



# Understanding Consumer Motivations

A Bord Bia study of the psychological  
motivations for food & drink  
consumption

*Bord Bia*

Irish Food Board

# Introduction

Bord Bia commissioned this study to develop a deeper understanding of the Irish food and drink market and to explore consumer motivations for engaging with and purchasing products and brands. The consumer led model that has been developed will inform future growth strategies and assist you to develop brands and new product opportunities.

People consume in different ways and today's 'multi-modal' consumer presents a challenge to food and drink manufacturers. Today consumers are far less brand loyal than they were years ago. Rather than relying on one brand to deliver on all their needs in a category, they are looking for a personal portfolio of brands that can serve different needs at different times. People can be multiple brand users in a category but also for every repertoire consumer in a category there can be a type of brand loyalist, often purchasing on automatic pilot and out of habit.

This summary is designed to introduce you to the psychology of food and drink, and provide provocative stimulus on your desk during the months ahead.

# Why Use Motivations?

If you understand why people consume your brand you will be able to engage your customers better than your competitors.

On the surface it seems as if people consume food and drink for purely functional reasons. In standard research customers say they eat because they are hungry and they drink because they are thirsty.

Many food and drink companies communicate to customers using product features and benefits such as “matured for longer” or “contains healthy bacteria”.

Marketing based on product features is easily copied by competitors. If they improve on your product formulation they can steal your competitive advantage.

It is far more difficult to copy an emotionally based positioning strategy. Bord Bia have carried out this research into motivations for consuming food and drink so that you can engage effectively with people.

With engagement comes brand loyalty. Emotive brands are more profitable than functional brands.

# Research Programme

A very rigorous research programme was employed to ensure that the study findings are robust and substantiated.

A four phase research methodology was undertaken as follows:

- A review of existing literature
- 16 Lacanian Focus groups
- 12 extended depth interviews and accompanied shopping trips
- A nationally representative quantitative study of 1063 Irish Adults

# Qualitative Research Approach

A very comprehensive set of 16 extended focus group interviews, representing almost 50 hours of research, was designed to draw responses from a broad set of views in the market.

The qualitative focus group research into customer motivations is based on Lacanian theories. The technique employs a practicing clinical psychologist to oversee extended focus group interviews.

Rooted in Freudian theory, the Lacanian technique focuses on the use of language as an expression of deep seated beliefs and motivations. By adopting proven clinical psychological analysis techniques we can get to the roots of why consumers behave in certain ways.

12 extended depth interviews and accompanied shopping trips, representing a further 36 hours of research, were undertaken to explore differences between actual and claimed behaviour, and to explore sensitive subjects that are more difficult to discuss in group interviews.

# Uncovering the Central Motivation

In groups people talk to us about cooking Thai food or Haut Cuisine, but we find they are actually eating more traditional foods such as stew, chops and boiled potatoes. Housewives tell us about the meat they select from butchers, but when we shop with them they buy pre-packed meat in supermarkets.

What we do and what we think we do are often very different. Going a step further and asking why we do things is even more problematic. People do most things without asking themselves why. Few of us have the tools to explore our behaviour and separate out what motivates us to do things in a certain way.

By the use of Lacanian research, and with the collaboration of a Clinical Psychologist, Bord Bia have explored the deep seated motivations underlying our behaviour in relation to food and drink.

# The Psychology of Consumption

In discussing food and drink, a number of major themes recur, including:

- themes and issues concerning food as a 'product',
- the 'activities' required to make food happen
- issues in and around 'time'
- 'human relations' and status

The single most prominent category of thought is that which involves evaluation: how we feel.

The most prominent psychological attribute of food is that we 'enjoy' it (or not).

In identifying 'enjoyment' as central to the psychology of food, the 'enjoyment' we identify is that of containing, organising, self-control, and civilisation. It is about comfort, no surprises and predictability.

