



Understanding consumers and gaining acceptance

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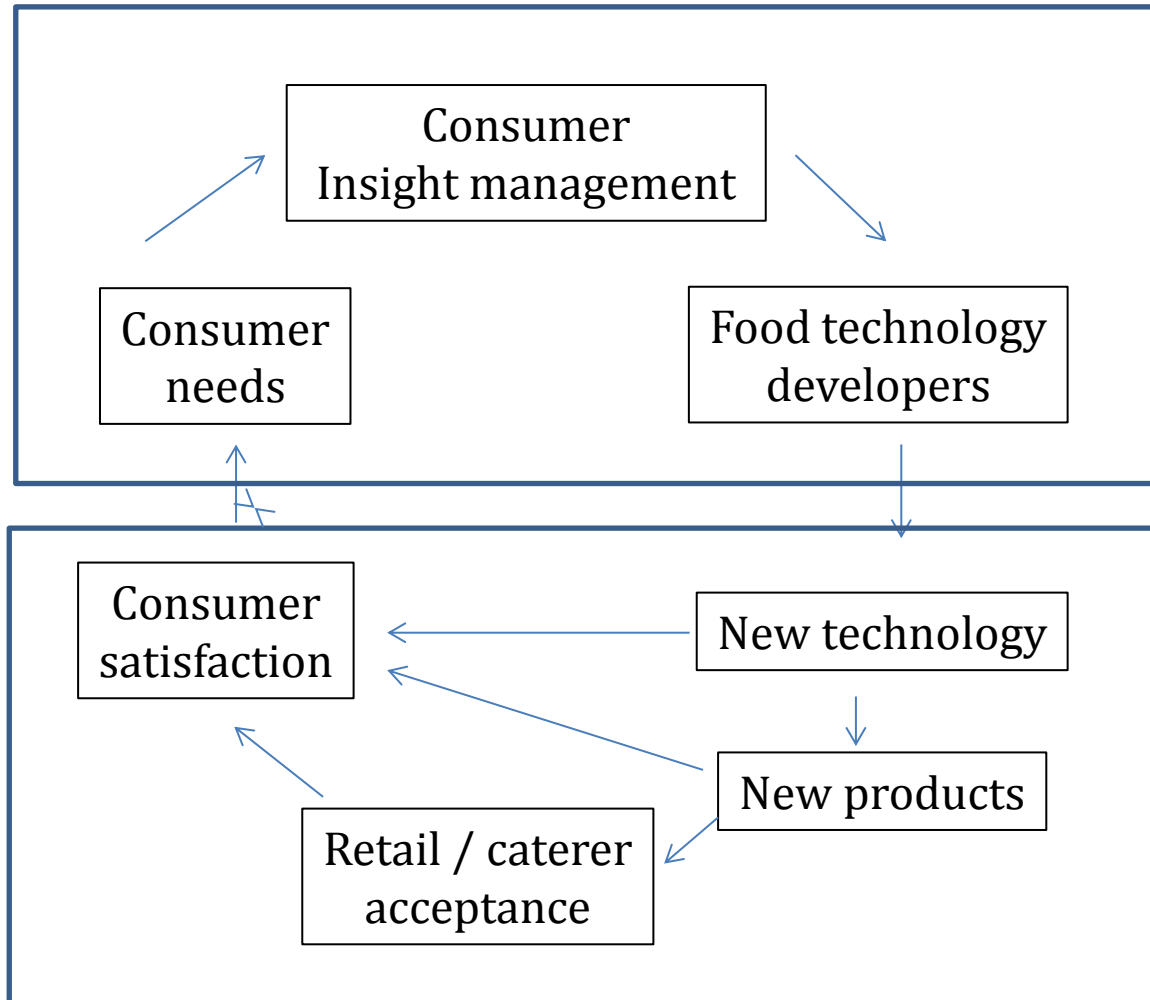
Retailer and Consumer Acceptance
of Promising Novel Technologies and Collaborative Innovation Management

