

Organic Foods

Study on Psychological and Sociological
Reasons for Purchasing

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Preview

- **Brief Synopsis:** What can we summarize about the study?
- **Purpose:** What is the purpose of our research project?
- **Secondary Research:** What did we decipher from other studies?
- **Methods:** How did we initiate our study?
- **Results:** What had we discovered from our findings?
- **Ramifications:** What was our interpretation of the results?
- **Recommendations:** What other tactics may we recommend to better the study in the future?
- **Limitations:** What could we have done differently?
- **Closing Statements:** Conclusion and opening up to discussion

Synopsis & Purpose

- What is the definition of “organic foods?”
- What is the purpose of our research project?
- What are some studies that other researchers have done?
- How did we approach the research project?

Secondary Research & Research Methods

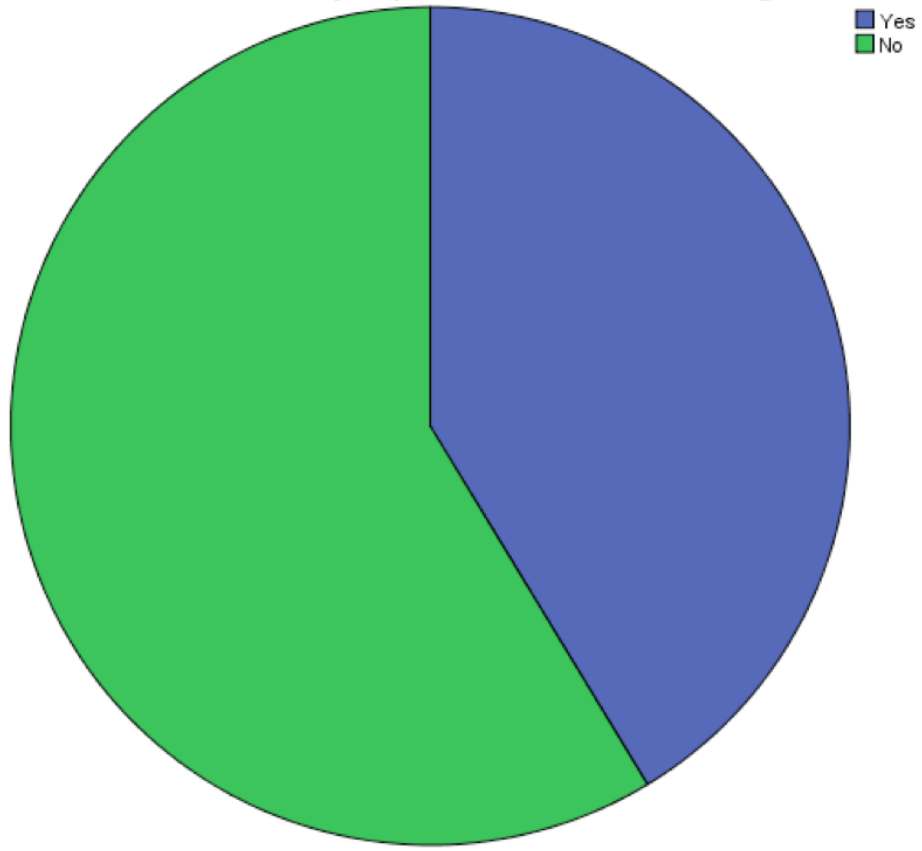
- What were our resources, and what were the studies that other researchers have done?
- What did we decipher from our research?
- What question did we ask?
- What tactics did we pursue to initiate our study?
- How did our findings lead to more questions?

Our Results

- What were the results from the focus group?
- What were the results like from the surveys?
- What was the overall result of the research project?

