Marketing and Organic Consumers

Who is the organic consumer?
The organic food industry is experiencing growth throughout the world and it is important to understand organic consumers. Research found that the regular consumer of organic foods (RCOF) is:

- Female
- Older
- Has children in the household
- Health-conscious
- Seeking to attain a healthy lifestyle

Many younger consumers have a more positive attitude toward organic products. However, they are less likely to make the purchase. This can be linked to high prices of organic products.

What motivates consumers to purchase organic products?
Factors that motivate consumers to purchase organic products are grouped into two broad categories:

- Food safety
- Environmental concerns

Consumers are beginning to support environmentally-friendly farming practices. Source: www.1seoanalyst.com

Consumers are becoming more aware of health risks of foods grown with pesticides. The more aware the consumer is of the health benefits associated with organic produce, the more likely they are to make the purchase. It is important as an agricultural marketer and advertiser to make the consumer aware of the advantages of organic products.

Environmentally-conscious consumers are realizing the impact of traditional farming on the environment. With increasing support for go-
green campaigns, marketers should highlight the advantages of organic farming in marketing campaigns. When consumers feel they are making a difference in the environment, they are more likely to purchase organic products again.

What factors determine organic consumers’ intent?

Many factors determine consumers’ intent to buy organic foods. These factors include:

- Gender
- Price
- Availability
- Product information
- Other consumers’ opinions

Agricultural marketers should pay special attention to these factors when preparing a marketing plan for organic products. Many different campaigns may be needed to reach each group.

How can marketers/advertisers successfully reach organic consumers?

With the growth of the organic industry it is important that agricultural marketers and advertisers understand three things:

- Who their target audience is
- What motivates them to purchase organic products
- What factors establish intent

If marketers and advertisers use these guidelines, successful campaigns can be implemented. It is very important that marketers and advertisers understand the diversity of organic consumers. One broad marketing or ad campaign will not persuade all consumers to make the purchase. Individual campaigns geared toward each demographic is necessary to achieve desired results.

Additional information about this Fact Sheet may be obtained from:

Lauren Wied
someone@Aggies.com or (xxx) xxx-xxxx
This advertisement successfully incorporates multiple organic consumer target markets.
Source: cegraphicdesign.net

References


