



THE IMPACT OF SUSTAINABILITY PRACTICES ON CONSUMER BUYING BEHAVIOR IN MEAL PREPARING INDUSTRY

Team Members:

Anushka Jha
Dhruvi Agarwal
Lakshmi Praveen
Chavan Rajita
Madhikarmi
Vikas Jangra

MKT 5401–Market Research & Analysis
Dr. Professor Ozelm Karaca



- 01. INTRODUCTION
- 02. STATEMENT OF THE PROBLEM
- 03. RESEARCH QUESTION & HYPOTHESIS
- 04. RESEARCH METHODOLOGIES
- 05. RESEACH FINDINGS
- 06. ANALYSIS
- 07. IMPLICATIONS & LIMITATIONS
- 08. CONCLUSION



TABLE OF CONTENT

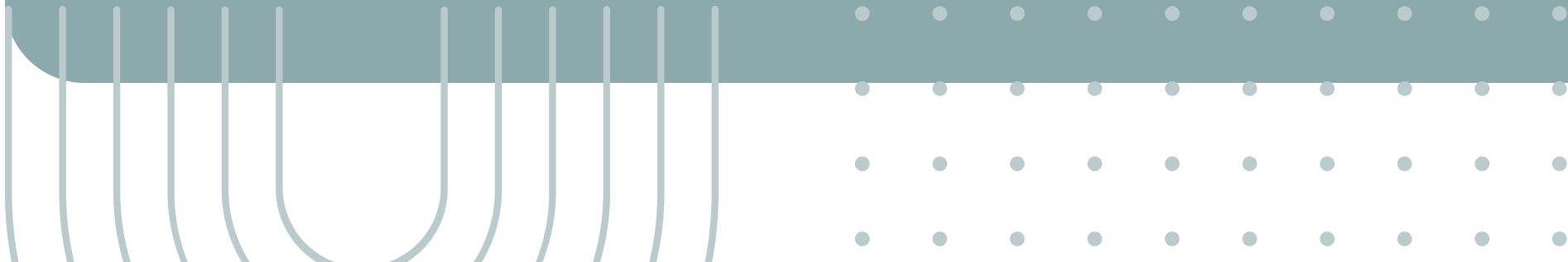
INTRODUCTION & STATEMENT OF THE PROBLEM

There is a relationship between sustainability practices and consumer buying behavior in the meal preparing industry.



RESEARCH QUESTION

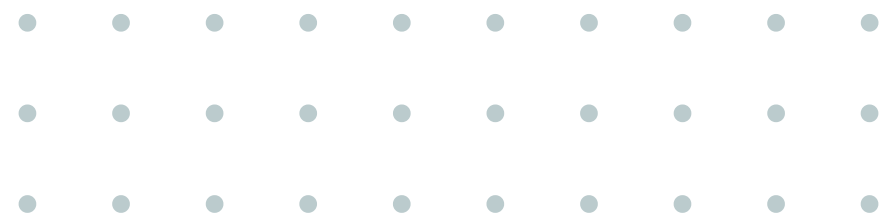
- How aware are consumers of sustainability practices in the meal kit industry, such as eco-friendly packaging and locally sourced ingredients?
- Are consumers willing to pay more for meal kits that use sustainable practices?
- What are the most important factors that influence consumers' decision to purchase meal kits, and how do sustainability practices compare to other factors such as price and convenience?
- When it comes to selecting a meal kit supplier, how do consumers value sustainability?
- Is there any variation in willingness to pay for sustainable meal packages based on demographic?



HYPOTHESIS

H0: SUSTAINABILITY PRACTICE BY MEAL KIT COMPANY HAVE POSITIVE IMPACT ON CONSUMER BUYING BEHAVIOR.

H1: SUSTAINABILITY PRACTICE BY MEAL KIT COMPANY DOES NOT HAVE POSITIVE IMPACT ON CONSUMER BUYING BEHAVIOR.