# The Central Psychology of Consumption

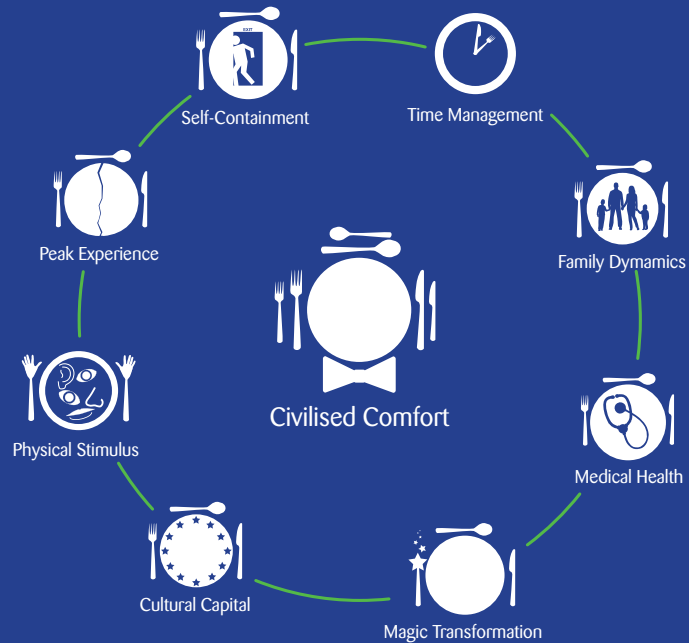
“While there are multiple motivations associated with the consumption of food and drink, including the biological need for nourishment and sustenance, for the typical modern consumer in Ireland the selection and consumption of food is centred on a psychology which is not primarily to do with biological needs, but instead is a category of controlled enjoyment deriving from a combination of social interactions and daily time management”.



## Civilised Comfort



# The Motivational States for Food and Drink Consumption



# The Role of the Motivational States in Consumers Lives

All consumers experience all of the motivational states to one degree or other. Depending on our lifestage or even because of the kind of day we are having, we can align more strongly with certain motivational states.

Civilised Comfort is the central motivation, so it is not surprising that most of the associated motivational states are supporting to the central motivator.

Three of the supporting motivators are more functional in nature. They are more to do with management issues in our lives than with the enjoyment of the food itself.

Three are more emotionally based and are centred on the enjoyment of the food and drink.

Finally we have two motivational states which are a reaction against the “norm” of civilised comfort. Graphically we might look at the motivational states as follows:



# Understanding the Charts

Some foods and drinks associate strongly with certain motivational states. For each food category we developed a Motivational Matrix to map how strongly the food is associated with each motivational state.

The motivational states are shown as strands on the spiders web graph. Strong associations reach out to the edge of the graph, and weaker associations are nearer the centre.

Firstly we mapped the food categories, eg Fig 1: Snack Category (see overleaf)

Then we mapped a specific food group over the category, eg Fig 2: Crisps & Popcorn

Finally we mapped the difference between the category and the food group. This shows, using only one set of data, where a food group has the strongest associations with motivational states, eg Fig 3: Crisps & Popcorn V Snacks Category Average