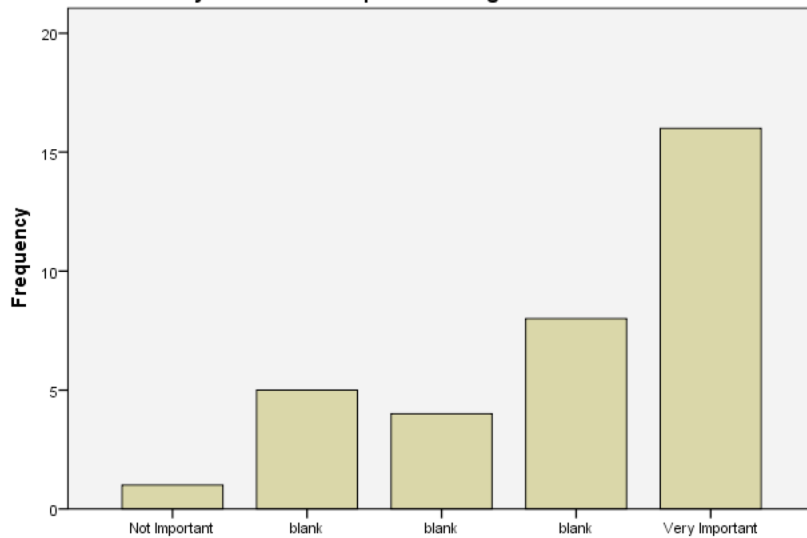
Organic Food Purchasing

Do you purchase foods labeled organic?



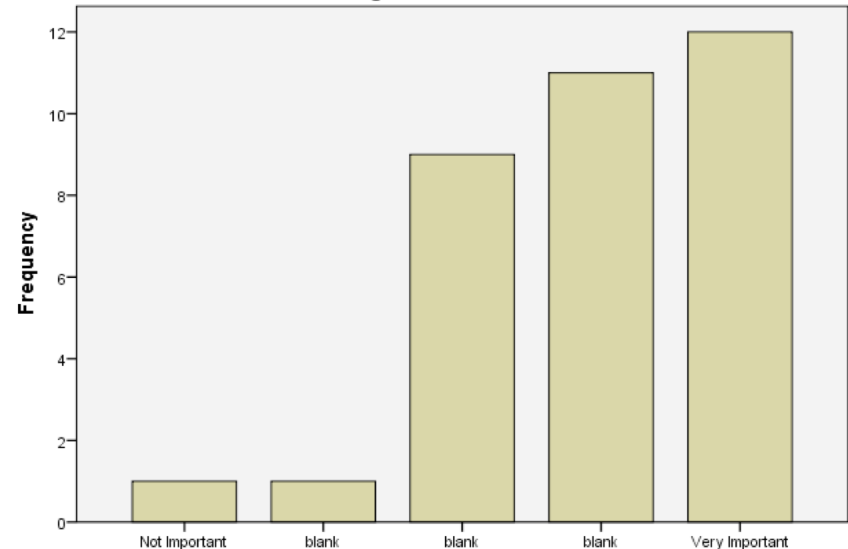
Availability & Nutriment of Organic Food

On a scale of 1 to 5, how important is availability in your local grocery store in your decision to purchase organic foods?



On a scale of 1 to 5, how important is availability in your local grocery store in your decision to purchase organic foods?

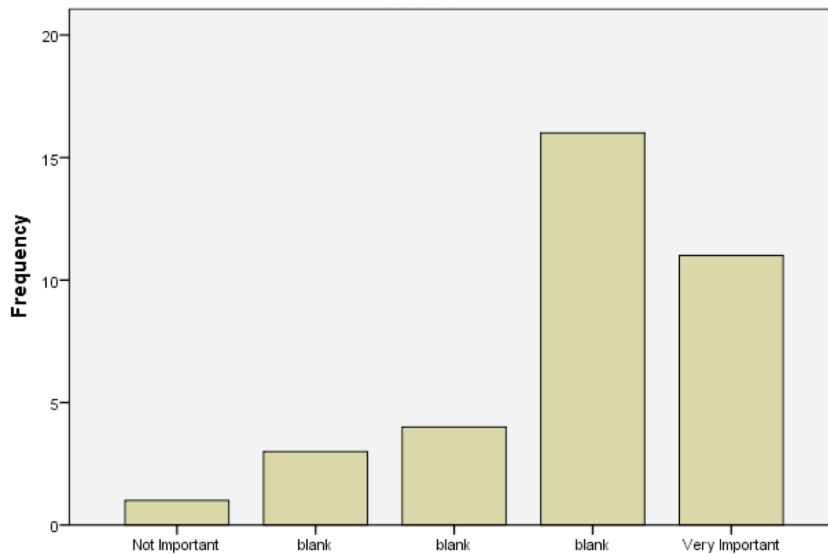
On a scale of 1 to 5, how important is nutriment in your decision to purchase organic foods?