RESEARCH METHODOLOGIES

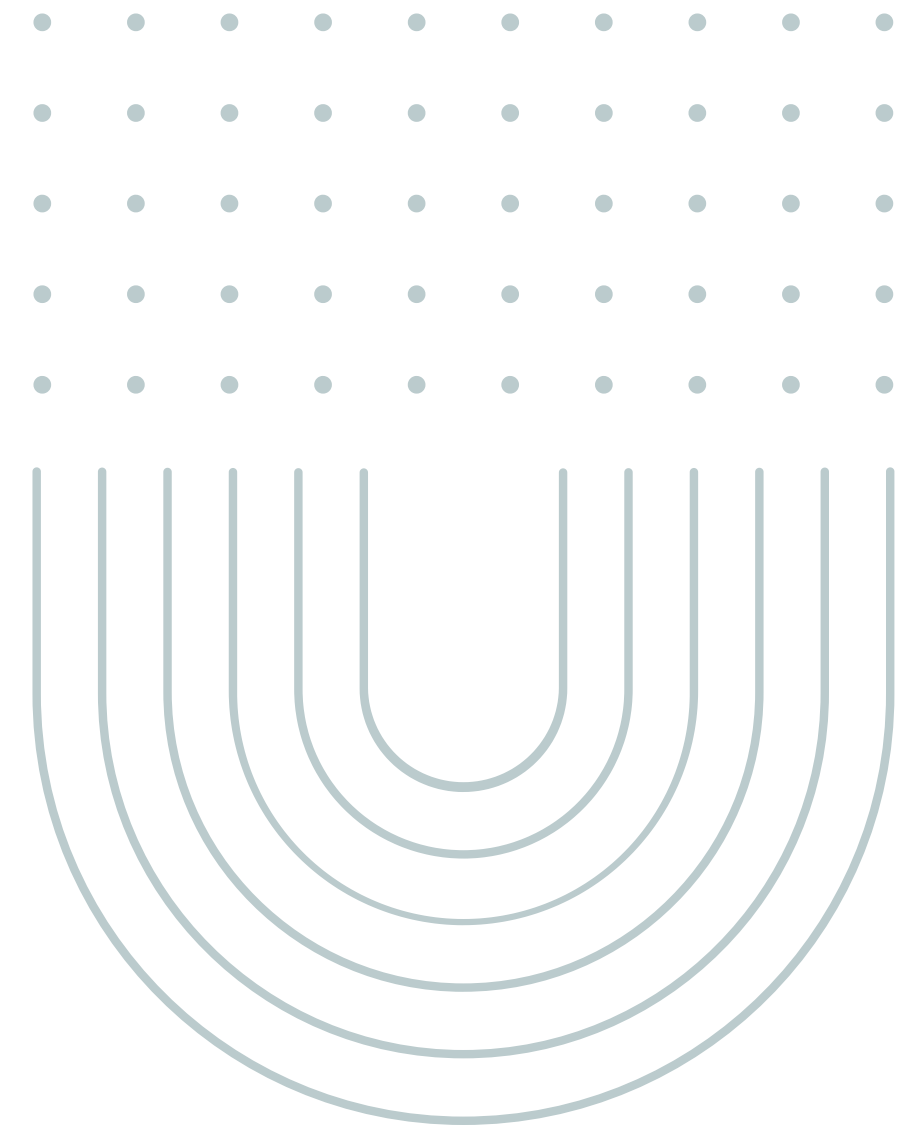


SURVEY

ONLINE SURVEY



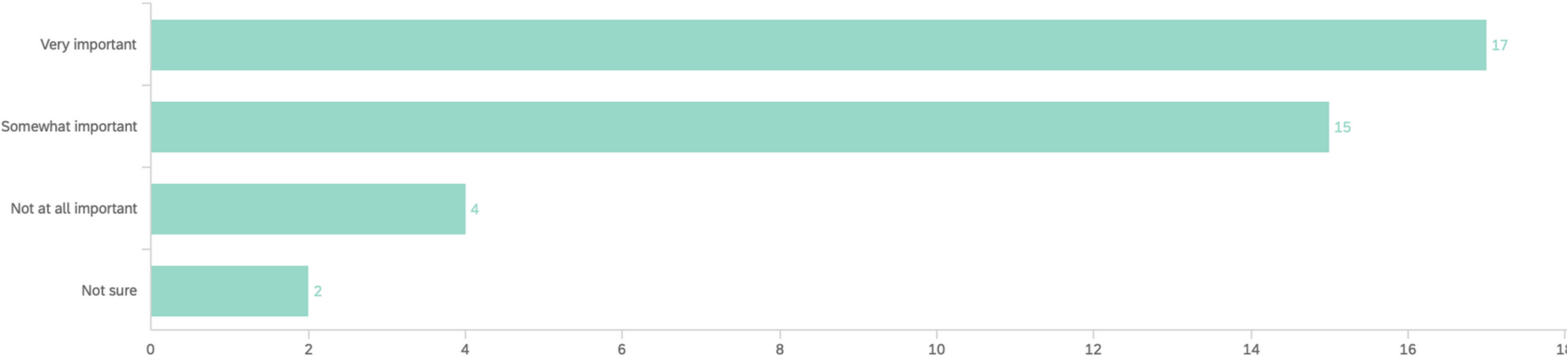
SECONDARY RESEARCH



