CONSUMER STUDY IN TAM HOA PLUM VALUE CHAIN

Author: LÊ QUỐC ANH

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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
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
CONSUMER INTERVIEWS

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

<table>
<thead>
<tr>
<th>Subjects</th>
<th>Number</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>21</td>
<td>Cau Giay district, Gia Lam district</td>
</tr>
<tr>
<td>Premium customers</td>
<td>8</td>
<td>Based on information from high quality shops; Ciputra, Trung hòa nhân chính,</td>
</tr>
<tr>
<td>Middle income customers</td>
<td>61</td>
<td>In areas which middle income people live</td>
</tr>
</tbody>
</table>
Consumer interview tool for merchandising preferences
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