CONSUMER RESEARCH METHOD
IN BEEF VALUE CHAIN

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Research questions

What are the consumer preferences when purchasing beef in Hanoi and Son La?
What are the factors that impact on consumer decisions?

Understanding demand for, and attributes of, purchased beef will help target future interventions in the value chain.
Method

- Focus group discussion
- Consumer survey
Focus groups
Consumer habits, preferences & demand

Aims of focus groups were to:
• Generate qualitative data
• Help to frame survey questions

Selection criteria:
• Beef consumption
• Shop in wet market or specialty store or supermarket
• Age

8 Consumers in wet market
9 Consumers in shop
Focus group on merchandising
Focus group & consumer survey

- Consumer Survey
  - Quantitative
  - 97 consumers in Ha Noi (32 from shop/supermarket, 65 from wet market)
  - 30 consumers in Son La from wet market
**Strengths**

1. Obtain both quantitative and qualitative research
2. Easy to apply
3. Broad overview of differences between regional consumers

**Weaknesses**

1. Response difference between quantitative and qualitative research methods
2. How to select members of the focus group to represent consumers across regions

**Opportunities**

1. Focus group allows for exploring social and psychological responses
2. Survey can be designed to target specific consumer segments

**Threats**

1. Differences in consumer willingness to participate.