



SUSTAINABLE ONLINE PRODUCE: GREEN MARKETING & KEY VARIABLES INFLUENCING CONSUMER PURCHASING

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Background:

❑ Consumers’ growing interest in organic food is not translating into actual purchases with online retailers.

❑ Creating Green Marketing strategies could help raise sales.

❑ My research aims to identify the factors that influence consumer buying behavior.

Research Question:

What are the key variables of green marketing that influence consumer purchasing behavior in the context of sustainable food consumption?

Methods:

❑ My Internship: Constructed a marketing & demographic analysis with my site supervisor for Kitsap Fresh Local Food Online (KF), an online food retailer at Kitsap County.

❑ Segmented 1,558 Kitsap Fresh buyers into 4 groups based on their shopping frequencies and surveyed them to learn about consumer motives.

❑ Identified Kitsap Fresh consumer characteristics to explore relevant consumer insights (See Fig. 1).

❑ Interviewed 9 consumers about their perceptions towards food sustainability.

Active Consumers (More than 1 order/month)	<ul style="list-style-type: none">Food gourmetsAccustomed to KF’s shopping routineSatisfied with KF products and services
Occasional Consumer (1 order/month)	<ul style="list-style-type: none">Farmers or household grocery shoppersActive on the siteHighly value organic production practices
Rare Consumer (Ordered only once)	<ul style="list-style-type: none">Busy Employeesnot used to the KF shopping routine
Registered Consumer (Registered but never ordered)	<ul style="list-style-type: none">Budget constrainedRegister to gain more informationnot order due to the limited order period

Figure 1: Consumer segmentation for Kitsap Fresh performed using a sample of 1,558 consumer records from Kitsap Fresh consumer database.

Results:



1. Primary Market Drivers: “Local” and “Organics” Consumers favor “local organic” food labels when purchasing from online food retailers (See Fig. 2)

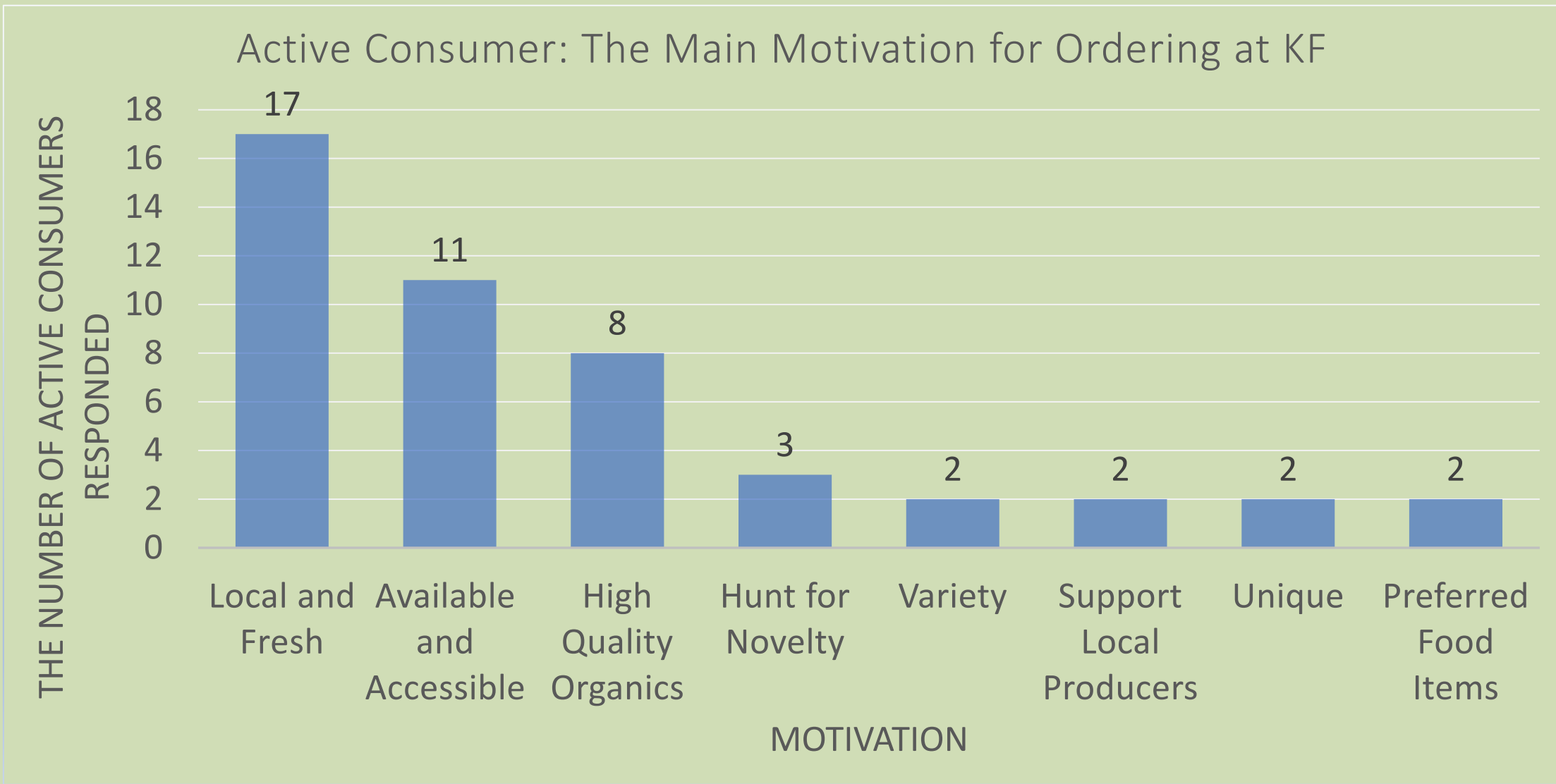


Figure 2: Among 90 active consumers who order from Kitsap Fresh once a week, 47 provided their motivations to purchase at the platform.



