The Future is Greek Yogurt:
Wegmans Survey Case Study

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9 November 2020

Key Findings from Survey Analysis

Customer's perception towards Greek Yogurt depends on a variety of attributes.

- People find that the most important features for Greek yogurt are having it be all natural, consistent, low fat levels, good taste, and enjoyable texture.

Approximately, half (49%) of consumer's use Greek Yogurt to cook.

- Customer's who use Greek Yogurt to cook mostly care about taste, texture, organic, all natural rBST-free, and blended.
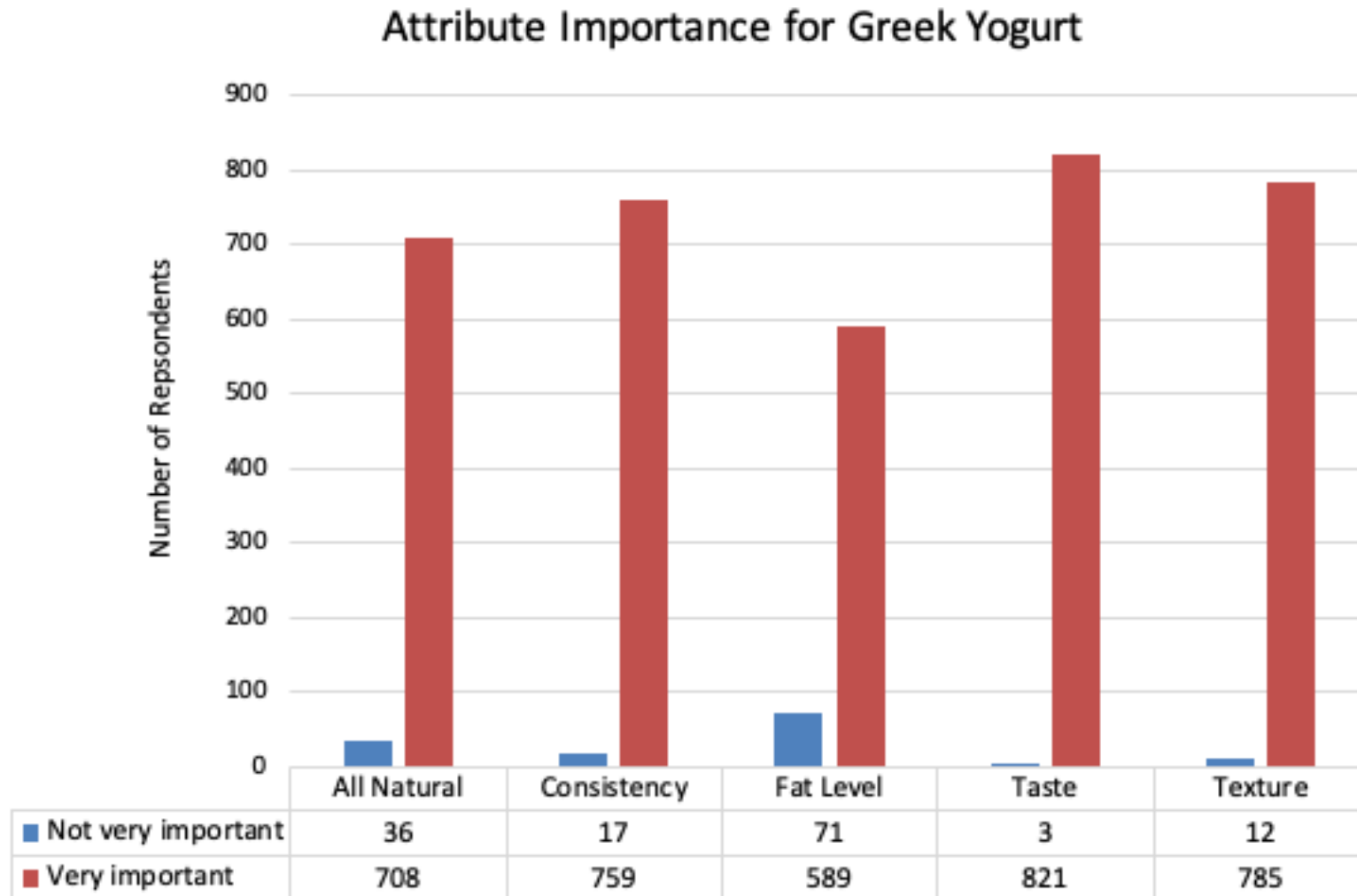
Chobani, Oikos, and Fage illustrate very different customer perceptions.

