



Wegmans Yogurt Analysis

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Insights

- Taste of yogurt is most valued by customers. Nutrition and price are followed.
- “Taste” and “Price” are the most important considerations when customers buying yogurt.
- Oiko has a better taste but Fage is more affordable.
- Yogurt used as an ingredient in cooking is expected to be more organic and rbSTfree than that used as snack is.

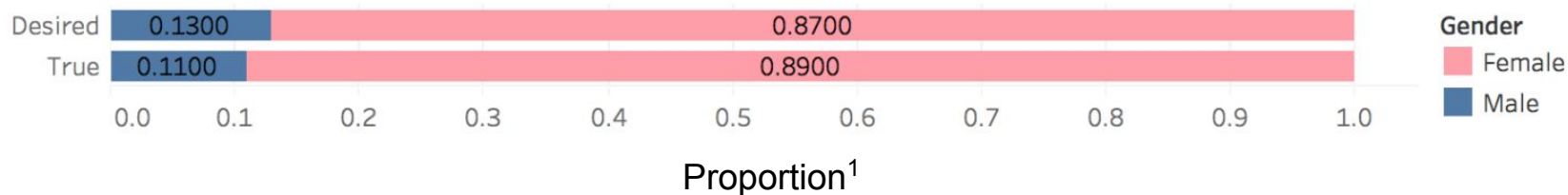
Recommendations

- Wegmans should merchandise more brands of yogurt having good taste, rich nutrition and fair price.
- Wegmans should advertise the characteristic of taste of yogurt to attract more customers.
- Wegmans should promote high quality yogurt like Fage to customers who are less price-sensitive, which can be known from their consumption record.
- Wegmans should emphasize the usage as an cooking ingredient for more healthy yogurts to attract customers using yogurt for cooking.

Methodology

- Goal: Understand category behaviors in the Greek Yogurt subcategory.
- Quantitative research
- Questionnaire : 41 Questions
- Sample
 - Sampling Size: 1073
 - Sampling Frame: Current buyers of Greek Yogurt Panel
 - Non-Probability Sampling: offer a chance to win a \$100 Wegmans shopping card.

