

CONSUMER STUDY IN TAM HOA PLUM VALUE CHAIN



AGB/2008/002
(2009 - 2013)

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MAIN RESEARCH QUESTION



Is there a consumer demand for high quality Tam Hoa plum in Moc Chau?

- ❖ To identify the attributes of high quality plums
- ❖ To identify consumers and market segmentations

EXPECTED IMPACTS

- ❖ Improved consumer satisfaction with Moc Chau-Tam Hoa plum
- ❖ Increased benefits for chain actors



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CONSUMER FOCUS GROUP DISCUSSIONS

OBJECTIVES

- ✓ To identify demand and requirements
- ✓ To identify preferences
- ✓ To identify consumer's purchasing habits
- ✓ To evaluate consumer preferences

CRITERIA

- ❖ Number: 8 people
- ❖ Age
- ❖ Sex
- ❖ Occupation
- ❖ Educational level
- ❖ Income*

Discussion content

- ❖ What are the characteristics of high quality plums?
- ❖ What are the plum attributes which affect consumer buying decisions?
- ❖ Where do they buy high quality plums?
- ❖ Plum price points and demand sensitivity



OBJECTIVES

- To describe the characteristics of consumers in each market segment
- To analyze consumer demand for Tam Hoa plum quality attributes
- To recommend the interventions to improve Tam Hoa plum quality to meet consumer demand.



A questionnaire was developed based on focus group feedback

Subjects	Number	Criteria
Students	21	Cau Giay district, Gia Lam district
Premium customers	8	Based on information from high quality shops; Ciputra, Trung hòa nhân chính, .
Middle income customers	61	In areas which middle income people live

Consumer interview tool for merchandising preferences



Ảnh số 1



Ảnh số 3



Ảnh số 5



Ảnh số 2



Ảnh số 4

Mận Tam Hoa
Xuất xứ: Mộc Châu-Sơn La
Cty phân phối: Cty Donavi



Ảnh số 6



Strengths, Weaknesses, Opportunities & Threats

STRENGTHS

1. Gained an overview of the constraints
2. Targeted the core problem
3. Collected complementary information from different sources

WEAKNESSES

1. Criteria were chosen based heavily on experience
2. Reliance on researcher's good observation skills and selection of suitable criteria
3. Subjective approach in collecting information

OPPORTUNITIES

1. Access to targeted markets
2. Market segmentation
3. Range of consumer data collected

THREATS

1. Difference between intention and behaviour
2. Complexity of consumer decision-making
3. Consumer focus groups difficult to control

XIN CHÂN THÀNH CẢM ƠN