- Chobani is strong in price, but weak in fat/protein level; Oikos is perceived as a healthy substitute, but price is medium; Fage is strong in consistency, taste, and texture but is very weak in price.

Recommendation

- Wegmans decision to launch their own private label will solely be based on how they will advertise Greek Yogurt in their stores (cooking vs. snacking).

Consumers Who Buy Greek Yogurt Find That These Five Attributes are the Most Important

Attribute Importance for Greek Yogurt

	All Natural	Consistency	Fat Level	Taste	Texture
Not very important	36	17	71	3	12
Very important	708	759	589	821	785

- Regardless of the use of Greek Yogurt (cooking vs. snacking), the following **five** attributes are perceived as the most important to customers:
  1. Taste (82%)
  2. Texture (79%)
  3. Consistency (77%)
  4. All natural (71%)
  5. Fat level (59%)

Specific Attributes Decide Whether Consumers Use Greek Yogurt for Cooking or Snacking
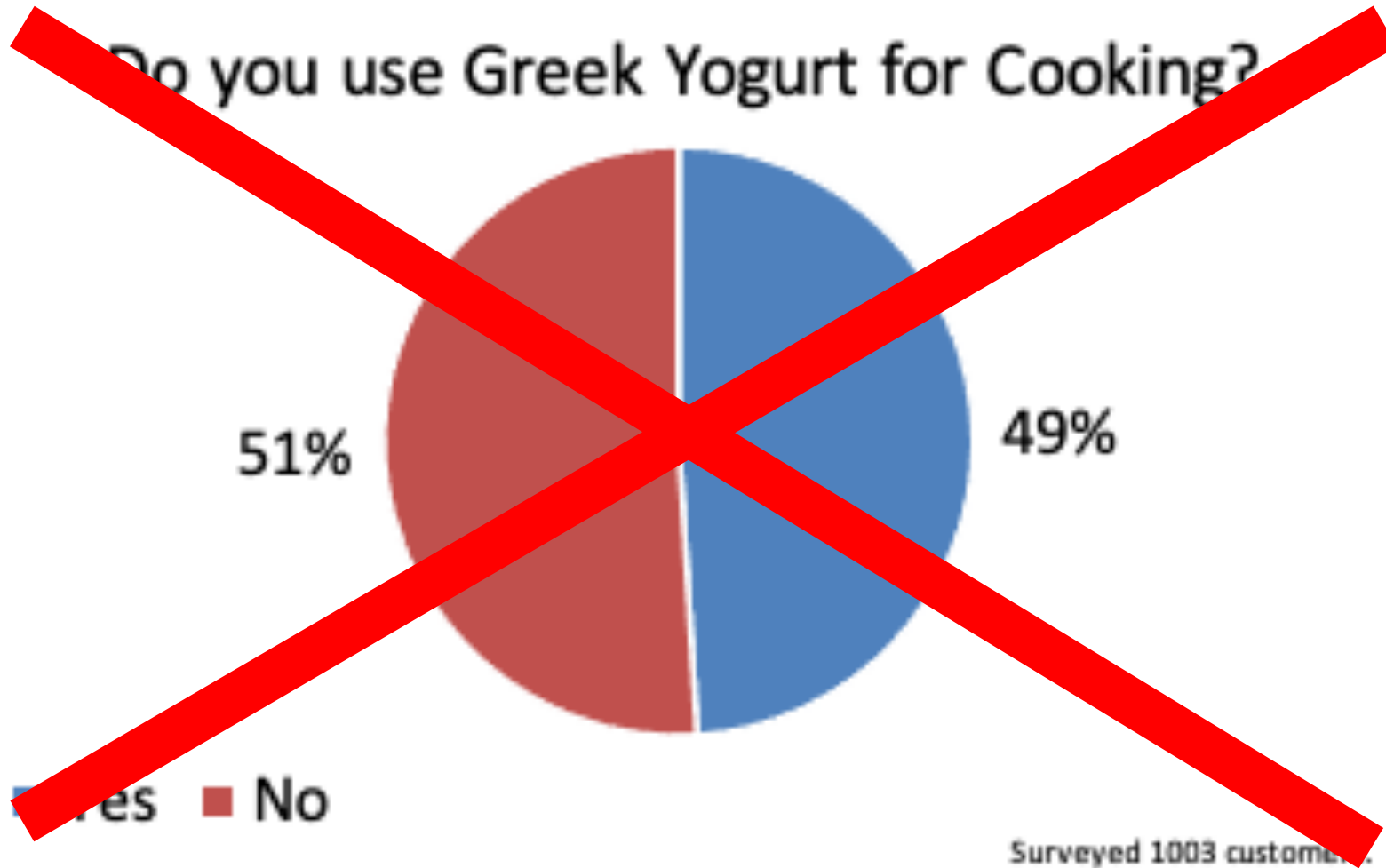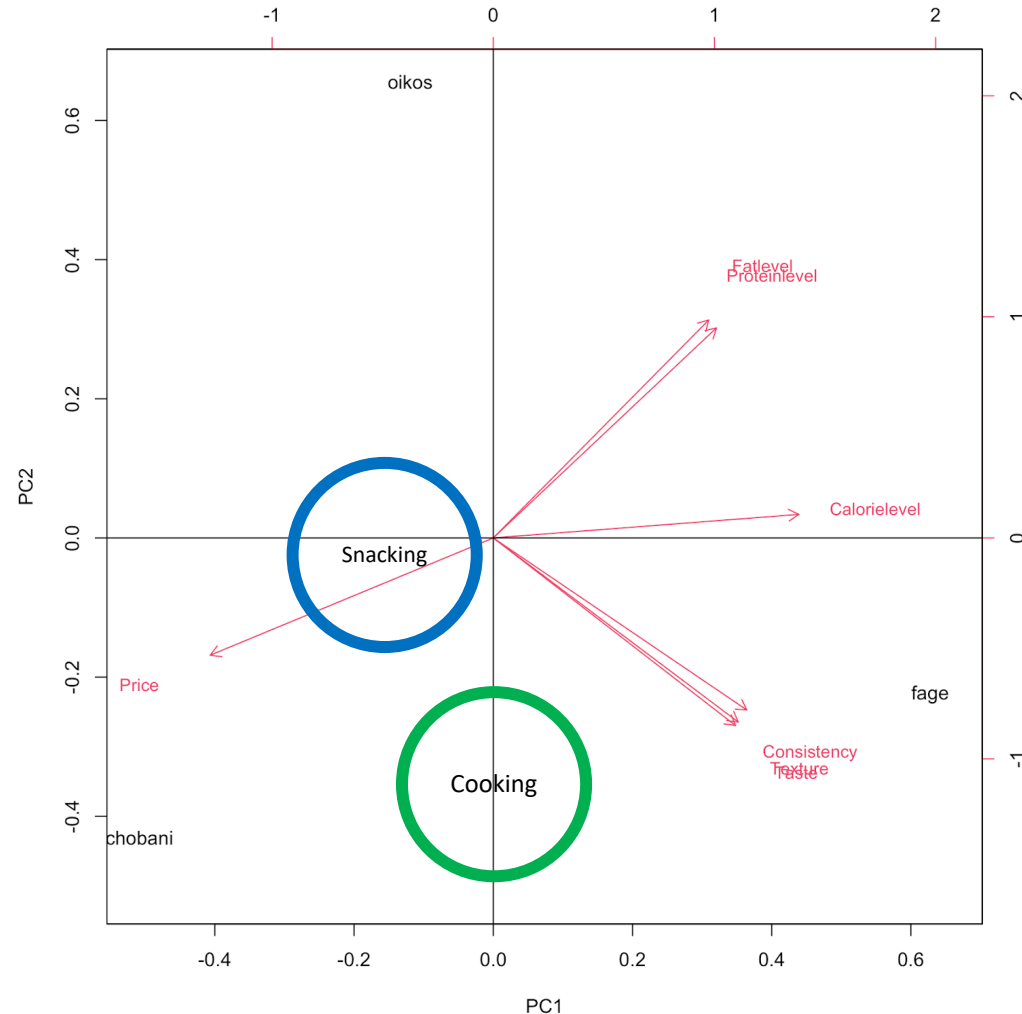
<u>Specific</u> Attributes Decide Whether Consumers Use Greek Yogurt for Cooking or Snacking