# Understanding the Charts

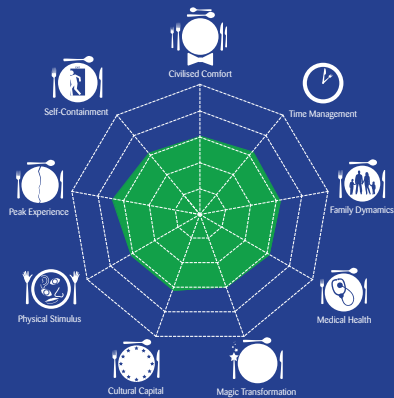


Fig 1: Snacks Category Average

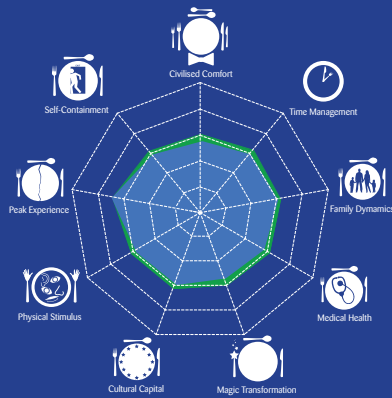


Fig 2: Crisps & Popcorn mapped onto the Snacks Category Average

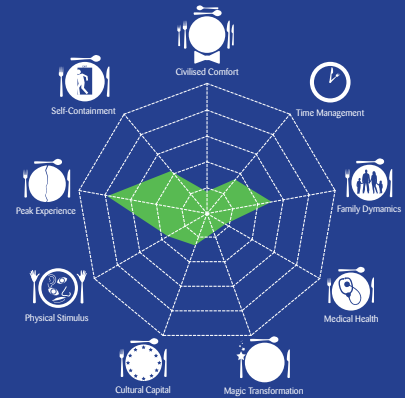


Fig 3: Difference between Crisps & Popcorn and the Category Average

Fig 3 Clearly demonstrates that Crisps & Popcorn are most strongly associated with the Peak Experience motivation, followed by the Family Dynamics motivator. This is the graph format we have used throughout the report.



# Civilised Comfort

At the heart of food and drink motivation is Civilised Comfort. This is the enjoyable experience of eating food, especially a cooked meal, with others.

Associated with comfort, familiarity, continuity, and predictability from eating a recognised recipe, using crockery a knife & fork, sitting at a table etc.

The central motivator is the need of humans (and all living organisms) to limit stress in their lives. We do our best to avoid unwanted stress by organising the world around us into familiar and comfortable patterns and routines. Our relationship with food is key to this behaviour because eating and drinking is so central to life.

## Psychological Motivation:

The pleasure of turning what is savage and potentially dangerous into something familiar and comforting. We need to limit stress by controlling our surroundings.



# Civilised Comfort

## Profile bullseye:



Sile is a 48 year old housewife. She is married to Pat who trained as a chef, but is now semi-retired and is a security guard who works shifts in an industrial park. They have three children, Seamus (16), Daniel (13) and Ellen (8). They live in Cork city and they own their own house.

Sile is very house proud and always makes sure the home is clean and modern. She wants her kids to feel comfortable bringing their friends in to socialise.

Meals are very important and Sile wants everyone to enjoy their meals. The family keep to regular mealtimes as much as possible and there is nothing more enjoyable than all sitting down together for dinner. The kids can be finicky at times so she sometimes cooks a backup dish, like a pizza, that she knows will be eaten. It is handiest to cook a beef

or chicken stir-fry and use a packet or jar sauce, because they are not too spicy and everyone likes them.

She has a close group of good friends and they like nothing better than to go for a brisk walk in the morning when the kids are in school, and have a cup of tea and a natter afterwards, but they are not big drinkers and do not go out at night.

Shopping needs a bit of attention. You cannot go to one shop any more or you would be ripped off, and with so many special offers it is hard to know where the best value is any more.



### Top-Line Summary:

Because Civilised Comfort is the central psychology this makes it common to all, and as a result we do not expect to see any strong demographic or behavioural skews. We do see an increased propensity to align with this motivator in older age groups, amongst housewives in working class homes.

Similarly with food categories, we do not see significant divergence in consumption from the population norms, but the strong presence of basics such as tea, milk, butter, soups, meat and frozen chips reflects the centrality of this psychology.

### Demographic Skews

Measure	Score	(Base score)
Male	50%	(50%)
Female	50%	(50%)
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15-24	12%	(19%)
25-34	16%	(22%)
35-49	26%	(26%)
50-64	24%	(20%)
65+	22%	(14%)
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ABC1	34%	(41%)
C2DE	55%	(50%)
F	11%	(9%)
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Full time work	44%	(46%)
Part time work	6%	(10%)
Housewife	23%	(18%)
Not working	27%	(26%)
<hr/>		
Kids present	35%	(38%)
No kids present	65%	(62%)

### Food and Drink Categories strongly associated with this psychology

- Frozen vegetables
- Frozen chips
- Frozen meat products
- Chocolate
- Cakes, Biscuits & Pies
- Milk & Cream
- Butter & Spreads
- Tea
- Dry or wet soups and cooking sauces

### Behaviours strongly aligned with this psychology

Most likely behaviour:

- Have breakfast at home

Least likely behaviour:

