



Treat Transparency

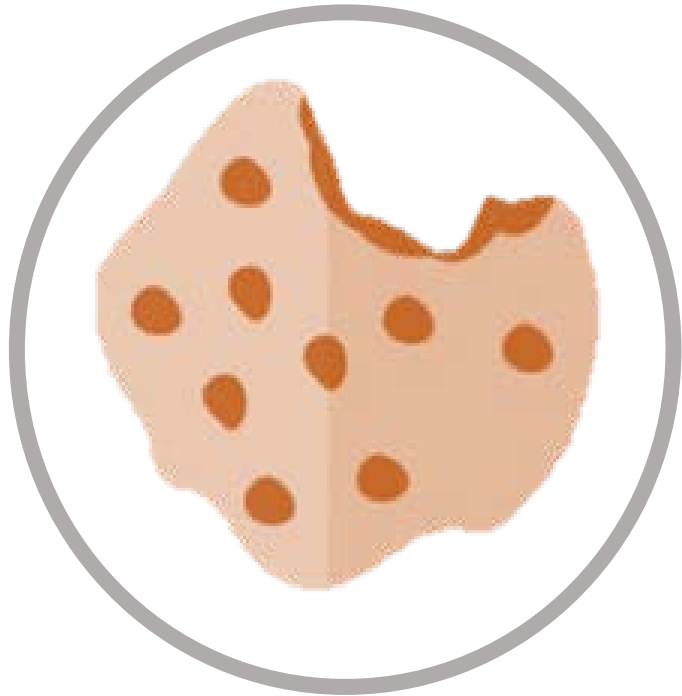


A Profile of Western Michigan University's Students and Their Relation to Snacking

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Presentation Agenda



Getting Started

Literature and Theory

Results

Limitations

Conclusions and Recommendations

Getting Started





Why Snacking?



Consumers expect manufacturers to provide products that meet their needs.

More consumers are reaching for snacks.

College students are making decisions without the influence of a parent.

Objectives



Type



Perceived Benefits



Segmentation



Time of Day and Number



Relation to Meals



Sources



Sociability



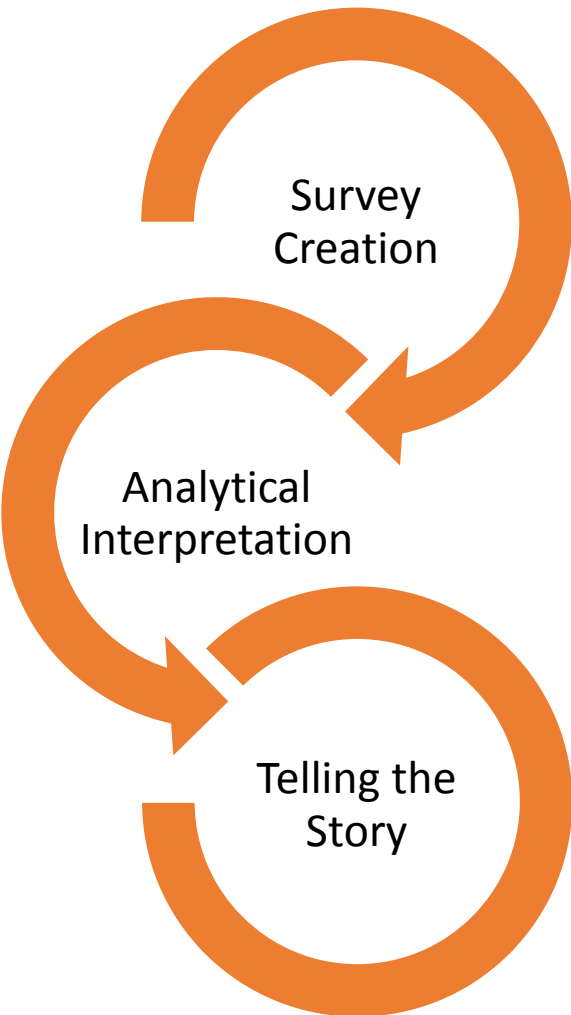
Perceived Obstacles

Background



- The survey ran for 3 months
 - From December 2016 to February 2017
- The responses were collected from students from various parts of campus
 - Diverse sample
- **522 students responded!**

Methods



Program: Qualtrics

Set Up: A survey containing 20 questions designed to target flavors, times of day, location, social environment etc.