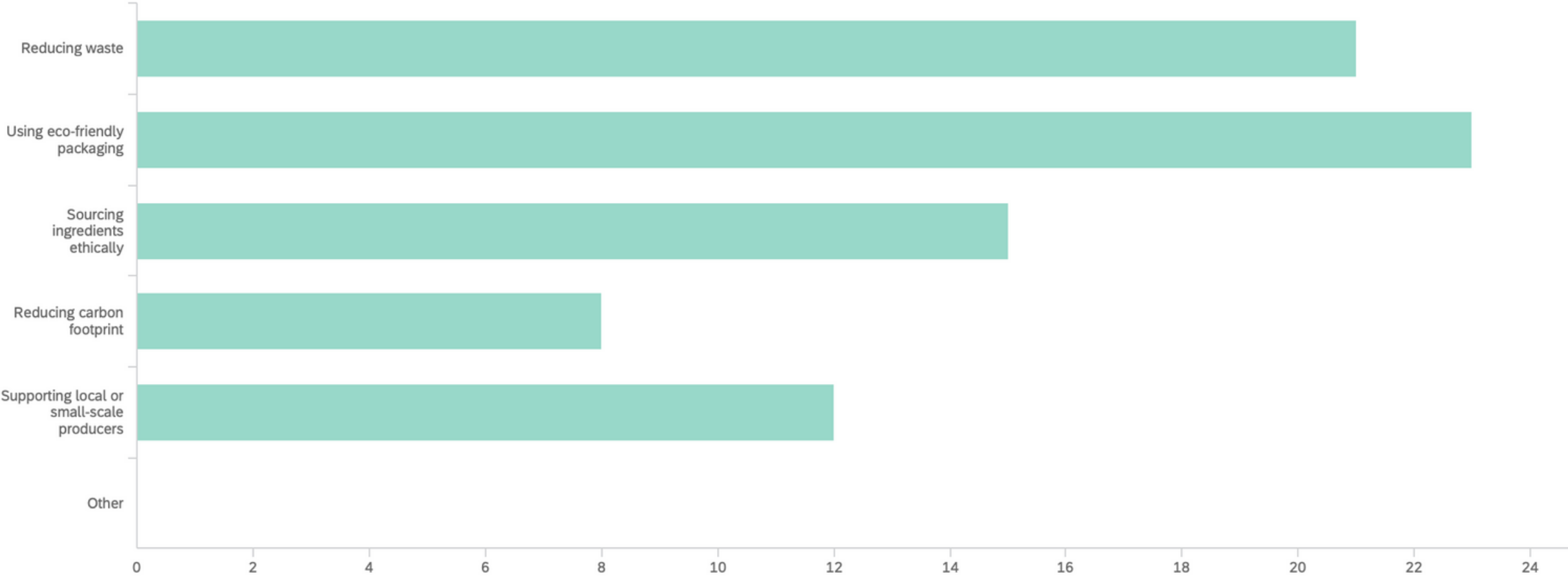


SURVEY FINDINGS

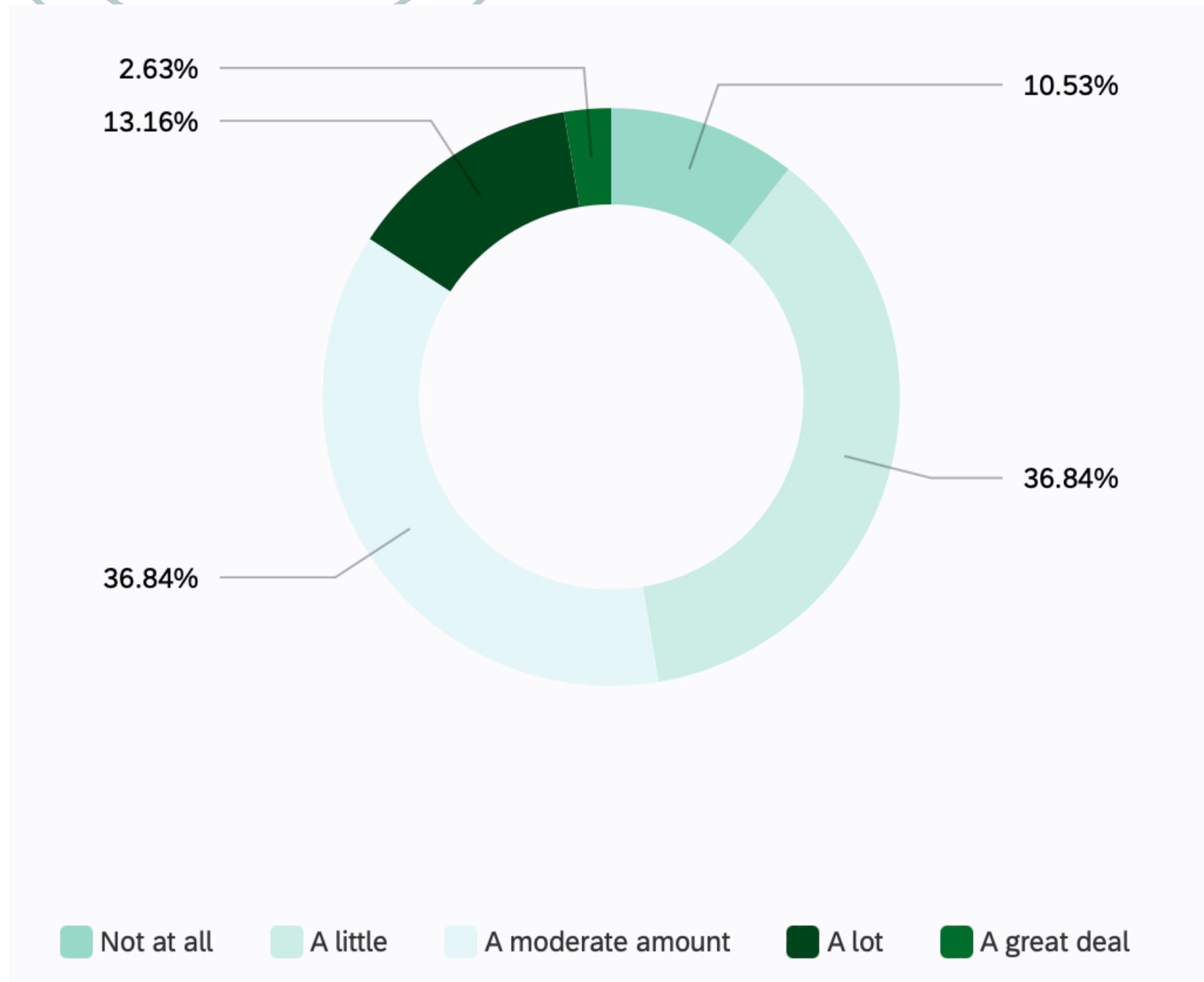
How important are sustainability practices (such as reducing waste, using eco-friendly packaging, sourcing ingredients ethically, etc.) when choosing a meal preparation brand?