Good Sample Proportion

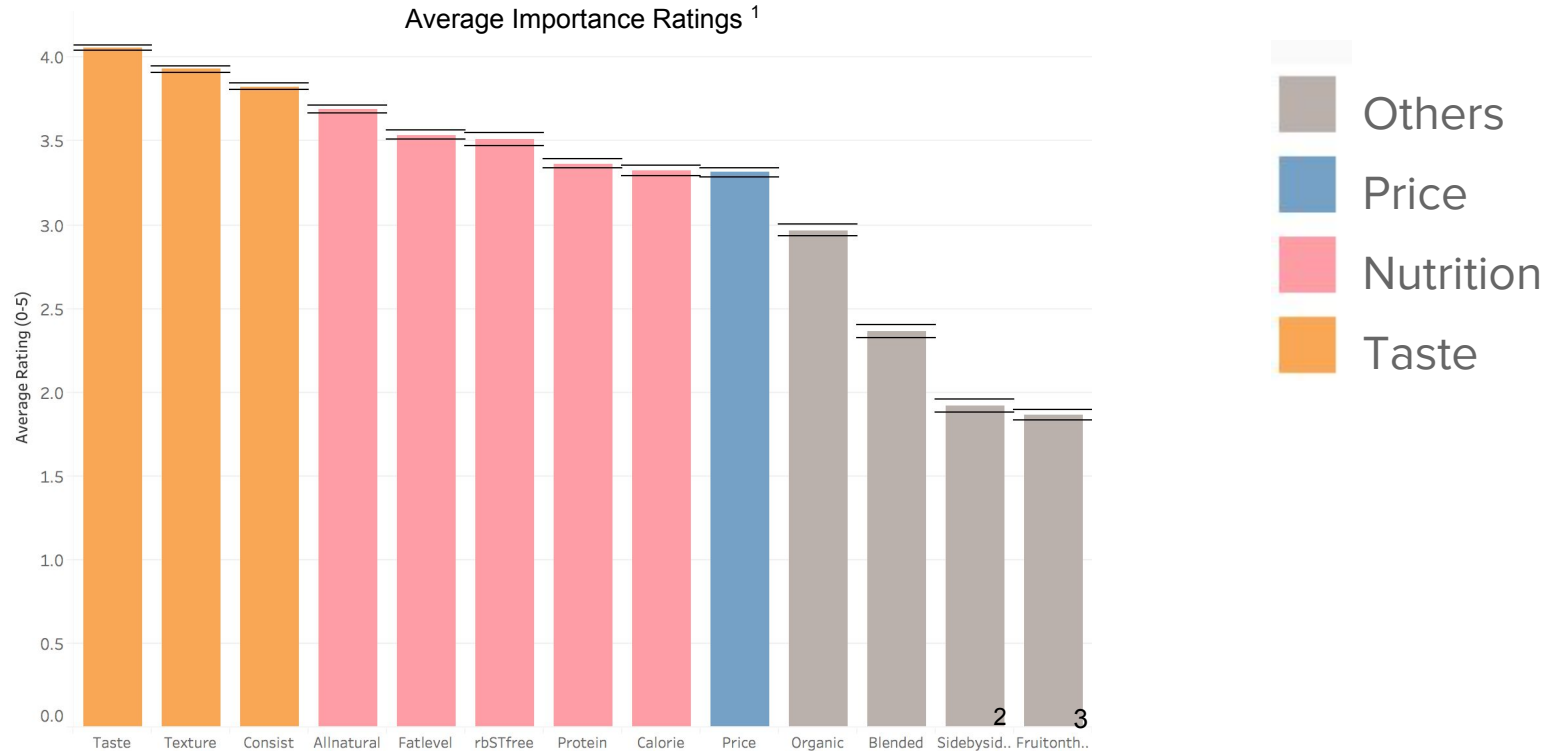


- In a 5% significance level, the sample representatives well.
- In a 1% level, the true proportion is significantly different from the desired one. Hence, if the sample need to be more accurate, we should reweight the proportion as shown in the right table.

Weight

| | |
|--------|--------|
| Female | 0.9728 |
| Male | 1.2307 |

"Taste" most valued. "Nutrition" and "Price" followed



1.From Q6: "Please rate the importance of the following attributes when purchasing Greek Yogurt"; 2.Side by side cup; 3.Fruit on the bottom

“Taste” & “Price” are the most important considerations when customers buying yogurt

Reasons for selecting brands¹



#1



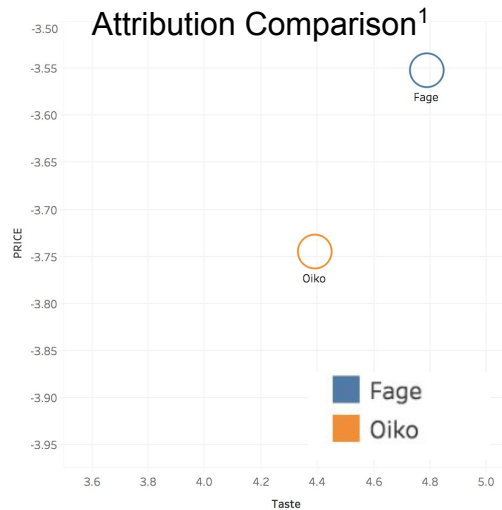
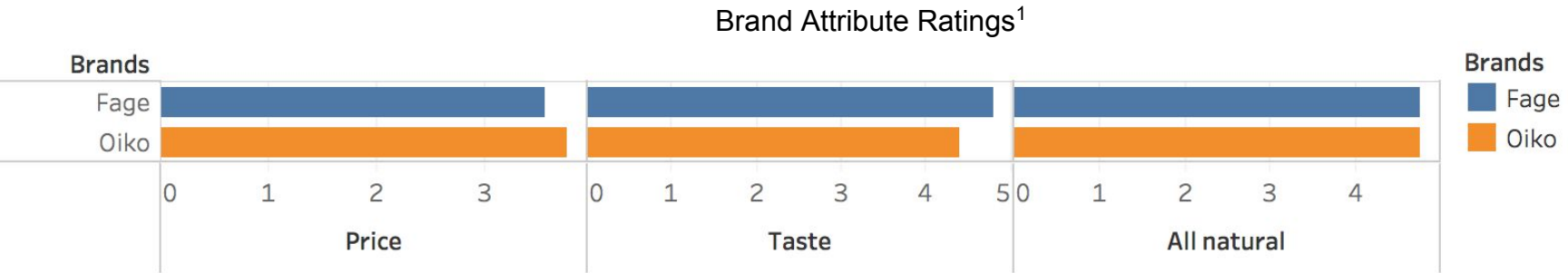
#2



#3

- When consumers decide which yogurt brand to buy, they put “taste” in the first place. This is consistent with what they value most.
- Consumers value “nutrition” more in the survey, but they consider “price” heavily when they actually choosing a yogurt brand.