Program: SPSS

Process: Ran through the SPSS program in order to spot overarching trends, clusters, and other themes. (K MEANS/ ANOVA/ CHI2)



The Analysis



Cluster Analysis:

Identifies the similar traits of individuals within a cluster while also identifying what makes those individuals different from those in other clusters.

- Identified up to 7 clusters but selected a 3 cluster solution based on:
 - The number of respondents in each segment
 - The verification of the clusters using ANOVA testing
 - Intuitive examination of means

Literature and Theory



Information From Prior Studies



- The “New-ness” of Snacking
- Overarching Trends
- Growth

The “New-ness” of Snacking



- 2010 was the first year that guidelines were provided by the USDA on inter-meal food consumption
- Suspect to several factors of change
 - Increasing number of women in the workforce
 - Changes in the structure of families
 - Technology
- Main idea: individual eating habits are subject to change over time

Overarching Trends



- Consumers are reaching for Functional Foods
 - Ex: Juices fortified with vitamin C
 - Ex: Reduced fat or sugar
- Market for functional foods growing 17%-20%
- Growing belief that food relates directly to health
- Consumers want foods that keep them full while also enhancing their quality of life
- Taste is the ultimate driver

Growth



- Nielsen Study:
- \$374 billion dollars spent on snack foods between 2013 and 2014
- Snacking is growing by 2% year over year
 - Europe and North America are the bulk
- 76% of respondents eat snacks often or sometimes to satisfy their hunger between meals
- 45% of those respondents consume snacks in order to replace a meal

Results



Three Segments



Nutritious Nibblers



**Hard Pressed and
Hangry**



Feel Good Feeders

Nutritious Nibblers



- These consumers are **Health** Conscious
 - Less likely to reach for a snack later in the day
- Most likely group to prepare snacks ahead of time
- Least affected by the emotional appeal of snacking
 - Value functionality over emotional comfort
- Least likely to see price as an obstacle
 - Price of added nutritional benefits
- Least drawn to snacks that can be eaten with one hand
 - Whole foods that take more preparation

Hard Pressed and Hangry



- These consumers are pressed for time and will not go out of their way
- The price of snacks, snacking locations, and time to snack are major obstacles
- Locations must be compatible with their schedule
 - Book store or vending machine
- Wants to share snacks with others
 - Suggests tutoring sessions and group project work
- Also drawn to snacks that are individually packaged
 - Suggests usage of vending machines

Feel Good Feeders



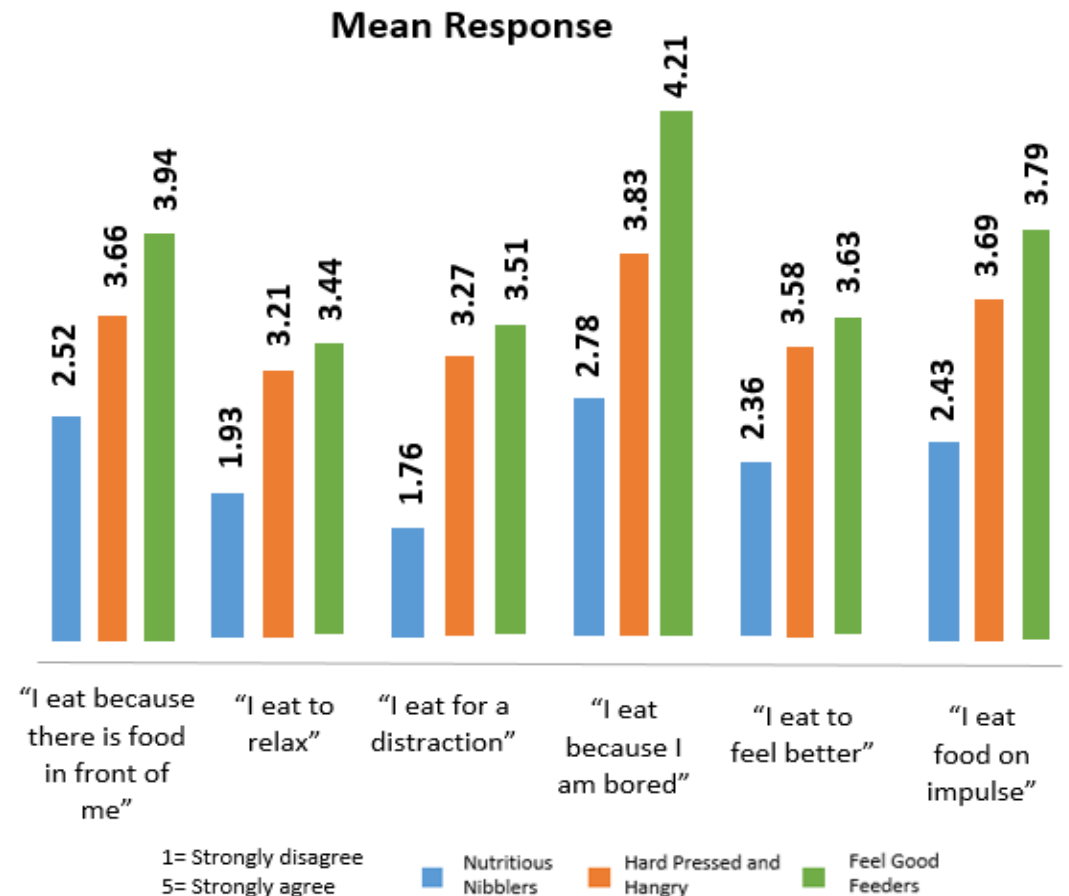
- Carefree and Indulgent: Eat because food is available
- Driven to snack by emotional factors
- Least likely to plan meals ahead of time
 - Make decisions on the fly
 - Decide on snacks at the point of consumption
- Not drawn to individually packaged snacks
- Least likely segment to value healthy and nutritious options
- Not snacking with any type of goal in mind
- Did not define any clear obstacles to snacking
 - Will always make time to snack

