

KEY FACTORS FOR MARKETING CARBONATED SOFTDRINKS

HOW IMPORTANT INTRINSIC AND EXTRINSIC PRODUCT ATTRIBUTES AFFECT PURCHASE DECISION

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We evaluated intrinsic and extrinsic product attributes in carbonated soft drinks (CSD) with orange flavour. The used method, discrete choice analysis, allows to deduce the crucial factors from the marketing mix by reflecting consumers' real choice behaviour as closely as possible.

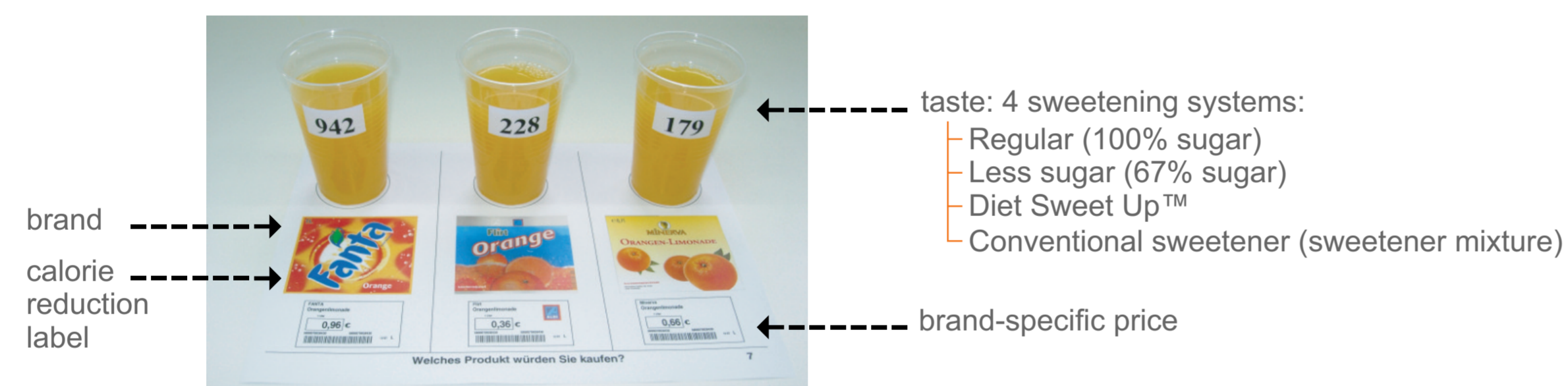
OBJECTIVES

- What is the best calorie reducing sweetener compared to sugar?
- Do consumers prefer clear hints on calorie reduction?
- Has a calorie reduced variant the potential to invade the premium segment?

TEST PROCEDURE

- 621 consumers were asked to express their preference for CSDs with orange flavour. Every consumer got up to 5 out of 36 different choice sets. Each choice set is a different combination of several attributes.

CHOICE SET: SYSTEMATIC VARIATION OF...



- 1545 choice decisions and data on consumption patterns, on attitudes and on socio-demographics were analysed by a conditional logit model.
- Product choice could be modelled as a function of one intrinsic attribute (sweetening system), three extrinsic attributes (label, brand, price) and additional consumer characteristics.