- Carry a bottle of water around

Most likely to say:

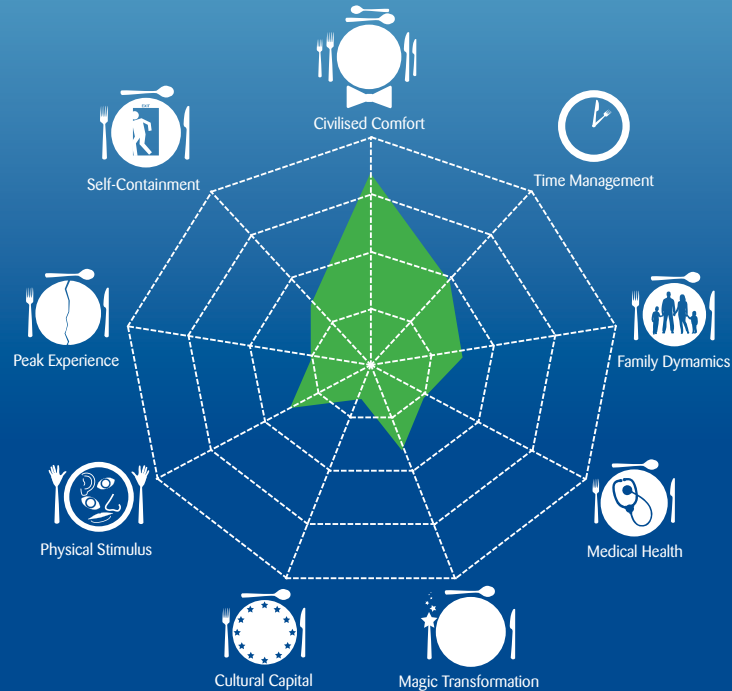
- A cup of tea puts the world to rights
- When it comes to food I'm a creature of habit
- I have my own favourite mug
- I usually wouldn't eat alone

Least likely to say

- I'd go hell for leather at the weekend
- I don't like big meals
- Nowadays food is killing people

# Civilised Comfort Motivational Matrix

## Frozen Meat Products



The chart measures the household presence and usage of frozen meat products against the Frozen Foods category average. Frozen Meat Products are strongest in the Civilised Comfort psychology.





# Time Management

Human time is mapped out very strongly by food/drink occasions. Our days are punctuated by mealtimes, snack/break times, and the periods in-between the meal or snack occasions.

We use meals and snacks to switch off from other activities, including work. The need to prioritise our time includes ways of balancing shopping time, food preparation time and eating time.

How we prioritise time reflects personal self-identity: the type of person who stops time to get food together as against the type of person who goes with the flow, grazes and forages.

If we are successful in managing our time this puts us in control of our lives in a positive way. When we cannot manage time effectively this can lead to stress.

## Psychological Motivation:

We use food to break up daunting blocks of time into manageable units that we can cope with.



# Time Management

## Profile bullseye:



Andrew and Karen are in their mid-30's. They have two children, one in primary school and one in the crèche. Andrew works in client services for a big four consultancy firm and regularly works 60 or 70 hour weeks. Karen has recently taken a mornings only job-share so that she can be at home for the children in the afternoon.

Because they are juggling times and meals they do not have set meal times during the week. Karen has to leave early for work, and eats breakfast in the office. It's really the only meal she eats when she can switch off for a minute. Andrew feeds the kids and gets them to school. By the time he gets home in the evening the kids have eaten and as a result they probably resort to freezer meals or take-aways more than they should.

Karen tends to go to the supermarket almost daily, for just a few things. She knows this is bad practice because she never gets out without spending at least €40. If she was more organised she would do one big weekly shop.

Karen wants the children to develop good eating habits, so regular mealtimes are important. Food is not a huge priority in their own lives though, it is really just fuel. Both Andrew and Karen prefer to spend their free time doing activities they like. Andrew lives for kite-surfing at the weekends and they both like to get to the gym when they can. Formal meals just seem to get in the way, and sometimes it is easier to grab a snack and run.