Emotional Ties to Snacks

- Feel Good Feeders respond the most to statements that correlate with emotion.
 - Significantly more likely to eat because they are bored, to relax and as a distraction than other groups
- The Nutritious Nibblers respond the least to statements that correlate to emotion.



"Select your level of agreement with the following statements."

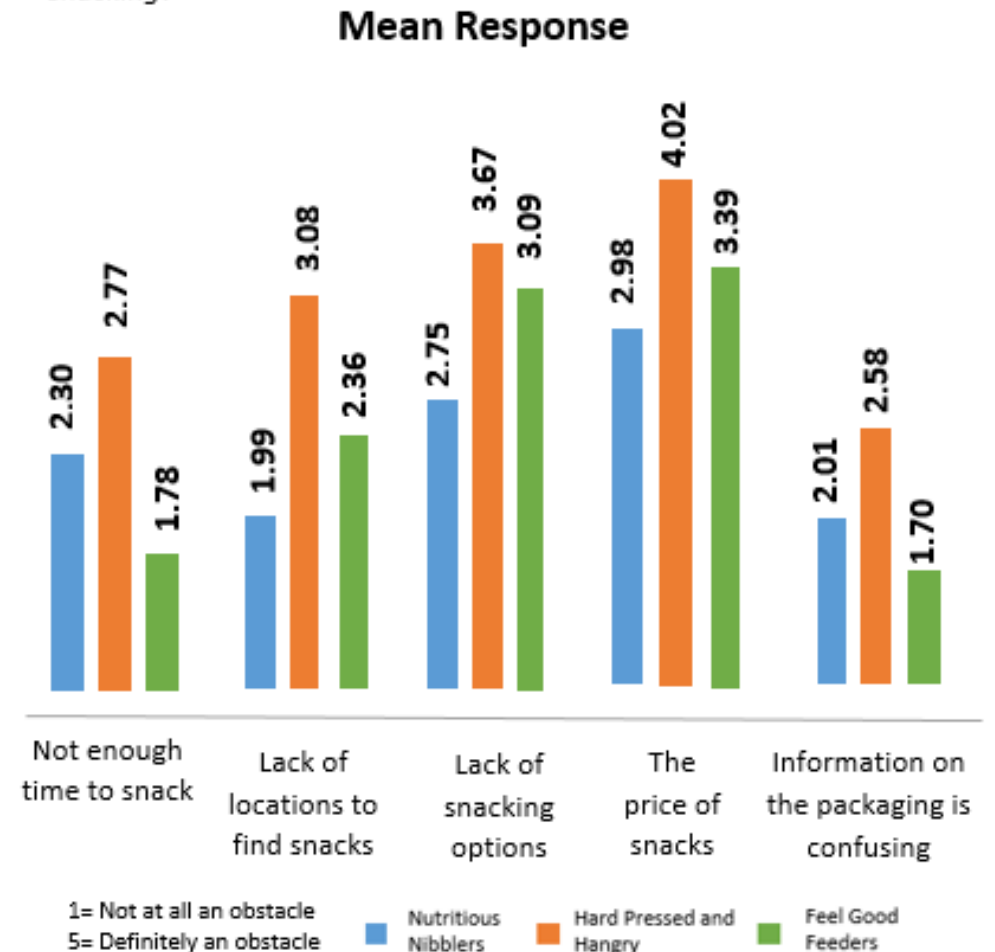


Snacking Obstacles

- Feel Good Feeders will always find time to snack
- Nutritious Nibblers are significantly the least likely to see price as an obstacle
 - Higher price of healthier foods
- Feel Good Feeders find nutrition labels the least confusing
 - I suggest because they don't look at it at all
- Several obstacles for the Hard Pressed and Hangry