Point-of-Sale and Sensory Laboratory at ASAP/SAM

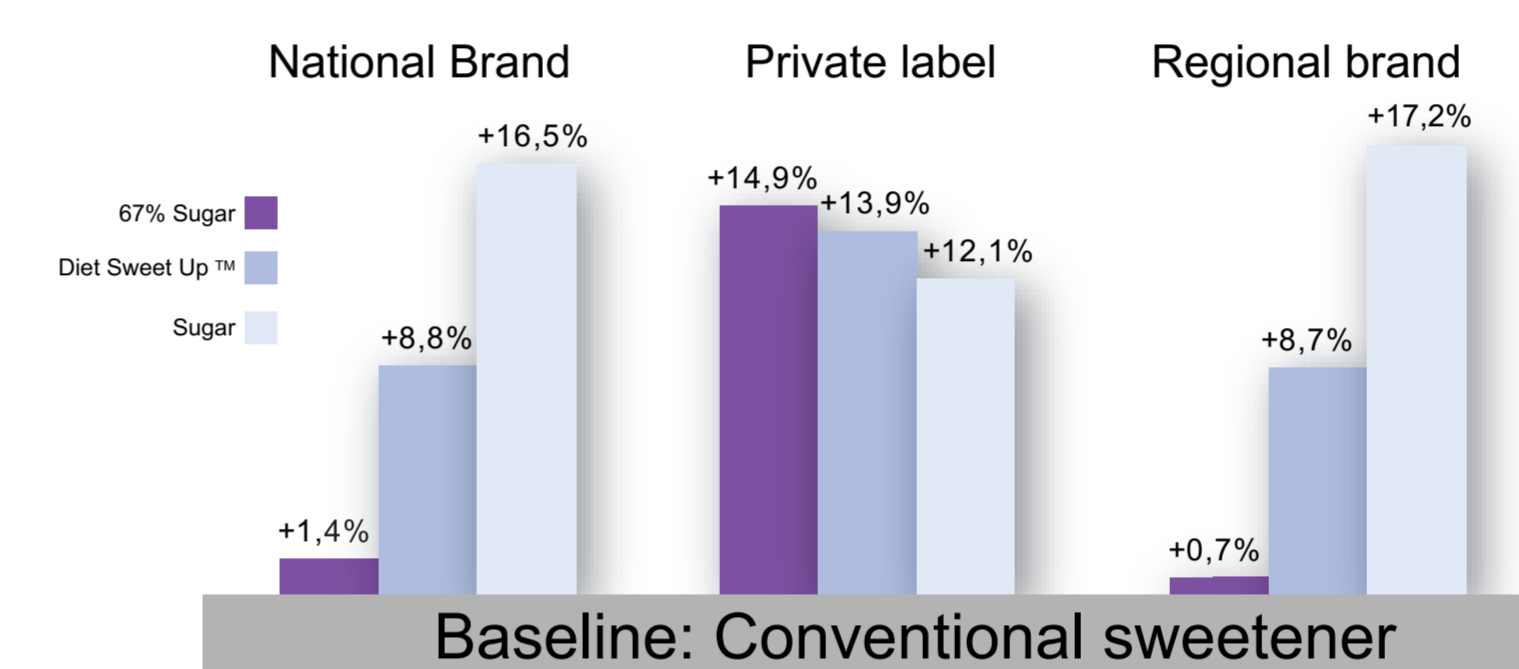
RESULTS: FOCUS ON CALORIE SENSITIVE CONSUMERS

621 consumers of CSDs with orange flavour

Calorie sensitive Consumers (34%)

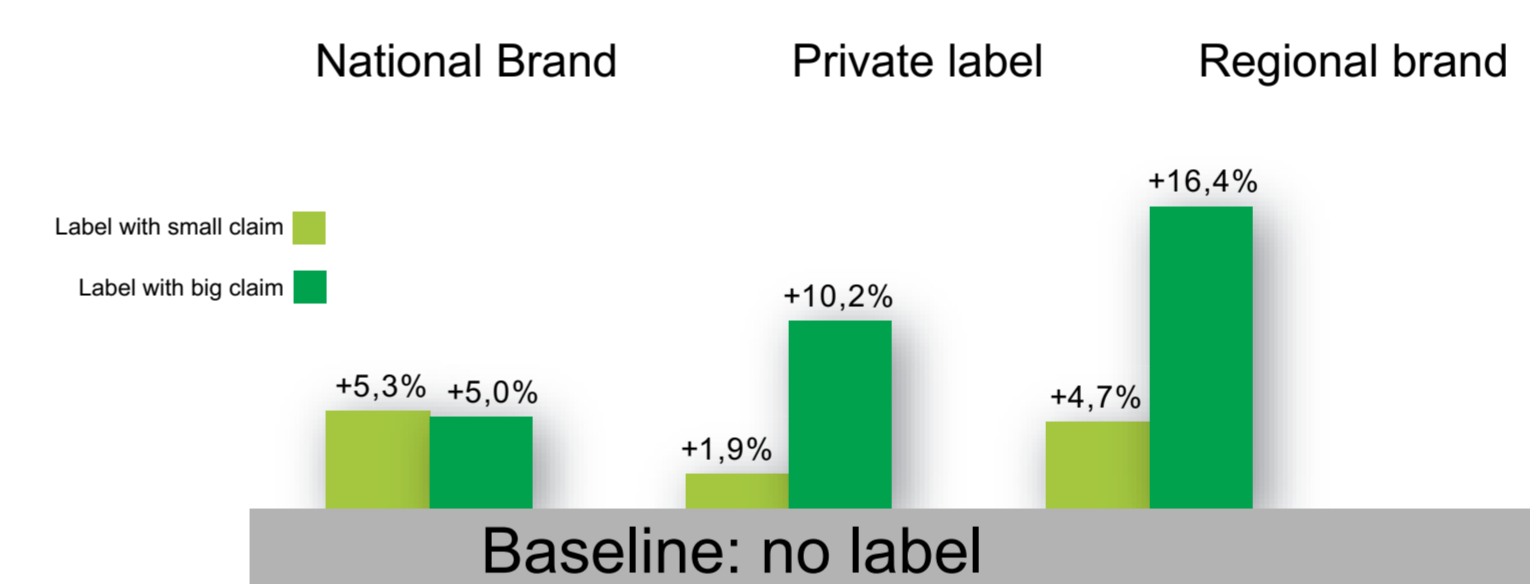
Non calorie sensitive Consumers (64%)