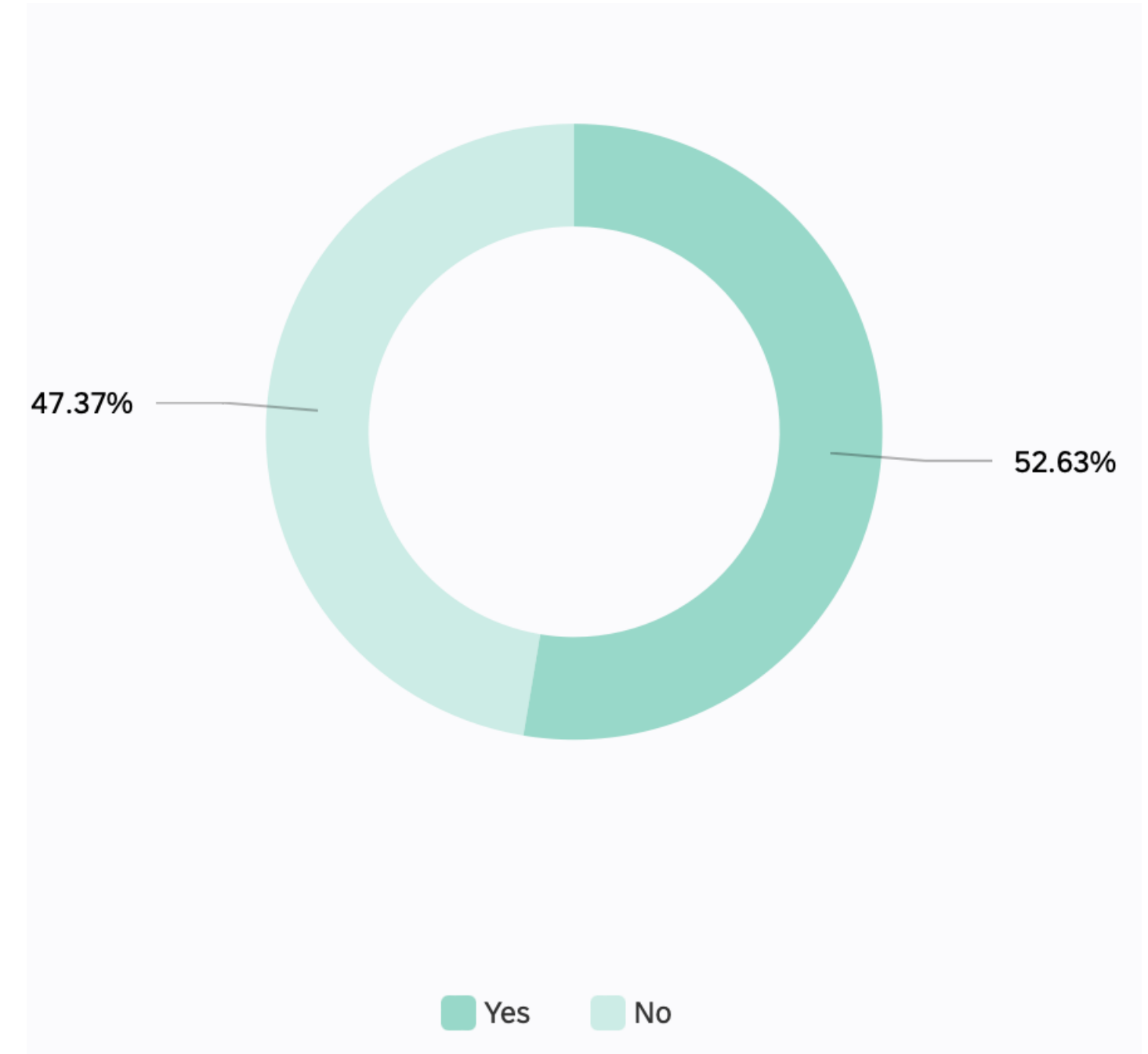
What sustainable practices are most important to you when choosing a meal preparation brand? (Select all that apply)



SURVEY FINDINGS



How much does sustainability influence your decision to purchase meal preparation products over other factors such as taste, price, convenience?



Would you be willing to pay a premium price for sustainably sourced meal preparation products?