Two work packages

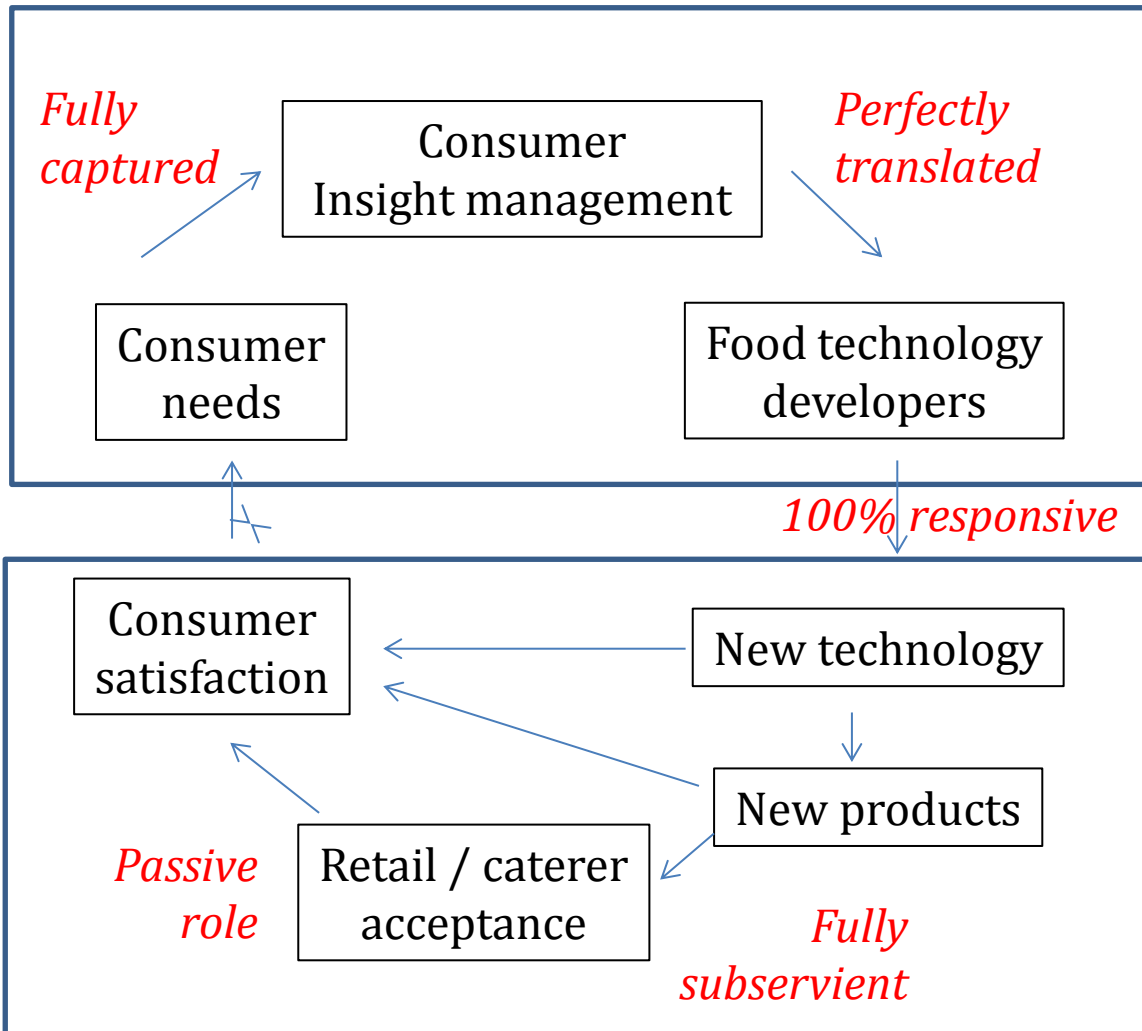


- **RECAPT WP2 : consumers and innovation**
 - identify success factors for food innovation acceptance and the role of retail & catering
 - to support a process that leads to closer collaborative management of innovations along the food supply chain.
- **C4A WP2 : identify success factors**
 - in communication between consumers, consumer scientists, and food technology developers and other key players
 - in order to improve the success of food technology development and commercialisation in Europe