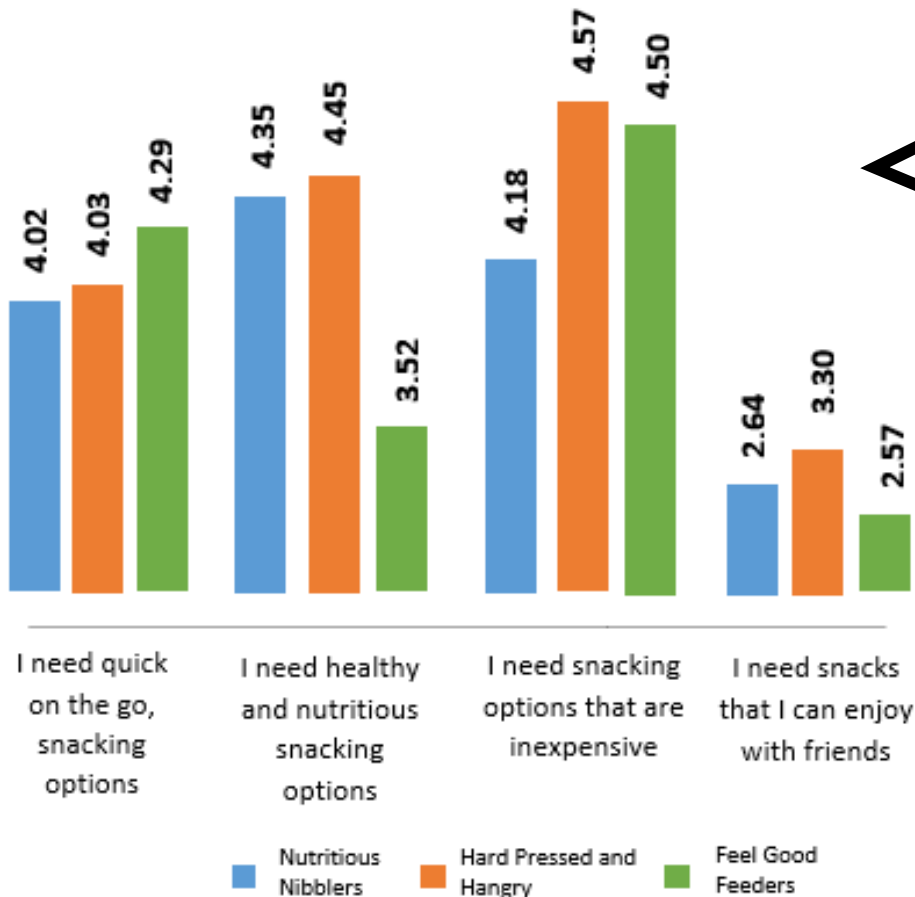
"How do you find each of the statements serves as an obstacle to snacking?"



Snacking Needs

"Select your level of importance in relation to the following statements."

