core value that extends far beyond the concept of nutrition
  - Functionality – aging well, gut health, mobility etc.
  - Sustainability – including animal welfare, fair labour etc.
  - Provenance – where grown, when harvested etc.
  - Labelling – production, nutrition etc.
My areas of interest:

• Labels
  – What do Consumers want from labels?
    • comprehensibility, meaningfulness, credibility
    • Not just food
      – Tracking technology (consumers who care)
  – How do consumers make sense of labels?
    • Concepts such as “satiety” – believability/hope/willingness to buy and try
  • What do consumers want from labels?
    – Not just food, but items such as furniture
Consumer trend: Knowledge

Consumers are concerned that they don’t know enough about consumer goods production practices – including food

- They will demand transparency
- They want to partner with the industry
- They want industry to educate them – not only to hear about negatives e.g. hormone usage, scandals etc.
- They want more control and believe they have this power – especially in the age of social media
- They want websites that honestly answer their production questions e.g. McDonald’s Canada- our food your questions site
My areas of interest

• Trust and re-trust
  – Infant formulae in China
  – How do new parents decide which brand to trust?
  – What happens when there’s a scandal?
  – Do Consumers re-trust?
My areas of interest

• Overweight and obesity in young adult New Zealanders
  – Look at those who are not, and never have been overweight or obese – what do they do?
    • Socialization
    • Cognition/Awareness
    • Behaviour
    • Money
Understanding Consumer Behaviour - What’s in it for industry/government?

• The building of engagement:
  – Consumer trust is essential to engage Consumers
    • Differentiation increases involvement
  – Consumer trust is essential for building long term relationships
    • Consumers seek to satisfice the majority of the time
  – Consumer trust is essential for brand recovery
    • We are more forgiving of those we trust
Creating Value

• Listen to Consumers and respond to their needs – consumer led innovation

• Explore what you don’t know and what your Consumers may not be aware of (blue ocean) – industry/policy led innovation

• Consumers are willing and able to pay a premium to have their needs met – financial or other resource
Consumers

• Both values and value matter to Consumers

  - Understanding consumer values is crucial to attracting/engaging customers
  - High levels of identification – where consumers consider a Brand/Message to reflect their own values - results in trust, relationship longevity, forgiveness and advocacy
  - True understanding turns consumer interest into consumer commitment
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Thank you