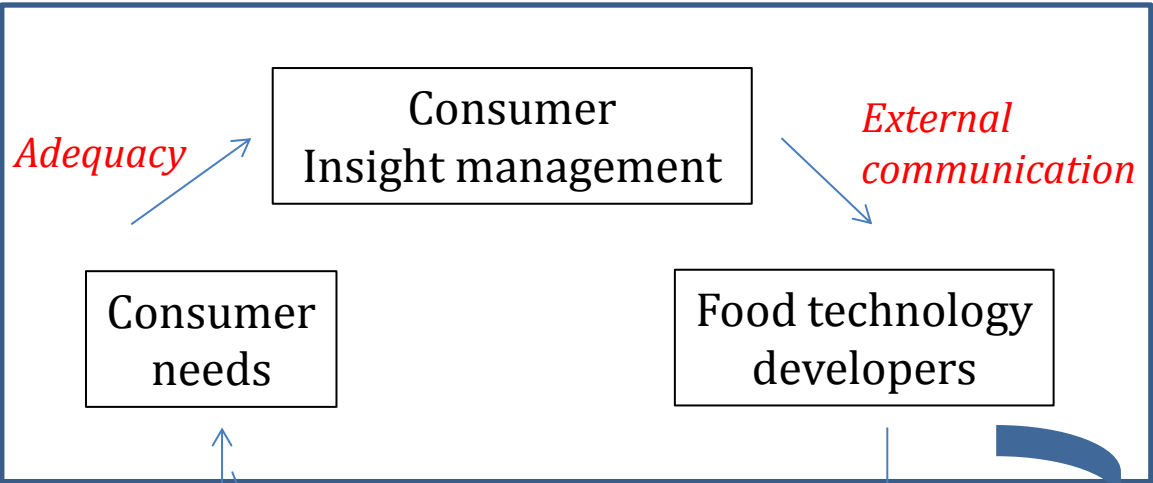
Ideal "linear" model in theory



Assumptions in the model

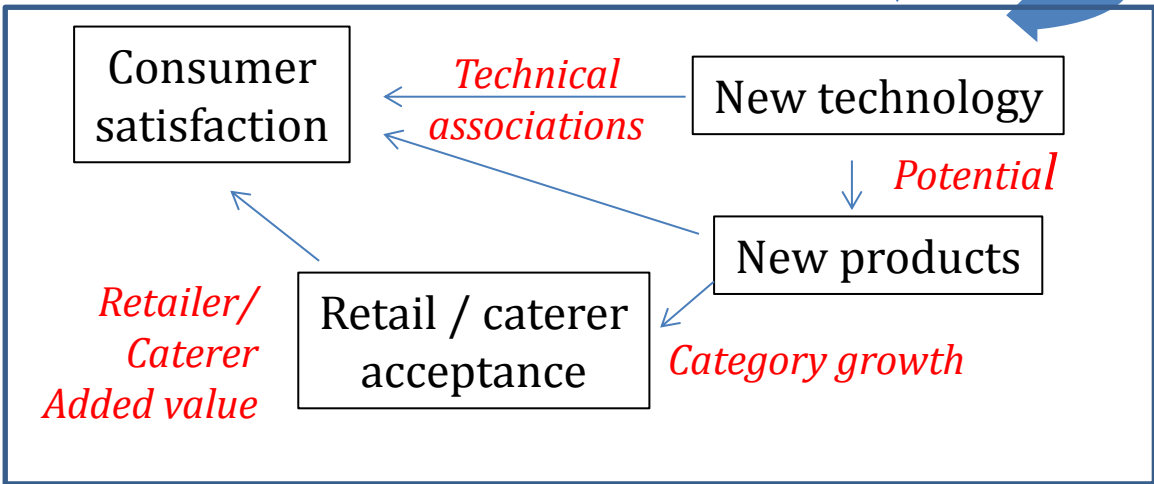


Ideal model? Practice?