## Time Management

### Top-Line Summary:

Time Management can be viewed in terms of Positive time management (PTM) and negative stress (Stress). Stress skews strongly towards non-working younger males. They are the people least likely to prepare meals, and most likely to eat take-away food or opt for a convenience alternative. Both positive and negative time management food categories are dominated by convenience foods.

### Demographic Skews

Measure	PTM	Stress	(Base score)
Male	49%	61%	(50%)
Female	51%	39%	(50%)
15-24	18%	23%	(19%)
25-34	22%	22%	(22%)
35-49	27%	23%	(26%)
50-64	20%	19%	(20%)
65+	13%	13%	(14%)
ABC1	41%	41%	(41%)
C2DE	50%	48%	(50%)
F	9%	11%	(9%)
Full time work	46%	49%	(46%)
Part time work	10%	10%	(10%)
Housewife	19%	12%	(18%)
Not working	25%	30%	(26%)
Kids present	37%	34%	(38%)
No kids present	63%	66%	(62%)

### Food and Drink Categories strongly associated with this psychology

- Frozen ready meals
- Chocolate
- Juices
- Chilled meals
- Dry packet soups & sauces

### Behaviours strongly aligned with this psychology

#### Most likely behaviour:

- Have a frozen pizza in the fridge

#### Least likely behaviours:

- Having friends round for dinner, or eating breakfast at home
- Cook from scratch
- Buy from a butcher
- Do home baking

#### Most likely to say:

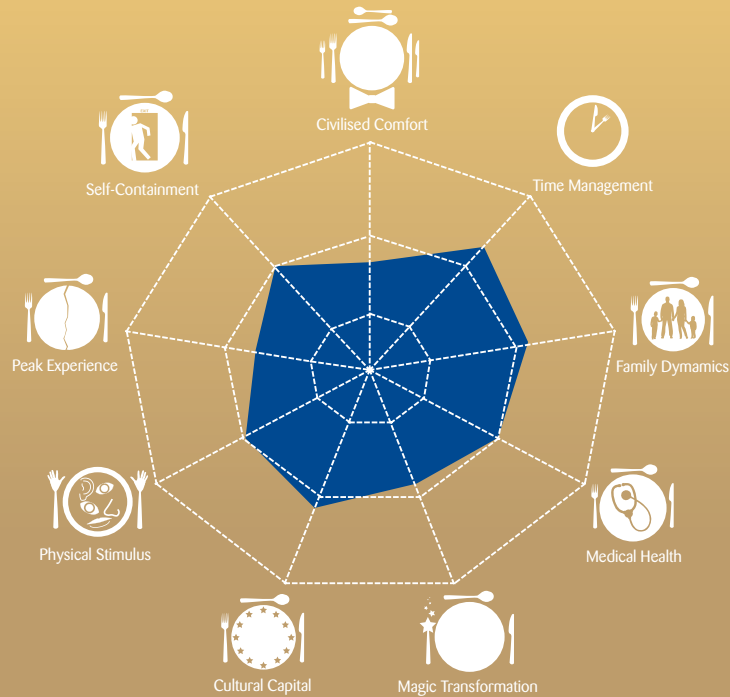
- A snack fills a gap for an hour or two
- I read the paper when I'm having my dinner
- I take small breaks at the same time each day
- I always have an emergency meal in the freezer
- Food is a lot of bother, cooking is a chore

#### Least likely to say:

- Flavour is more important than anything else
- Cooking is one way of de-stressing

# Time Management Motivational Matrix

## Juices



The chart measures the household presence and usage of Juice Products against the "Non-alcoholic beverages" category average. Juices have their strongest presence in Time Management, with strong roles in many other psychologies.



# Family Dynamics

This motivator is about the central role of food within the family and home. As the proverb says “Home is where the hearth is” and the hearth is where the food was cooked.

Family Dynamics is all about sharing a ‘proper meal’ together. Mealtimes are a time when parents can communicate with each other and with the children. At the table family rules are passed on to the children. They learn table manners and the family rituals, traditions and practices.

It is also about mothers providing sustenance for their children, helping their children to grow and develop.

