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Marketing Surveys and Statistical Analysis

Insight that counts

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Quarterly Food Study-Why Buy?

BE PART OF AN EXCITING STUDY FOCUSED ON TRACKING TRENDS IN BUYING BEHAVIOUR AND ATTITUDES TOWARDS FOOD AMONG SOUTH AFRICAN CONSUMERS. WHY DO THEY BUY YOUR FOOD OR BRAND?

Overview

In an attempt to provide the food industry with insight into client needs, value of a product and life style, MSSA is launching its Food Sentiment Study: Why buy? **The aim of this study is to explore "why buy?" reasons and preferences of selected products each quarter. We look at perceptions of and attitudes towards food product categories and all its varieties.** Buying behaviour is affected not only by the perceptions and attitudes of the consumer but also by external factors for example marketing and socio-economic factors. This study will specifically focus on **changes in buying behaviour** (switching), its drivers and influences on product value and reputation. Information will be gathered from consumers (Project 1) as well as Influentials in the food industry (Project 2). By interviewing consumers quarterly, MSSA will be able to track changes and map trends in die South African food consumer industry.

Sample

Consumers: Food panel (100) from households covering LSM 6-7 and 8-10, Jhb area 40, Cape Town area 20, Durban area 20, Bloemfontein 10 and PE 10.

Influentials: In depth interviews with various individuals in the food industry: - Dieticians (2), Packaging experts (2), Food technologists (2), Restaurant owners/Chefs (2) and Manufacturers/suppliers (2)

Issues and themes covered

Product preferences, usage, loyalty, reputation, value of the brand, drivers of changes, packaging aspects, product affordability, attitudes/opinions, switching behaviour and media touch points.

Participation

Subscribe to MSSA's Food Sentiment Study to gain ground-breaking insight into the dynamics of the food industry

Timing and cost

Confirmation of subscription by last week in February, May, July and September. An option of own additional questions available, with a maximum of five questions per participant. Contact Schalk van Vuuren for costing.

Contact

To subscribe please contact **Schalk van Vuuren** @ (tel) 012 346 0718 or (e-mail) mssa2@mssa-research.co.za.



MSSA was established in 1994 by former Southern African Marketing Research Association chairperson Schalk van Vuuren. Since then, MSSA has conducted numerous studies in the agricultural market in which some of South Africa leading companies such as **Bayer, Onderstepoort Biological Products Ltd, Monsanto, Nissan and Toyota.**

With its highly skilled team of qualitative and quantitative researchers, statisticians and 270 fieldworkers, located throughout South Africa, using world-class statistical software, MSSA offers new and reliable insights into its core research markets, namely, consumers, social dynamics, commercial and emerging farmers as well as the business sector.

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