



**Cannabidiol (CBD) &
The Confused Consumer:
How a Lack of Leadership and
Education is Stunting CBD Growth**

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TODAY'S AGENDA:

- RESEARCH QUESTIONS & OBJECTIVES
- SECONDARY RESEARCH
- DESIGN & METHODOLOGY
- DEMOGRAPHICS
- RESEARCH FINDINGS
- IMPLICATIONS
- LIMITATIONS & FUTURE RESEARCH



RESEARCH QUESTION & OBJECTIVES

RQ: DO CLEARER REGULATIONS, MORE STANDARDIZATION, LEGAL GUIDELINES, AND GENERAL KNOWLEDGE ENHANCEMENT IMPACT OVERALL PRODUCT TRUST AND PURCHASE INTENT OF RELATED PRODUCTS?

R1: IF GENERAL KNOWLEDGE AMONG CONSUMERS IS ENHANCED, WOULD CONSUMER TRUST IN CBD BE IMPACTED?

CURRENT STATE OF THE CBD INDUSTRY

- **CBD CURRENTLY SOLD IN:** (ZWANKA, 2020)
 - NATURAL & ORGANIC FOOD RETAILERS
 - NATURAL HEALTH & BEAUTY STORES
 - DISPENSERIES & SMOKE SHOPS
 - GAS STATIONS
 - ECOMMERCE RETAILERS
- **LACKING PRESENCE LARGE-FORMAT RETAILERS, LAGGING ADAPTATION FROM LARGE CPGS** (ZWANKA, 2020)
- **LIMITED CBD ASSORTMENTS (TOPICALS) PICKED UP BY LARGE-FORMAT DRUGSTORES LIKE WALGREENS & CVS IN 2019** (LAVITO, 2019)



SECONDARY RESEARCH

INFLUENTIAL FACTORS TO KNOWLEDGE:

(TAYLOR, 2018), (HAHN, 2019),
(WALDMANN, KERR, 2017), (CADENA, 2018), (ZWANKA, 2019; 2023)

- AGE
- RESEARCH & EVIDENCE
- FOOD SAFETY INFORMATION
- ENDORSEMENTS
- FIRST-HAND EFFECTIVENESS

THREATS TO KNOWLEDGE:

(CADENA, 2018), (SKINNER ET AL., 2019), (ZWANKA, 2019)

- UNCLEAR DIFFERENTIATION BETWEEN THC & CBD
- NEGATIVE STIGMA
- HEURISITICS & FAMILY/FRIEND PERCEPTION
- UNKNOWLEDGEABLE PHYSICIANS

SOURCES OF KNOWLEDGE:

(WYSOTA ET AL., 2022)

- FRIENDS/FAMILY
- PRODUCTS & ADVERTISEMENTS
- SPECIALTY STORES
- SOCIAL MEDIA



DESIGN & METHODOLOGY

- 3-MONTH QUESTIONING PERIOD (18 YEARS OF AGE OR OLDER)
- 23-QUESTION SURVEY ADMINISTERED VIA QUALTRICS
- TOTAL COMPLETED SURVEYS = 614 (CR=40.3%)
- QUESTIONS OF FOCUS FROM SURVEY:

Please indicate your level of disagreement or agreement with the following statements regarding controversial products:

- *“I have enough knowledge about the benefits and drawbacks of these products”*
- *“I have enough knowledge to know whether these products are safe or not”*
- *“I do not have enough knowledge about how to choose these products correctly”*

DEMOGRAPHICS

- **AGES 25-34 (n=127) AND 55-64 (n=123)**
- **69% RESPONDENTS FEMALE (n=422) AND 74% CAUCASION**
- **65% RESPONDENTS HAD COMPLETED SOME COLLEGE BUT NO DEGREE**
- **MARITAL STATUS:**
 - **40.7% MARRIED**
 - **32.7% NEVER MARRIED**
- **79% RESPONDENTS (n=483) REPORTED MAKING \$69,999 OR LESS ANNUALLY**

RESEARCH FINDINGS

Parameter Relationship	Standardized Estimate	Standard Error	t-value	p-value
Knowledge → Trust	.122	.033	3.131	.002*
Trust → Intentions	.706	.062	5.709	<.001*

$(\chi^2 = 1205.79, df = 443, \chi^2/df = 2.72, CFI = .94, RMSEA = .05)$

*Significant @ $p < .001$; **NS

RESEARCH FINDINGS

HOW WE DETERMINED IF THERE WAS CONFUSION PRESENT AMONG CONSUMERS

RESPONDENTS WITH ANY LEVEL OF AGREEMENT
(AGREE, SOMEWHAT AGREE, STRONGLY AGREE)

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RESPONDENTS WITH ANY LEVEL OF DISAGREEMENT OR NEITHER AGREE OR DISAGREE
(DISAGREE, SOMEWHAT DISAGREE, STRONGLY DISAGREE)



SIGNIFICANT DIFFERENCE AT 99% CONFIDENCE LEVEL?

RESEARCH FINDINGS

“I have enough knowledge about the benefits and drawbacks of these products”

ANY LEVEL OF AGREEMENT

46.86 %

•
•

ANY LEVEL OF DISAGREEMENT
OR NEITHER

53.14 %



**DIFFERENCE IS
NOT SIGNIFICANT @ 99% CI**

RESEARCH FINDINGS

“I have enough knowledge to know whether these products are safe or not”

ANY LEVEL OF AGREEMENT

48.10 %

•
•

ANY LEVEL OF DISAGREEMENT
OR NEITHER

51.90 %



**DIFFERENCE IS
NOT SIGNIFICANT @ 99% CI**

RESEARCH FINDINGS

“I do not have enough knowledge about how to choose these products correctly”

ANY LEVEL OF AGREEMENT

46.54 %

•
•

ANY LEVEL OF DISAGREEMENT
OR NEITHER

53.46 %



**DIFFERENCE IS
NOT SIGNIFICANT @ 99% CI**

IMPLICATIONS FOR RETAILERS

- **CARRY A VARIETY OF CBD PRODUCT TYPES**
 - NOT JUST TOPICALS!
- **AIM TO HAVE A WIDE, NARROW ASSORTMENT TO LIMIT ON-SHELF CUSTOMER CONFUSION**
 - WIDE VARIETY OF PRODUCT TYPES, SMALL NUMBER OF OPTIONS WITHIN TYPES
- **PRIORITIZE AND PARTNER WITH FEW KEY SUPPLIERS**
 - PARTNER TO DIRECTLY EDUCATE STAFF VIA TRAINING AND TO INDIRECTLY EDUCATE CUSTOMERS
- **UTILIZE CREATIVE TACTICS TO EDUCATE CUSTOMERS**
 - QR CODES
 - INFORMATIVE BLADES/SIGNAGE
 - HIGHLIGHT NEW INFORMATION

LIMITATIONS & FUTURE RESEARCH

- **LIMITATIONS: SAMPLE DEMOGRAPHICS, HOLISTIC CONTROVERSIAL PRODUCT OVERVIEW**
- **FURTHER ANALYZE RELATIONSHIP BETWEEN KNOWLEDGE AND CBD**
- **FURTHER RESEARCH AREAS WHERE CONSUMERS FEEL THEY NEED THE MOST KNOWLEDGE ON RELATED TO CBD PRODUCTS**
- **FURTHER RESEARCH ON FEDERAL REGULATION CLARITY AND PRODUCT STANDARDIZATION'S IMPACT ON CONSUMER TRUST AND INTENT**

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**THANK YOU!
QUESTIONS?**