Gain in sales (%) for different sweetening systems



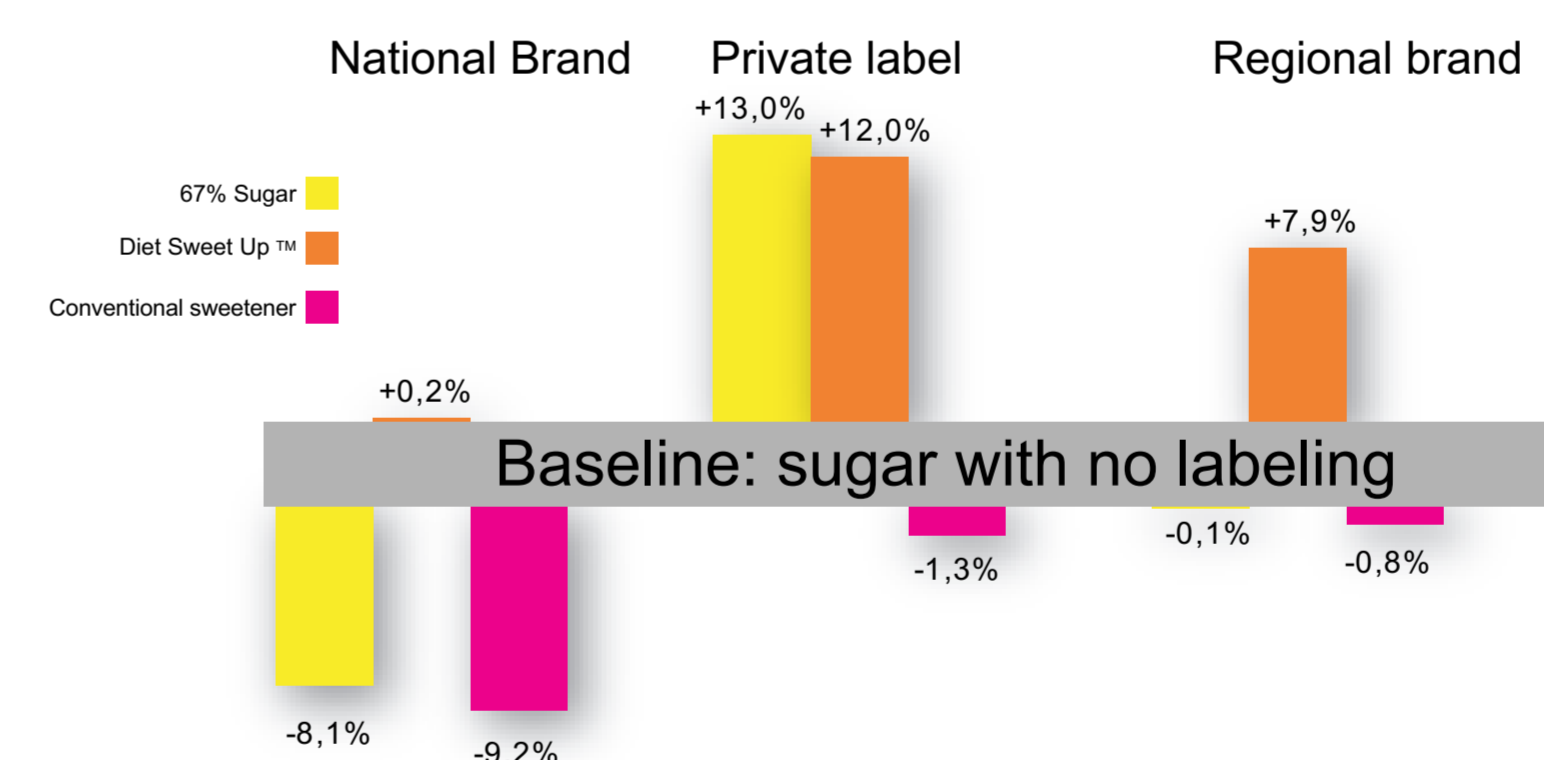
- All considered sweeteners are better than the conventional sweetener.
- Sugar remains the 'queen of sweetness'.
- New sweetening systems with calorie reduction show high potential to compete with sugar.
- New sweetening systems show even higher acceptance than sugar for private label segments.

Gain in sales (%) for labels



- Indicating calorie reduction improves sales.
- A clear and big indication is preferred by the consumers.

Gain in sales (%) for different sweetening systems with big labels



- Clearly labelled new sweetening systems allow additional sales in the calorie sensitive segment.
- Calorie reduction is a feature, relevant in all product segments.
- Development of new sweeteners allows calorie reduced CSDs even to invade the premium segment.

CONCLUSION

- Discrete choice method applied to sensory market research allows to focus on markets and consumer segmentation.
- The results are abundantly clear:
 - to focus on calorie sensitive consumers.
 - to praise calorie reduction in a big label.
 - to trust on new sweeteners as being able to diversify in the premium segment.
- Discrete choice method is a new approach to determine main drivers of the marketing mix.