## Psychological Motivation:

We want to provide the family with a good upbringing.



# Family Dynamics

## Profile bullseye:



Catriona is a Sligo native who married Garry, who comes from Dublin originally. Garry works as a Clerk and Catriona is a full time housewife. They have three boys, the oldest is preparing for his leaving cert, and the youngest is in sixth class.

Catriona is a firm believer in having three set mealtimes, and everyone sitting down together for dinner every evening. She likes to cook a proper “mammy dinner” every evening, especially in winter. It could be an Irish Stew, bacon and cabbage, chops with gravy and boiled spuds, or even just sausage beans and mash.

At the weekend she will always do a proper Sunday roast, and will often have her mum and dad around, or others in the family. It is a great opportunity to catch up on news. Garry loves to nip round to the pub for a Guinness when

Sunday dinner is in the oven, and takes any guest with him so they do not get in her hair when she is cooking. Then they might have a bottle of wine with the dinner.

The routine might be a bit more relaxed on Friday and Saturday when she takes time off, and the boys have football matches. So there might be a dinner from the chipper or the Chinese takeaway, or maybe a frozen pizza.

Breakfast is the most important meal of the day, and Catriona will not allow the boys to skip breakfast, even if they are late.

She believes in good table manners and absolutely no eating the dinner watching the TV.



## Family Dynamics

### Top-Line Summary:

No strong demographic skews appear in this data set. Key behaviours, statements and foods present in the home demonstrate how food plays a central role in these households as a way of bringing the family together.

### Demographic Skews

Measure	Score	(Base score)
Male	47%	(50%)
Female	53%	(50%)
15-24	18%	(19%)
25-34	20%	(22%)
35-49	27%	(26%)
50-64	21%	(20%)
65+	14%	(14%)
ABC1	41%	(41%)
C2DE	50%	(50%)
F	9%	(9%)
Full time work	45%	(46%)
Part time work	10%	(10%)
Housewife	20%	(18%)
Not working	25%	(26%)
Kids present	40%	(38%)
No kids present	60%	(62%)

### Food and Drink Categories strongly associated with this psychology

- Frozen fish products
- Crisps & Popcorn
- Milk & Cream
- Chilled food (sausages, bacon etc)

### Behaviours strongly aligned with this psychology

Most likely behaviour:

- Have breakfast at home

Least likely behaviour:

- Eat in front of the TV

Most likely to say:

- I love it when they say "I really enjoyed that"

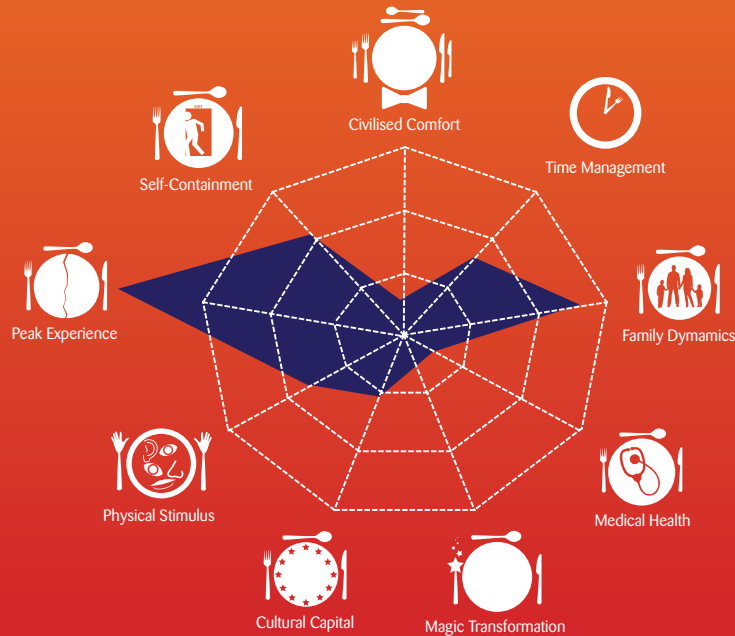
- Dinner time is when we touch base
- There is nothing better than coming home to a proper meal

Least likely to say

- I wish I never had to cook again
- Food is a lot of bother

# Family Dynamics Motivational Matrix

## Crisps & Popcorn



The chart measures the household presence and usage of Crisps & Popcorn against the Snacks Category Average. While Crisps and Popcorn are strongest in Peak Experience they also have a very strong presence in Family Dynamics.





