

# **ORGANIC FOOD: INTRODUCING THE SWITCHING CONSUMER**

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# Outline

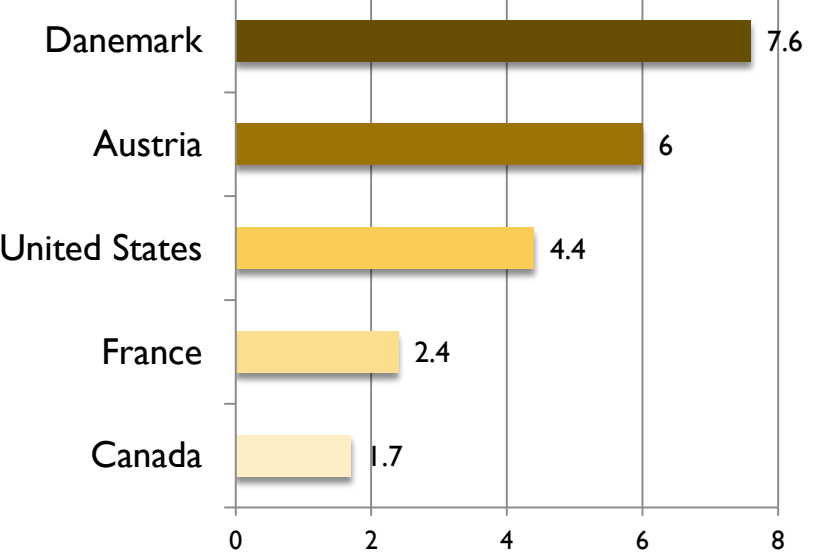
1. Overview of organic food market
2. Overview of organic food consumption
3. The anatomy of a switching consumer
4. Research questions and relevance for consumers

# A fast-growing market

- Around the world:
  - ▣ x 4 between 1999 and 2011
  - ▣ US\$65.4 billion
- In Canada:
  - ▣ x 3 between 2006 and 2012
  - ▣ C\$3 billion

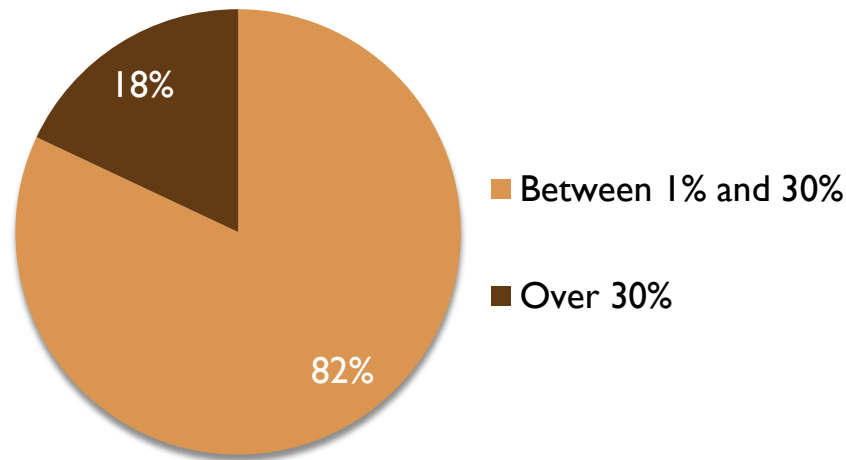
# Fragmented consumption

Organic share of food purchases (in %)



Sources: Agence Bio (2013), OTA (2013), MarketLine (2012)

Organic share of food purchased by Quebec consumers



Source: Filière Biologique du Québec (2013)

# Characteristics of casual consumption

- **Fragmented** consumption
- **Irregular** consumption
- **Reversible** habits
- **Eclectic** consumption

Source: Lamine (2003)

# Choices made by casual consumers

- Overvaluation of some products
- Differences in willingness to pay  
(Millock et al. 2002)
- Different motives behind purchases  
(Padel & Foster 2005)
- Different barriers to purchasing  
(Buder et al. 2014)

# Research questions

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- 1. Why do switching consumers of organic products choose organic for some products but not for others?**
- 2. Based on what criteria do they make this decision?**

# Research interests

- Understand what consumers are looking for when choosing the organic option of a food
- Adapt the offer of organic products to consumers' expectations
- Understand consumer decision-making when faced with multiple options





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support

Bibliography available upon request