Mean Response



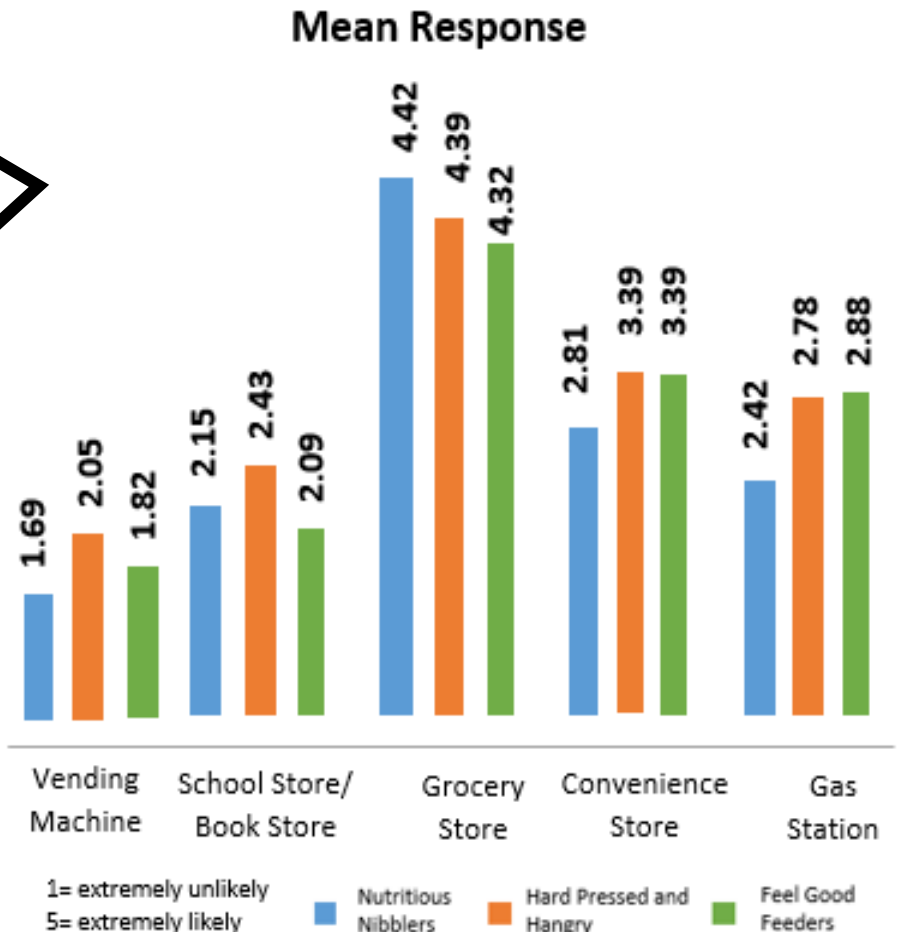
- Nutritious Nibblers and Hard Pressed and Hangry value nutritious options while the Feel Good Feeders do not.
- Nutritious Nibblers staying consistent with lack of focus on price
- Hard Pressed and Hangry a significantly more likely to look for snacks that they can share with friends
 - Study groups
 - Homework sessions
 - Practice



Snacking Locations