KEY SURVEY FINDINGS

Lack of Consumer Awareness of Meal Kit Brands' Sustainable Practices

Convenience and Time-saving as Key Factors Driving Meal Kit Consumption

Consumer prefer meal kit product made with ethical & sustainable methods

Importance of Eco-Friendly Packaging in Meal Preparation Brand Selection

Willingness to Pay Premium Price for Sustainable and Eco-Friendly Meal Products

Significant Proportion of Consumers Purchased Products Due to Sustainable/Eco-Friendly Marketing



ANALYSIS- DEMOGRAPHICS

Gender-Age Group Crosstab

Count		Q17		Total
		19-24	24-35	
Q16	Female	13	10	23
	Male	4	11	15
Total		17	21	38

ANALYSIS

Correlations

		IndependentV ariable	DependentVar iable
IndependentVariable	Pearson Correlation	1	-.309
	Sig. (2-tailed)		.059
	N	38	38
DependentVariable	Pearson Correlation	-.309	1
	Sig. (2-tailed)	.059	
	N	38	38

ANALYSIS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.287 ^a	.082	.056	.33811

a. Predictors: (Constant), IV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.360	1	.360	3.145	.085 ^b
	Residual	4.001	35	.114		
	Total	4.361	36			

a. Dependent Variable: DependentVariable

b. Predictors: (Constant), IV

SECONDARY RESEARCH FINDINGS

- HelloFresh uses responsible ingredient suppliers resulting in 31% lower carbon footprint than supermarket meals.
- Blue Apron aims to make all meal kit box packaging recyclable, reusable, or compostable by 2025 with 75% post-consumer recycled content in their boxes.
- Blue Apron uses only drain-safe frozen gel packs in their packaging, conserving water and making it easier for customers to recycle plastic.
- Study shows people with knowledge about organic products and concern for the environment have positive attitudes towards them.
- Health-conscious and quality-oriented people plan to buy organic products, but only those familiar with organic products tend to actually buy them.

IMPLICATIONS

Environmental
Benefits

Competitive
Advantage

Brand Image

Consumer loyalty

Advertising strategies

Social responsibility

LIMITATIONS

Time Frame

Limited Sample Size

Change in consumer
preferences

Biased Response

Limited Scope

RECOMMENDATION

Use sustainable packaging

Source sustainable ingredients

Use fresh products

Flexible meal option

Marketing and increasing awareness

CONCLUSION



Incorporating sustainable practices can attract consumers in the meal preparation industry.



Eco-friendly packaging is crucial for companies to implement.



Consumers are willing to pay a premium price for sustainable and eco-friendly meal products.



Transparency and communication of sustainable practices and certifications can influence consumers' purchasing decisions.



The study provides valuable insights for companies in the meal preparation industry to develop sustainable practices that align with consumer preferences and positively impact their bottom line.



THANK YOU

Have any question?



References

- **HELLOFRESH. "SUSTAINABILITY." HELLOFRESH, [HTTPS://WWW.HELLOFRESH.COM/ABOUT/SUSTAINABILITY](https://www.hellofresh.com/about/sustainability).**
- **BLUEAPRONSTAFF. "PACKAGING SUSTAINABILITY GOALS AND STRATEGY – EXTRA HELPINGS." EXTRA HELPINGS – BY BLUE APRON, 8 JULY 2021, [HTTPS://BLOG.BLUEAPRON.COM/SUSTAINABLE-PACKAGING-GOALS/](https://blog.blueapron.com/sustainable-packaging-goals/).**
- **SMITH, SAMANTHA, AND ANGELA PALADENO. EATING CLEAN AND GREEN? INVESTIGATING CONSUMER MOTIVATIONS TOWARDS THE PURCHASE OF ORGANIC FOOD. 2010, [HTTPS://JOURNALS.SAGEPUB.COM/DOI/ABS/10.1016/J.AUSMJ.2010.01.001?JOURNALCODE=ANZA](https://journals.sagepub.com/doi/abs/10.1016/j.ausmj.2010.01.001?journalcode=anza).**
- **MAILLOUX, M. (2017). IMPACTS ON THE INTEREST LEVEL OF CONSUMERS TOWARD MEAL KIT DELIVERY SERVICES PART OF THE ADVERTISING AND PROMOTION MANAGEMENT COMMONS, E-COMMERCE COMMONS, AND THE FOOD STUDIES COMMONS. [HTTPS://DIGITALCOMMONS.LASALLE.EDU/CGI/VIEWCONTENT.CGI?ARTICLE=1023&CONTEXT=HONORS_PROJECTS](https://digitalcommons.lasalle.edu/cgi/viewcontent.cgi?article=1023&context=honors_projects)**