56. Global exploration of consumer psychographics for the phytonutrient supplement product category

C.L. Kuesten[1], J. Bi[2], H.L. Meiselman[3], J. Wu[1]

[1]Amway, USA; [2]Sensometrics Research and Service, USA; [3]Herb Meiselman Training and Consulting Services, USA

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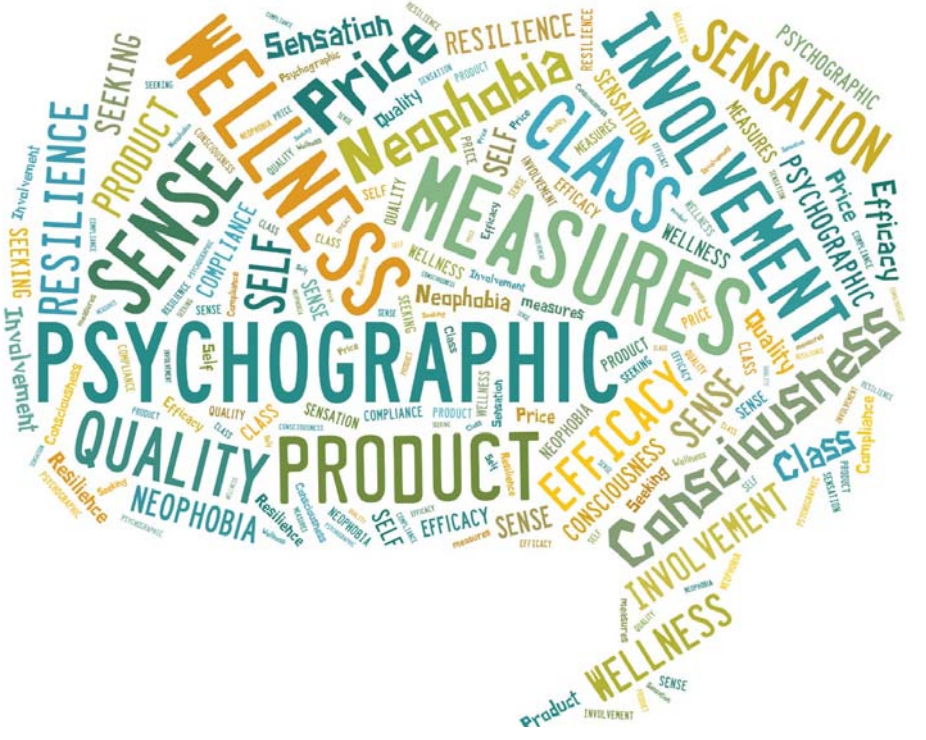
Research Objectives & Methods

- Understand consumer choice and consumption of phytonutrient supplements using psychographic measures
  - Assess psychographic and demographic measures that influence consumer hedonic, sensory and emotional responses to products.
  - Apply psychographic measures for consumer segmentation.
  - Contrast user vs. non-user psychographic profiles.
- Samples: 5 aroma phytonutrient supplement powders
- Consumers: N=303 (users/non-users from Germany, Japan, Korea, and US)



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Conclusions & Recommendations

- **Conclusions:**
  - Country, gender, age, and user-group differences exist
  - Consumer segmentations with cluster effects on hedonic and sensory attributes are present
  - Compliance differentiates users types based on psychographic measures
- **Recommendations:**
  - Expand psychographic research
  - Enhance and apply user segmentation
  - Address challenges to relate multiple sources of data

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