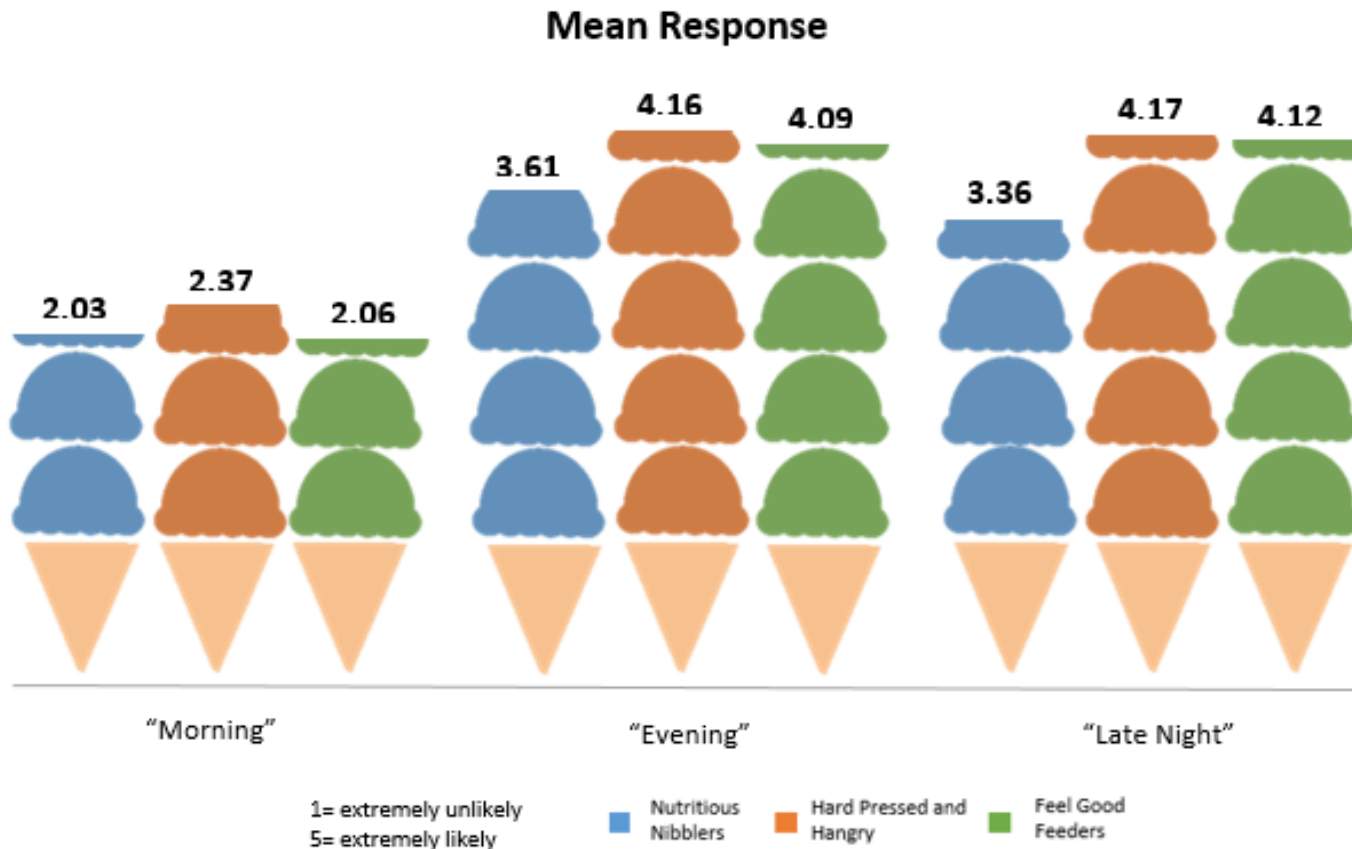
- Hard Pressed and Hangry are significantly more likely than other groups to purchase a snack from one of the on campus locations.
 - Value placed for “on-the-go”
 - Convenience
- Nutritious Nibblers are significantly less likely than the other segments to purchase their snacks from locations that traditionally house “junk food”
 - Convenience store
 - Gas Station
 - Vending Machine