**Connect4Action
NPD design**

*Internal
communication*



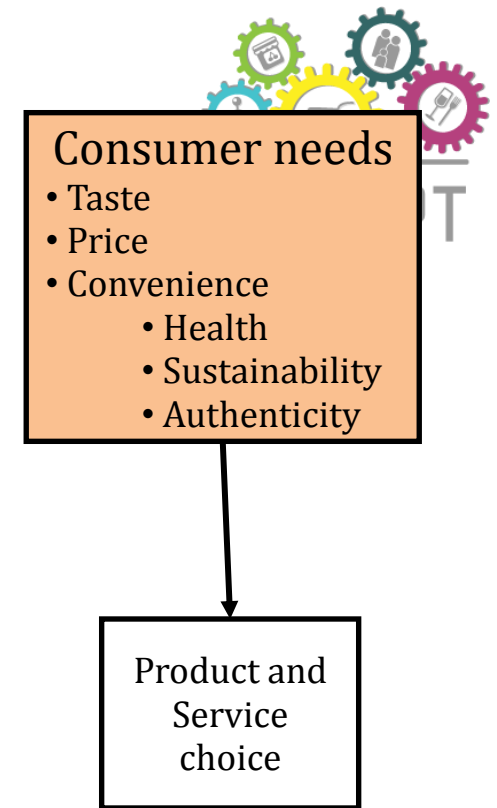
**RECAPT:
commercialisation**

The challenges

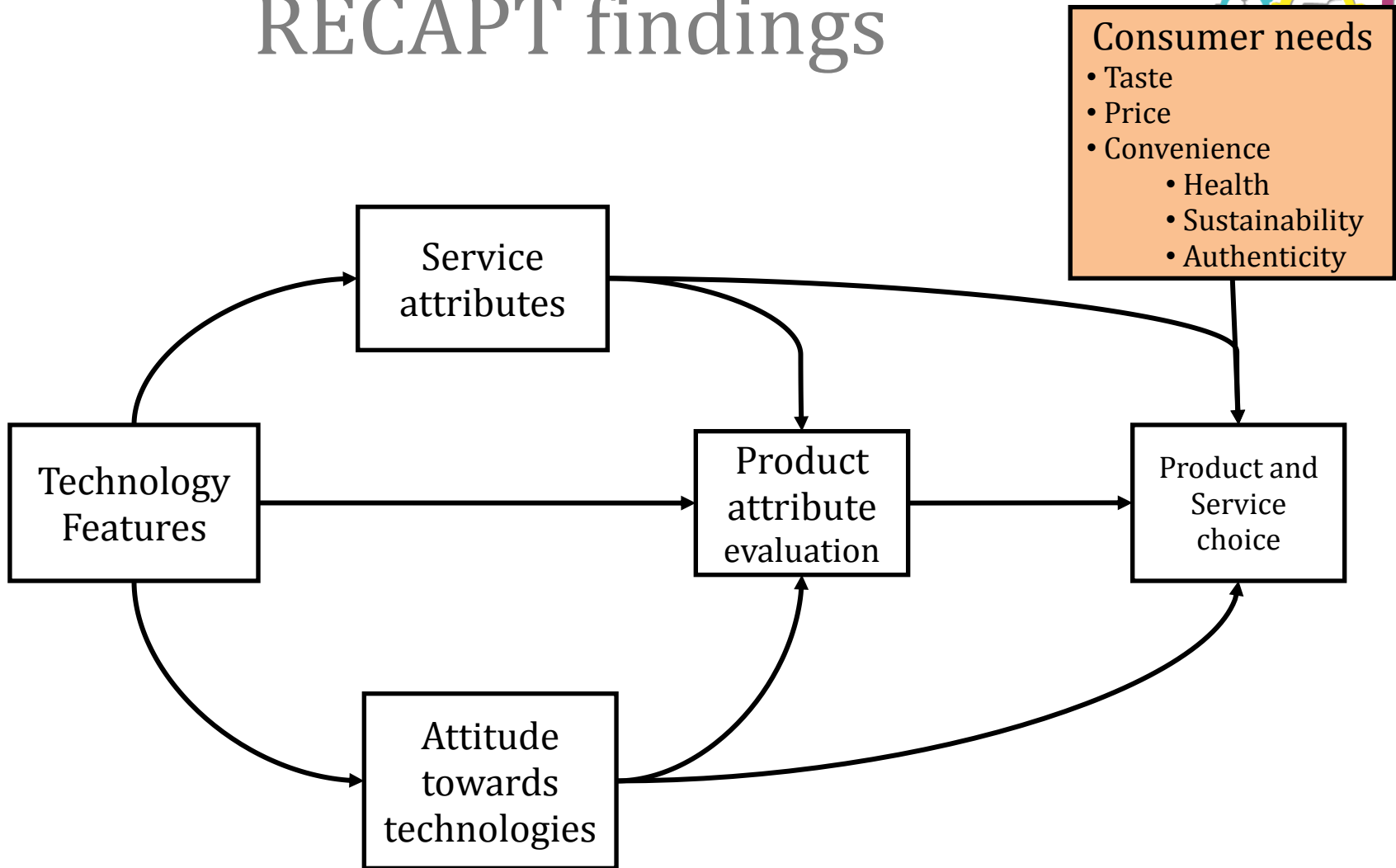


- Innovation becomes more complex and challenging
 - Parties / actors also have self-interest / dynamics
- Requires integrative effort of key stakeholders
 - Consumers / Consumer scientists
 - Food technology developers
 - Retailers / caterers
- Key challenges
 - Consumers -> Consumer scientists -> technology developers (C4A)
 - NTD/NPD -> Commercialisation -> role of retailers / caterers (RECAPT)

