

Consumer Preferences



Value Added Agriculture- Altario School/Lakeland College

What do you think
attracts consumers?



- Visual**
- Price**
- Availability**
- Brand Names and Brand Loyalty**
- Quality**
- Local**
- Health and Nutrition**
- Marketing Strategies**
- Production Conditions**

What did I miss? Can we give an example of each of these?

5 Core Factors that Influence:

How would our previous slides influences fit into each of these factors?

Psychological Factors

Social Factors

Cultural Factors

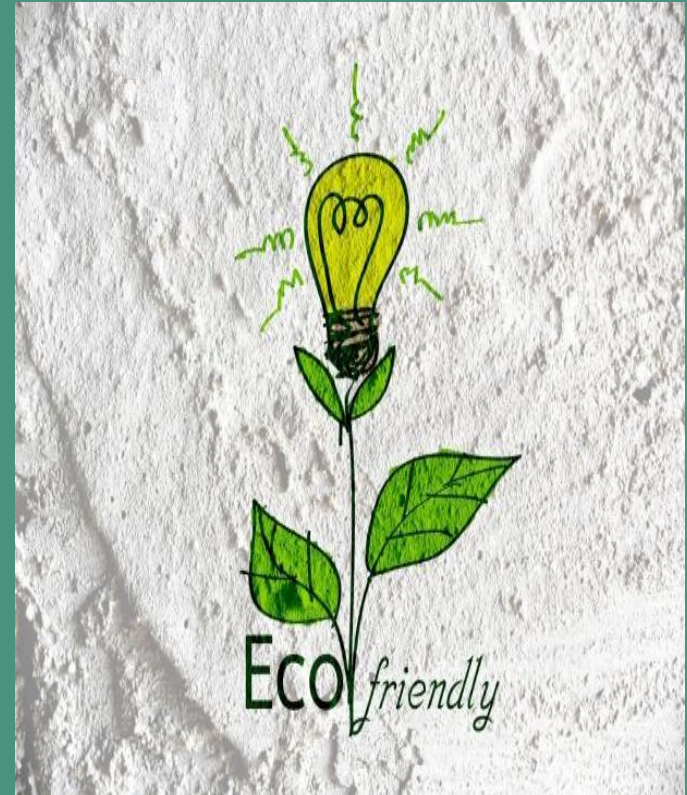
Economic Factor

Personal Factors

Consumer behaviour is always changing. Changes with the times and current trends.

For example some trends right now for consumers are:

- Wellness**
- Feminine branded products**
- Sustainability of the Product**
- Eco Friendly Products**
-Just to name a few!**



Make a list of the things you look for when you purchase something.

Let's discuss our own consumer preferences.