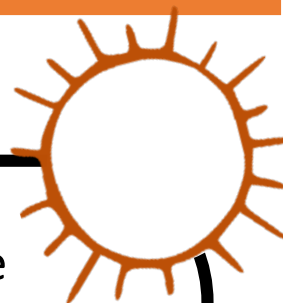
“How likely is it that you will purchase your snacks from the following locations?”



Time of Day and Snacking

"How likely are you to eat a snack at the following times of day?"



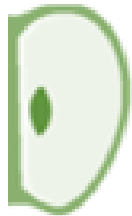
- 
- Hard Pressed and Hangry are significantly more likely than the other groups to snack in the morning.
 - Before their schedules become busy
 - Nutritious Nibblers are significantly less likely than the other groups to snack in the later portions of the day.
 - Trying not to snack before bed

Other Surprising Results

"Select your level of agreement with the following statements- 'I plan what I eat ahead of time'"

Mean Response

1.07



Feel Good
Feeders

2.01



Hard Pressed
and Hangry

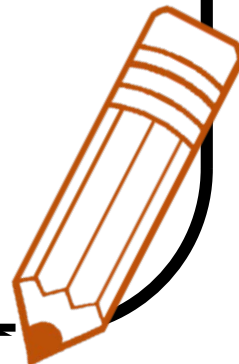
2.58



Nutritious
Nibblers

1= extremely unlikely
5= extremely likely

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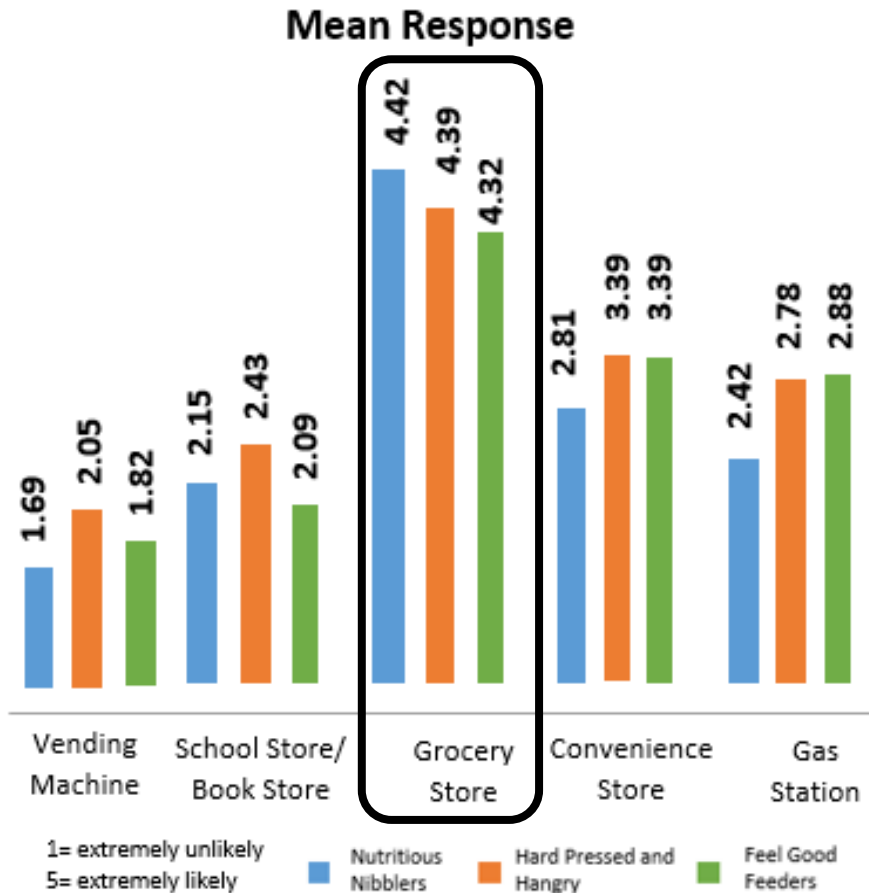
Universal Findings: Traits

- Snacks that come in a bag and that are re-sealable are universally appealing across all segments.
 - Convenience as students travel to and from classes
 - The ability to determine their own portion sizes
 - Fits in a backpack and will not damage books and materials.

How Appealing Are Certain Snack Characteristics?	Cluster 1 Nutritious Nibblers	Cluster 2 Hard Pressed & Hangry	Cluster 3 Feel Good Feeders
Comes in a bag	3.39	3.53	3.49
Is easy to eat with one hand	3.89	4.18	4.11
Is Individually wrapped	3.65	3.82	3.54
Is served in pre-portioned sizes	3.81	3.87	3.52
Come in a single serve package	3.76	3.91	3.60
Breaks into pieces	2.91	3.16	2.91
Is re-sealable	4.16	4.25	4.13

Universal Findings: Location

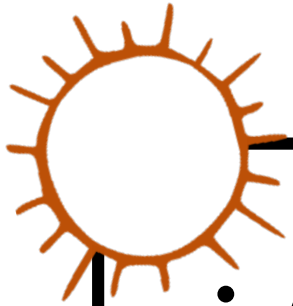
"How likely is it that you will purchase your snacks from the following locations?"



- Traditional grocery is still king!
- Consumers can easily pick up these snacks during their grocery trips
 - Weekly
 - Fill-ins
- Making these products available through traditional grocery is vital for success
 - High mean responses across all segments
- Traditional grocery stores provide irreplaceable traffic