# Medical Health

We often choose and use foods to ensure the healthy functioning of the body. Health is usually not a central food motivator for most people, more a background noise. But it comes to the fore for those who have health issues such as Diabetes, Cholesterol, allergies or intolerances. It may also arise as a lifestyle choice as with vegetarians and vegans.

'Health' in this context means the 'well-being' of the self unless there is a specific problem.

## Psychological Motivation:

We want to consume foods that have a positive effect on our health.



# Medical Health

## Profile bullseye:



Brid and Gerard are retired. Gerard was a civil servant who had to retire early due to a combination of medical problems which include diabetes and a breathing disorder. They are now in their late 60's.

They have three grown up children who all live in the UK now. Their eldest son, Paul, is a computer whiz and he set up a home computer with skype so that Brid and Gerard can stay in touch with the kids and the grand kids.

The great love of their lives is gardening, and a real treat is a day out to a garden festival, and maybe a little treat along the way.

"I'm allowed a treat every so often, which might be a meringue and cream. Because there's a lot of sugar in meringue. As they say in the hospital, you have to live. You can have a treat occasionally".

Food at home is very controlled. Brid just eats the jam for diabetics now, and she eats what Gerard eats. Her one indulgence is her "holy water", the drop of Chardonnay she keeps in the fridge. Gerard likes slim-line lemonade when he can find it.

The foods they really love are simple plain things. Fresh brown soda bread, baby new potatoes, mushrooms on the griddle with butter (low fat spreads) in the middle. Brid prepares all their meals from scratch, because otherwise there could be too much salt or sugar in the ingredients.

Money is tight, but Brid would rather spend more on organic chicken and have less to eat.



## Top-Line Summary:

Stronger with older females, ABC1, Housewives with children. They are likely to be preparing most of the household meals. They are the people most likely to prepare meals from scratch.

## Demographic Skews

Measure	Score	(Base score)
Male	40%	(50%)
Female	60%	(50%)
.....		
15-24	11%	(19%)
25-34	21%	(22%)
35-49	27%	(26%)
50-64	25%	(20%)
65+	16%	(14%)
.....		
ABC1	47%	(41%)
C2DE	48%	(50%)
F	5%	(9%)
.....		
Full time work	47%	(46%)
Part time work	10%	(10%)
Housewife	23%	(18%)
Not working	20%	(26%)
.....		
Kids present	43%	(38%)
No kids present	57%	(62%)

## Food and Drink Categories strongly associated with this psychology

- Frozen desserts
- Frozen fish products
- Cakes, biscuits & pies.
- Yoghurt & yoghurt drinks.
- Ice cream & frozen yoghurt
- Coffee
- Wet cooking sauces in jar or pouch

## Behaviours strongly aligned with this psychology

### Most likely behaviour:

- Cook from scratch
- Buy organic chicken

### Least likely behaviour:

- Buy breakfast rolls from convenience stores
- Eat on the move
- Use jarred sauces