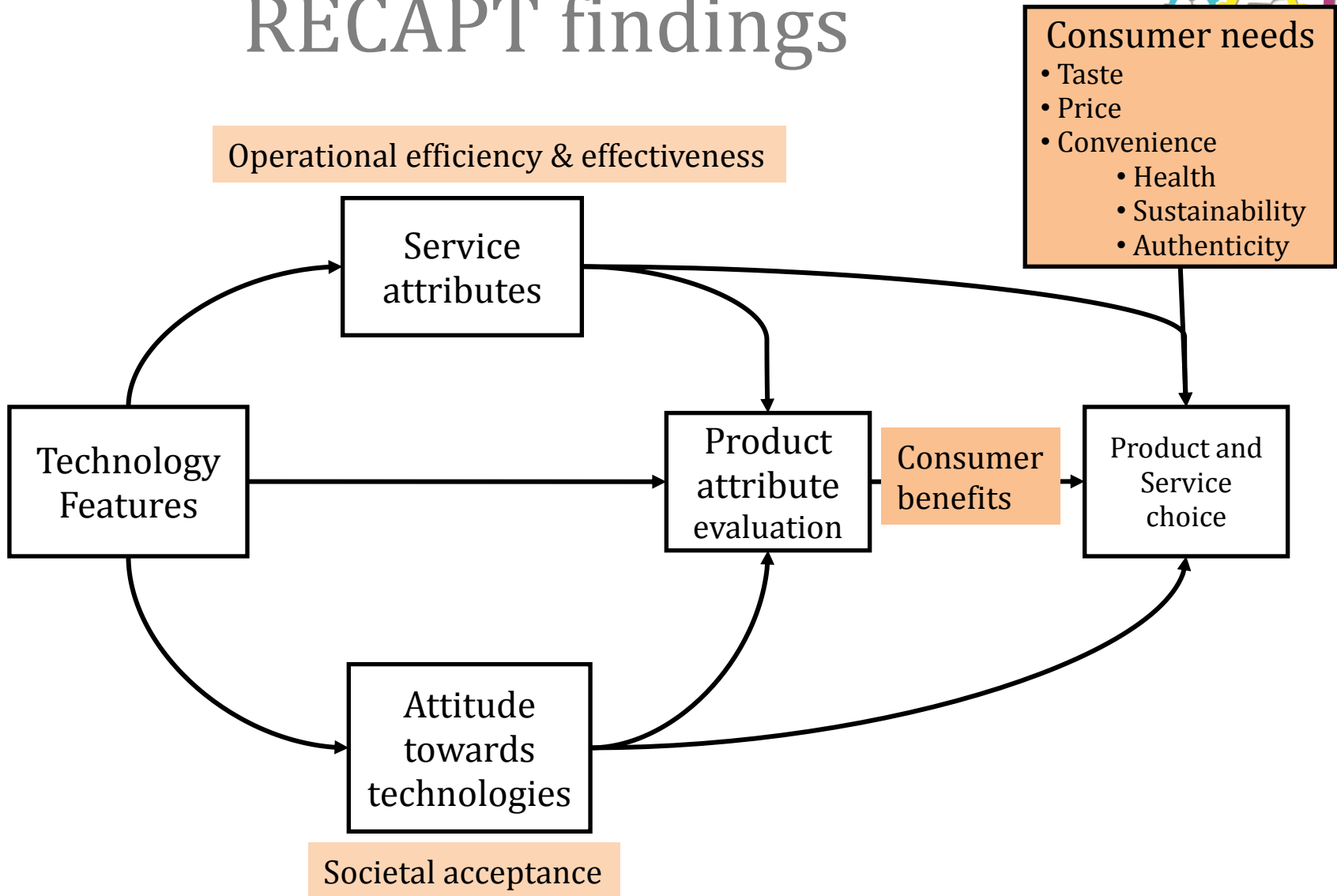
RECAPT findings



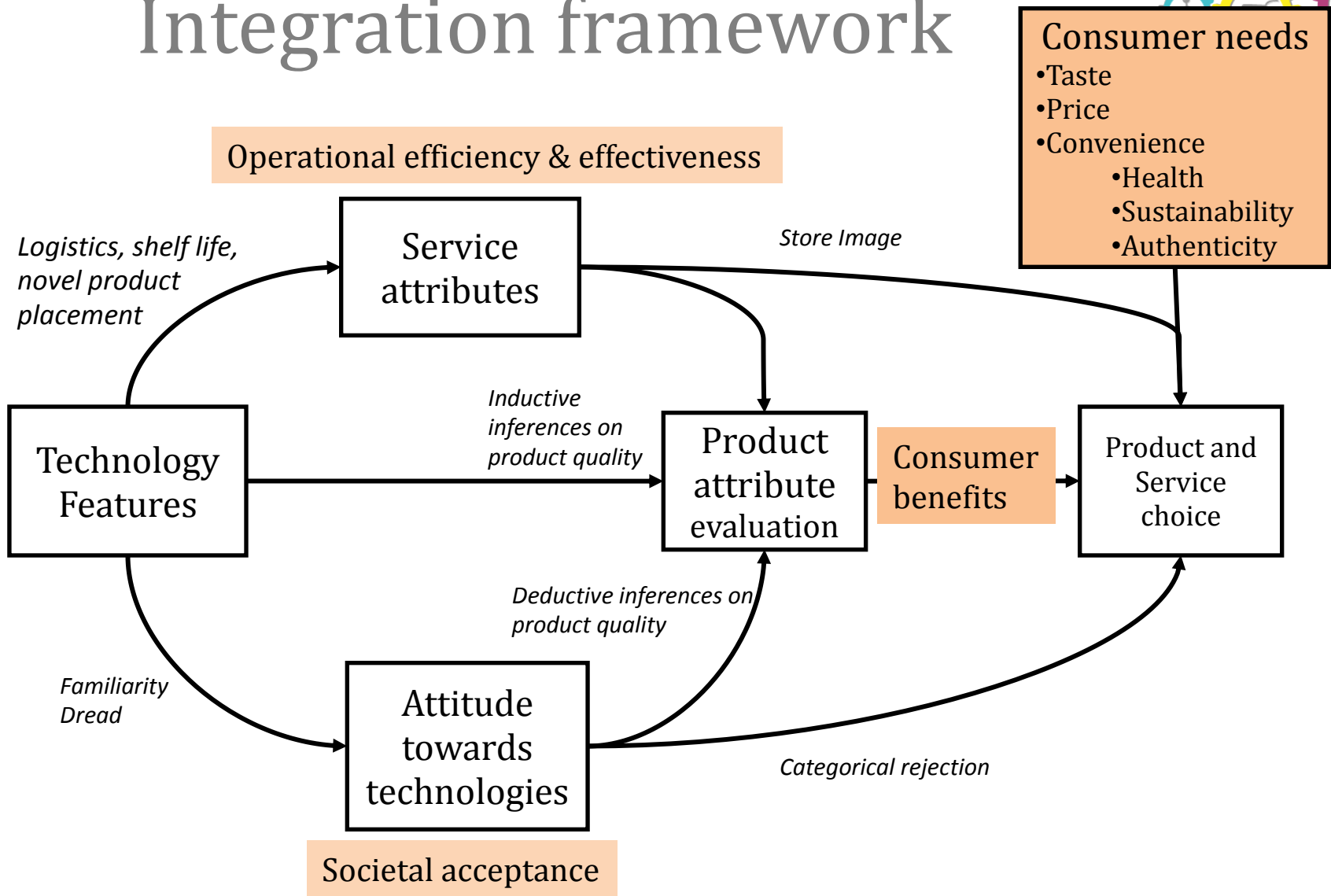
RECAPT findings



RECAPT findings



Integration framework



Proposition 1



- Traditional criteria (taste, convenience etc.) have become “commodities”
 - Private labels can do “as good”, if not “better” (value for money)
- *Raison d’etre* for manufacturing brands is
 - Category growth for retailers / caterers
 - Category maintenance can be done through private labels
- Category growth routes for the future, are
 - Health (passé?; lack of technology uniqueness & legislation?)
 - Sustainability; because of unique supply chain control?
 - Any other future sustainably competitive edge??