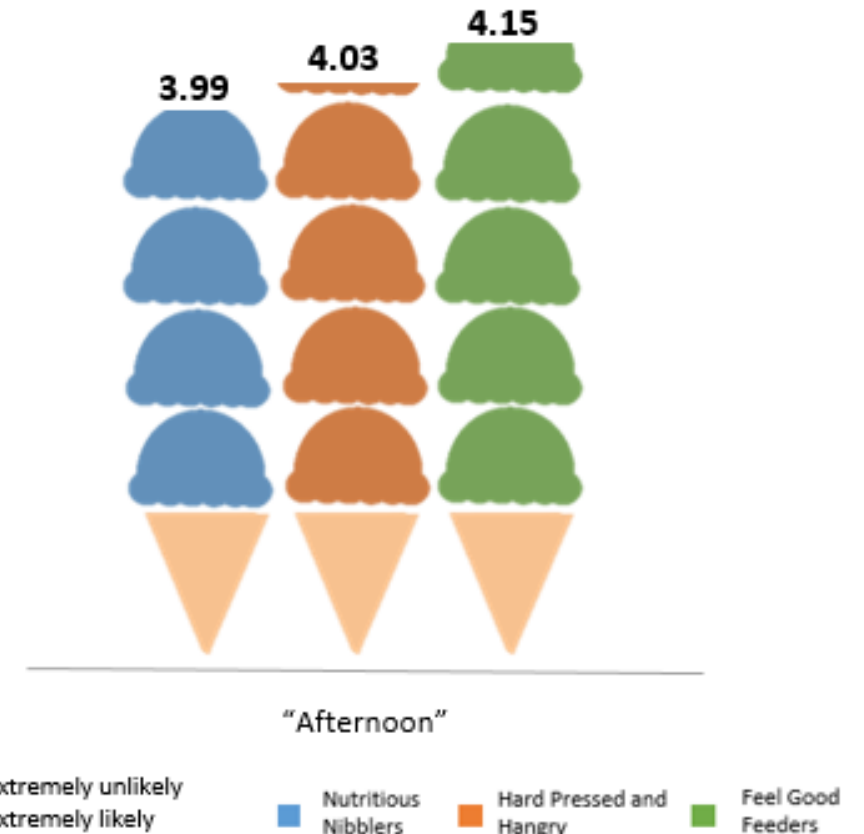
Universal Findings: Time of Day



- All segments are equally as likely to consume snacks during the afternoon
 - May be in replace of a meal
- All have relatively high mean responses
 - Shows that the afternoon may be a snacking hot spot

"How likely are you to eat a snack at the following times of day?"

Mean Response



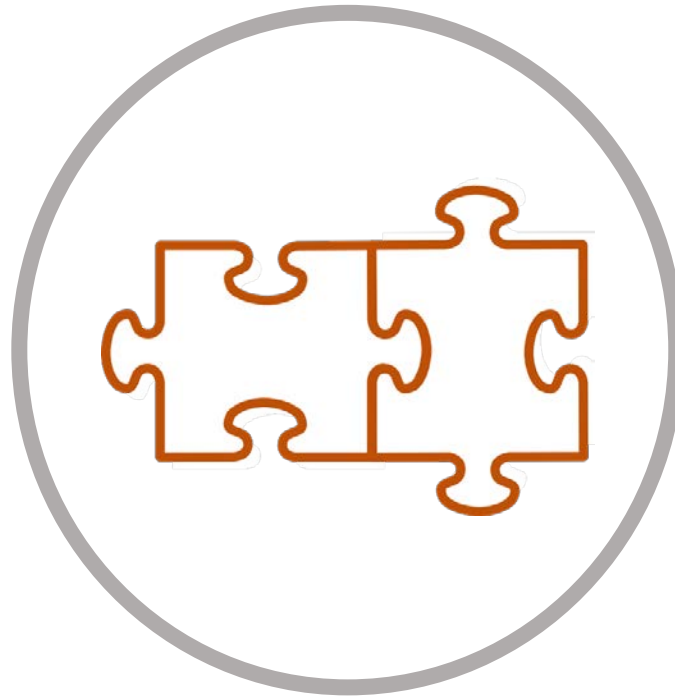
Limitations

The slide features a blue header bar containing the title 'Limitations' in white text. Below the header, there are two horizontal bars: a shorter green bar on the left and a longer orange bar on the right, both positioned on a white background.

Limitations



Homogeneous
Sample



Partially Complete
Surveys



Survey Length

Conclusions and Recommendations



Marketing to Nutritious Nibblers



- Manufacturers should approach this group with clear and concise nutrition information.
 - Clear information is **key!**
- This group will pay more for added benefits and ingredients that are higher quality
- Emotional appeal in packaging will have no effect on this group
 - Implement compartmentalization and windows instead
- Seek out snacks that are fresh and appear to require preparation

Marketing to Hard Pressed and Hangry



- This segment has a lot of needs but also great potential for opportunity
- Manufacturers that come to them will be the most successful
 - Accessibility is **key!**
- Start with smaller package sizes in vending machines
 - Lower investment and risk for manufacturer
- Implement larger pack sizes in book stores
 - Appeal to potentially new consumers

Marketing to Feel Good Feeders



- Manufacturers will have to stand out from the crowd
 - Volume of snacks consumed
- Must tap into the emotional part of promotion
 - Flashy/unique packaging
 - Use of graphics and visuals
- Make the trade off between more expensive packaging and lower quality ingredients
- Target impulse locations like end caps and the register
- Packaging is **key!**

Universal Recommendations



- Represent a safety net for manufacturers
- Re-sealable bags present a universal appeal to all segments
 - Will offer increased levels of convenience for students
- Manufacturers would benefit from providing their snacks in a traditional grocery store for all segments
 - Choose additional branch locations for specific target segments
- Work to appeal to consumers in the afternoon
 - Make snacks available in cafeterias and coffee shops on campus
 - Utilize product ambassadors- target study areas, hallways and the library

Thank You!