2. Transparency of Food Production Practices Sustainable online food businesses could provide customers with sufficient information about food production practices.

What do you look for when making food purchases?

“What’s most important to me is knowing who your farmers are and knowing their practices.”

Consumer: Jessica



3. Clarities & Cohesiveness of the Mission Statement Online organic food companies need to have a clear mission statement addressing the core values of buying locally.

Julie (consumer): “But kind of like a way to get people more excited about local food and local economies and say why that's important and what it does..”



4. Target Marketing and Promotions Leveraging word-of-mouth effect and strategically promoting within the target community could significantly raise awareness and drive website traffic (See Fig. 3).

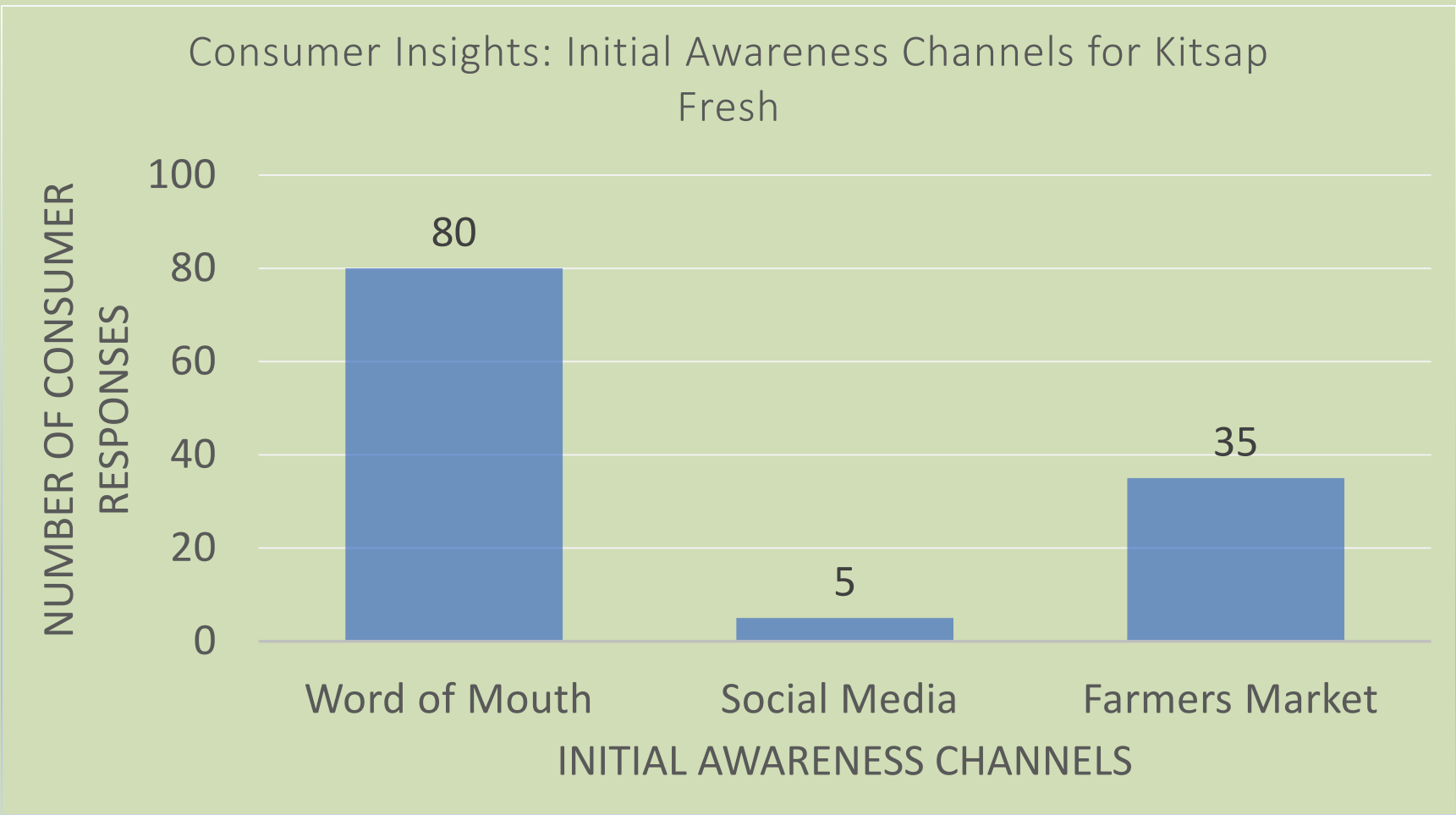


Figure 3: Consumer Insights on initial awareness channels gathered from 235 survey responses.

Recommendations:

- Including ”local” and “organic” food labels in product descriptions.
- Incorporating videos that showcase farming methods and farmer anecdotes to explain food production practices and the problems farmers encounter during planting.
- Stressing the core values of buying locally in the mission statement.
- Exploring communities of potential target audience on social media platforms and engaging them to enhance the overall company visibility.

Significance:

- ❑ Close the knowledge gap between consumer perceived values and company initiatives.
- ❑ Address consumer hesitance arising from unclear food production practices.
- ❑ Capture a wider audience of organic eaters and farmers.
- ❑ Encourage businesses to develop more effective Green Marketing strategies.

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