- Cooking:
  - High perception for taste, texture, organic, all natural rBST-free, and blended
- Snacking:
  - High perception for side-by-side cup, fruit on the bottom, calorie level, fat level, and price

Chobani, Oikos, and Fage Have Very Different Perceptions in the Greek Yogurt Market

- Chobani
  - Strong in price,
  - Weak in fat/protein levels
- Oikos
  - Strong in fat/protein levels
  - Mediocre in price
- Fage
  - Strong in consistency, taste, and texture
  - Very weak in price

Ideal Position in Greek Yogurt Market
- Wegmans
  - Green Circle indicates the best position if Wegmans were to advertise Greek Yogurt for **cooking**.
  - Blue Circle indicates the best position if Wegman's were to advertise their Greek Yogurt for **snacking**.

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Appendix

1. Remove missing values

```
20  Q6 <- df[47:59]
21  View(Q6)
22  Q6names <- names(Q6)
23  complete.obs <- apply(!is.na(df[,Q6names]),1,all)
24  table(complete.obs)
25  dfnew <- df[complete.obs==TRUE,]
```

2. Chi-Squared Tests
Gender

```
> popGender<-c(0.1,0.89,0.01)
> table(dfnew$Question33Areyou)

                      Female           Male Prefer not to say
            1            836             94                 9
> sapGender<-c(94/939,836/939,9/939)
> chisq.test(sapGender,p=popGender)

        Chi-squared test for given probabilities

data:  sapGender
X-squared = 1.7471e-05, df = 2, p-value = 1
```

Cooking

```
> popCook <- c(0.49,0.51)
> table(dfnew$Question12DoyouuseGreekYogurtforcooking)

    No Yes
 1 487 452
> sampCook <- c(452/939,487/939)
> chisq.test(sampCook,p=popCook)


        Chi-squared test for given probabilities


data:   sampCook
X-squared = 0.0002985, df = 1, p-value = 0.9862
```