Proposition 2



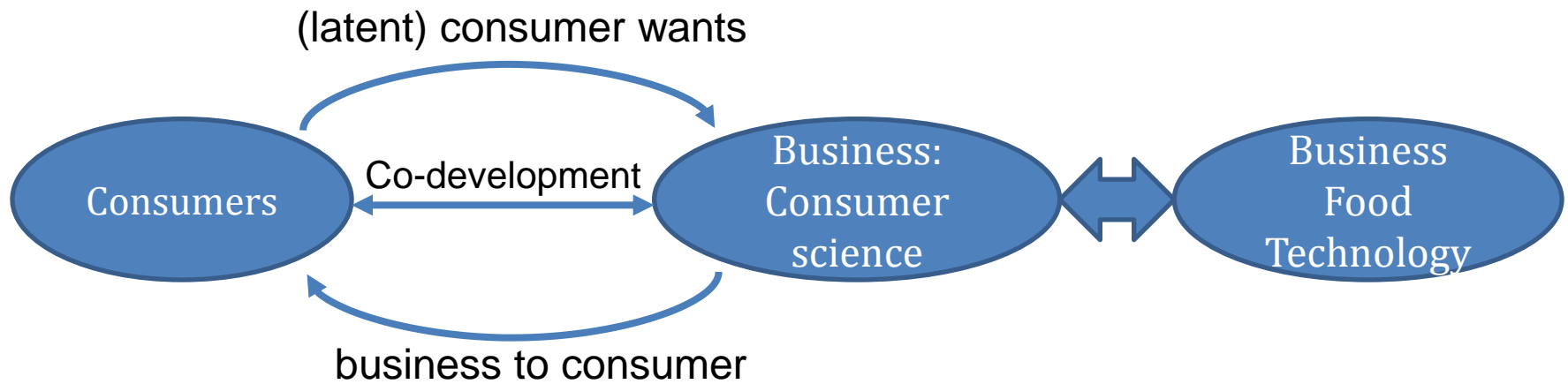
- **New technology developments: predict before hand!?**
 - New consumer benefits delivered (bottom-up)
 - Change product attributes?
 - Socio-political attitudes (top down)
 - Dread elements?
 - Technological vs. Natural?
 - Otherwise politically sensitive?
 - Effects through retailer / caterer service attributes (instrumental)
 - Change presentation / delivery?
- **What are new potential technology developments?**
 - Mild processing technologies
 - High Pressure technology, Pulsed electric field, cold plasma
 - Electromagnetic methods
 - Ohmic heating, infrared heating, electron irradiation (excluded)
 - Texturising technologies
 - High pressure homogenization. Shockwave technology, Supra-critical fluid extraction,
 - Ultrasonic cutting
 - Novel packaging and storage technologies
 - Edible coatings, Active packaging, Intelligent packaging, Biodegradable packaging film, RFID

C4A Framework



- **Competitive edge (market orientation) in**
 - understanding (trends in) consumer acceptance
 - disseminating insight across the value chain
 - effective response in leveraging with food technology developers
- **Three modes of external communication:**
 - communication from consumers to business (C2B);
 - communication from business to consumers (B2C);
 - truly interactive communication – co-development.

C4A findings: three lines



C4A findings



In scientific literature

- “B-2-C” : well covered (84 papers)
- “C-2-B” : well covered (105 papers)
- “B & C” : poorly covered (5 papers)

But very inconsistently

- Conceptual frameworks
- Measurement / research instruments
- Research approach alignment (qual.– quant.)
- Link to business impact

Do's and don'ts in C-2-B



Do

- Study consumer products in realistic choice context
- Consistently use the same and validated scales
- Use multiple methods to triangulate
- Align method(s) with specific research question(s)
- Include evaluation of real world impact
- Start building body of evidence of interventions
- Careful with “predicting the future”

Do not's

- Overly rely on hypothetical products and situations
- Assume that Attitude towards technology is strong predictor

Do's and don'ts in B-2-C



Do

- Pay attention to other marketing communication methods
- Focus on product-specific communication
- Appreciate differences; use segmentation analysis and design differentiated communication plans

Do not's

- Test yet another version of Theory of Planned Behaviour
- Rely solely on expert views

Do's and don'ts in B-&-C



Do

- Select community carefully (knowledge, motivation, creativity) & “nurture” them
- Ensure adequate balance in skills & complexity of co-design activities
- Put substantial effort in the process, build trust, openness and empathy
- Embed the efforts, in the whole organization
- Consider a priori confidentiality & IP issues

Do not's

- Think interactive B-&-C is a piece of cake

Proposition 3



- The understanding of consumer needs
 - Is hampered by “status quo bias”
- We are not really capturing market potential
 - Is consumer science methodology “part of the problem”?
- Future-proof consumer methodology?
 - What would be way forward?

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