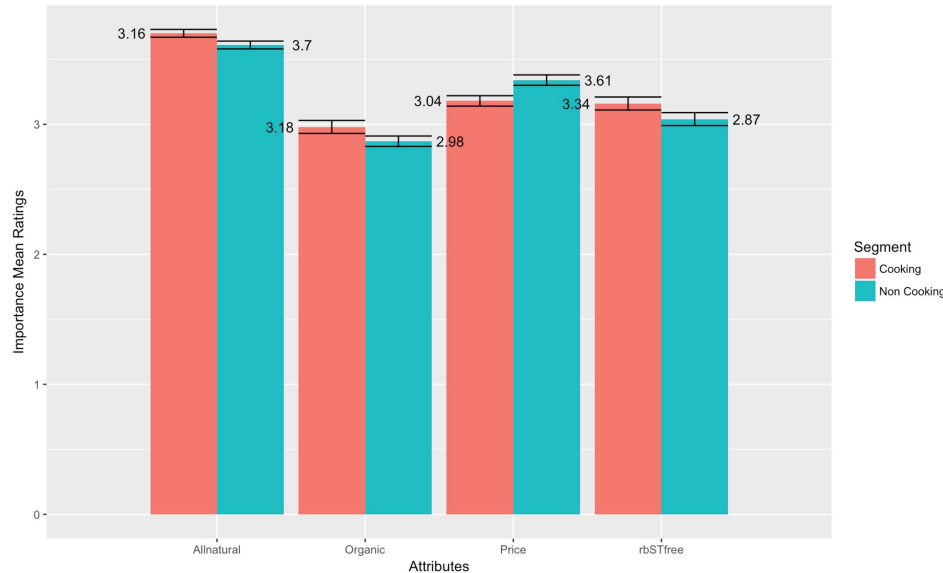
Oiko has a better taste but Fage is more affordable



- Customers perceive “All natural” attribution almost the same from Oiko and Fage.
- Fage could be more welcomed by price-sensitive customers; Oiko would more likely be bought by customers who enjoy better taste.

Yogurt used as an ingredient in cooking is expected to be more organic and rbSTfree than that used as snack

Attribution in two usage situation¹



- Customers expect yogurt to be natural no matter in which usage situation.
- People who use yogurt as an ingredient in cooking expect yogurt to be more healthy and they are less price-sensitive.

1.From Q6: "Please rate the importance of the following attributes when purchasing Greek Yogurt"

Appendix

- Examine sample proportion
 - Chi -squared Test
 - X-squared = 5.2179 df=1 p-value = 0.2235
- Average Importance Ratings
 - Replaced 5 (unsure) as NA, averaged each importance ratings, and depicted it by decreasing order
- Fage VS Oiko
 - Averaged 3 attribution ratings of 2 brands
 - T-test to check whether there are significant differences.(Results are shown in **table 1**)
- Cooking VS Snakes
 - Averaged 4 attributions in the 2 usage situations
 - T-test to check whether there are significant differences.(Results are shown in **table 2**)

| | All Natural | Price | Taste |
|-----------------------|---------------|----------|----------|
| Fage | 4.739526 | 3.552536 | 4.788043 |
| Oikos | 4.734252 | 3.745059 | 4.390963 |
| P-value | 0.8061 | 0.00316 | 1.89E-15 |
| Conclusion (5% level) | Cannot Reject | Reject | Reject |

Table 1

| | All Natural | Organic | rbSTfree | Price |
|-------------|-------------|----------|---------------|---------------|
| Cooking | 3.699571 | 2.980562 | 3.160105 | 3.176596 |
| Non-Cooking | 3.610338 | 2.874502 | 3.036458 | 3.344262 |
| P-value | 0.03286 | 0.09288 | 0.09754 | 0.001461 |
| Conclusion | Reject | Reject | Cannot Reject | Cannot Reject |

Table 2