Age

```
> popAge <- c(0.015,0.132,0.227,0.276,0.247,0.088,0.015)
> table(dfnew$Question32Forclassificationpurposesonlypleaseindicatewhichagegro)

         18-24          25-34          35-44          45-54          55-64     65 or older Prefer not to say
            15            125            215            262            229              79                15
> sampAge <- c(15/939,125/939,215/939,262/939,229/939,79/939,15/939)
> chisq.test(sampAge,p=popAge)

        Chi-squared test for given probabilities

data:   sampAge
X-squared = 0.00039417, df = 6, p-value = 1
```
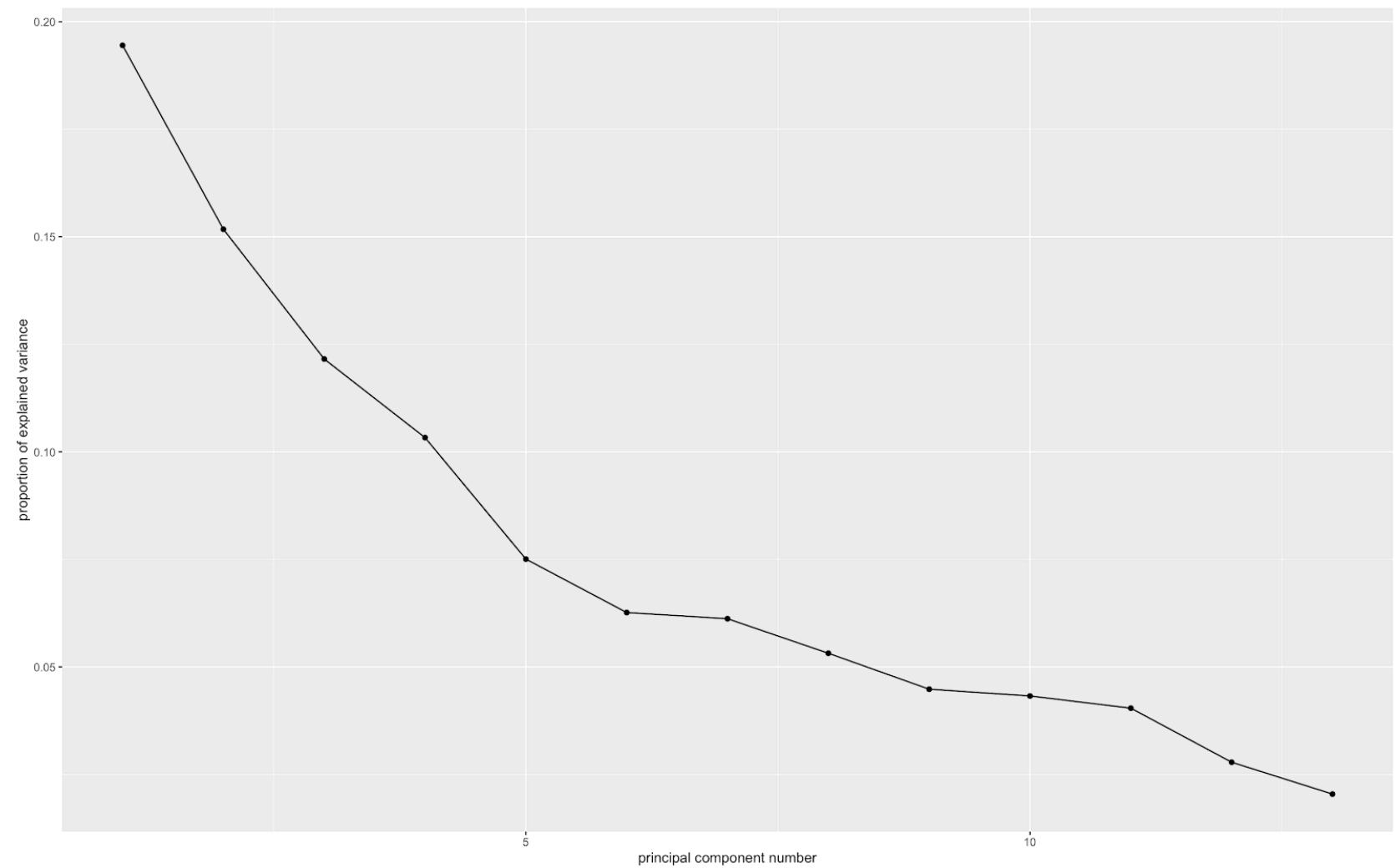
3. Principle Component Rule

Elbow Rule

PCA (1-6) vs. Cooking