On a scale of 1 to 5, how important is nutriment in your decision to purchase organic foods?

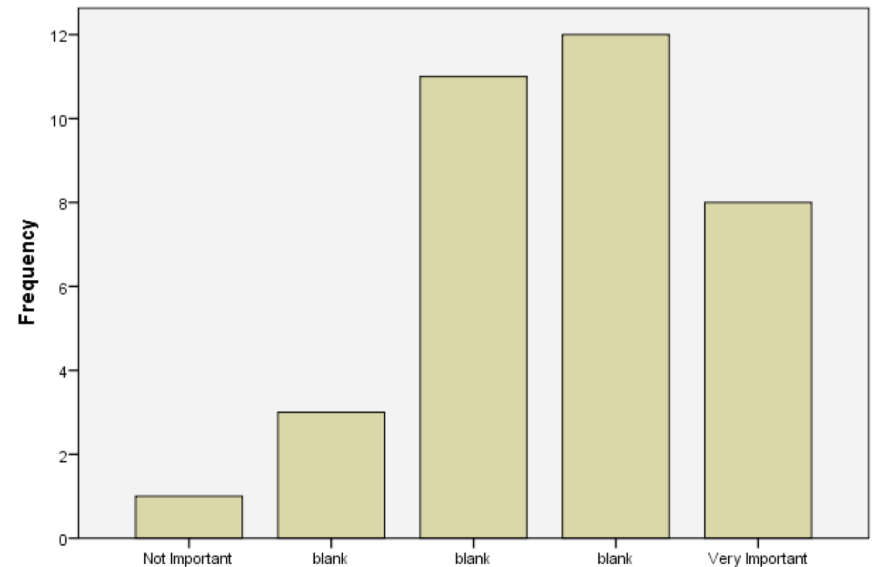
Taste & Price of Organic Food

On a scale of 1 to 5, how important is taste in your decision to purchase organic foods?



On a scale of 1 to 5, how important is taste in your decision to purchase organic foods?

On a scale of 1 to 5, how important is price in your decision to purchase organic foods?



On a scale of 1 to 5, how important is price in your decision to purchase organic foods?

The results in perspective

- The availability of **non organic** food is *very important* to the people who do not shop at Schnuck's. Therefore, we assume the availability of **non organic** food is *not very important* to the people who do shop at Schnuck's.
- The price of **organic** food is *not very important* to the people who do not shop at Dierbergs. Therefore, we assume the price of **organic** food is *very important* to the people who do shop at Dierbergs.
- The price of **organic** food is *very important* to the people who shop at Shop n Save.
- The nutriment of **organic** food is *very important* to the people who shop at Walmart.
- The nutriment of **organic** food is *not very important* to the people who do not shop at other stores. Therefore, we assume the nutriment of **organic** food is *very important* to the people who do shop at other stores.

Our Inference

- There is a 5% chance we are wrong that the importance of availability of **non organic** food directly affects one's decision in purchasing. Therefore, we assume that the importance of availability of **organic** food indirectly affects one's decision in purchasing.
- There is a 5% chance we are wrong that the importance of price of **organic** food indirectly affects one's decision in purchasing.
- There is a 1% chance we are wrong that the importance of nutriment of **organic** food indirectly affects one's decision in purchasing.

Interpretations in perspective

- What did we interpret from the results?

Our Interpretations

- So overall, the importance of availability, price, and nutriment affect the decision of those who purchase organic food. Therefore, we assume that:
 - Availability of organic food is very important to college students between the ages of 18 and above because organic food is not in abundance. Organic food is not sold very widely or frequently in most grocery stores around the Edwardsville area.
 - Price of organic food is very important to college students because students cannot generally afford to buy organic food. Organic food tends to be expensive because so much time and energy is put into allowing the food to grow naturally in time and chemistry.
 - Nutriment of organic food is very important to college students because they want to know what is in their food. Organic food does not have any pesticides to ward off insects and any waste they leave behind.

Recommendations & Limitations

- What may we recommend to the researchers who may want to study psychological and sociological reasons for purchasing organic foods from our research project?

Recommendations & Limitations (cont.)

- What may we recommend to the advertisers who promote organic foods from our research project?

Recommendations & Limitations (cont.)

- What could we have done differently to better our research?
 - With the secondary research?
 - With the focus group?
 - With the surveys?

Opening Discussions