### Most likely to say:

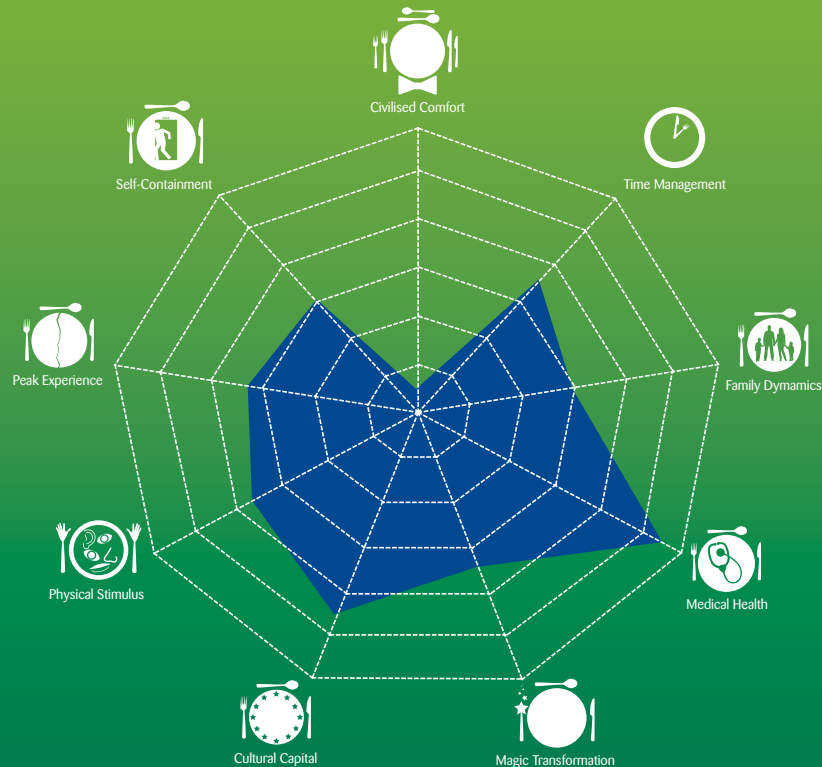
- I try to make sure there's plenty of vitamins in the food I eat
- I monitor my food and drink to keep my cholesterol down
- I'm trying to keep my weight down
- The health message is over-hyped
- Nowadays food is killing people

### Least likely to say

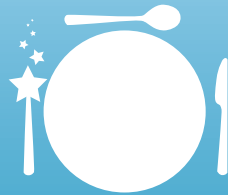
- I wish I never had to cook again
- I could murder a burger

# Medical Health Motivational Matrix

## Yoghurt & Yoghurt Drinks



The chart measures the household presence and usage of Yoghurt and Yoghurt Drinks against the Dairy Category Average. Yoghurt is strongest in Medical Health, with lesser roles in other psychologies.



# Magic Transformation

This is the desire to convert raw/untamed into the civilised/ordered. It is the same motivator that drove man to tame the wilderness and make it a “safe” place to live in.

With food it centres around the chemical conversion which takes place in the act of cooking. It includes the “kit” for cooking such as knives, chopping boards, pots & pans, woks, freezers, steamers, George Foreman grills etc. While it involves the process of preparing for a meal it also includes the process of gathering the food, which these days mostly means the shopping.

With drinks we see this emerge clearly in the preparation of cocktails, which transform harsh alcoholic spirits into highly palatable drinks.

## Psychological Motivation:

We want to convert what is unpalatable and raw into something safe and delicious. In the process the “consumer” may also be transformed from cold distance to warm intimacy.



# Magic Transformation

## Profile bullseye:



Declan and Judy live in North Dublin and have three children in secondary school. Judy used to be a full time mom, but recently returned to work part time, mornings only for three mornings a week. She is delighted to get back out of the house and have a bit of independence again.

Both Declan and Judy travelled widely before they had children, and they always loved learning about new foods. They cooked using local ingredients and recipes in France, Spain, Turkey, Morocco, Italy and Greece. They know a lot about food and love to experiment with it. They often buy new recipe books that look interesting, and love cookery programmes on TV.

They tend to cook all meals from scratch, even complex dishes like Indian and Thai food. They like farmers markets, but they also know how to shop for good value, and will not be ripped off just to look fashionable.

They do not waste food. Any leftovers can be used for lunch the next day, or can be used to create the next meal. Very little is ever wasted. Declan even makes pasta from scratch some weekends, and they have a pasta machine. They make their own pizza dough, and taught the kids how to cook pancakes for Sunday breakfast.

Frozen food is good, especially vegetables, as they are frozen when they are very fresh, and it is easy to use veg from the freezer. Judy is a vegetarian, so when she is cooking meals for the family she usually does a meat or fish free version for herself on the side. They do not have to have meat with every meal, and may have a couple of meat free meals a week, such as pasta with mushroom sauce or a vegetable bake.

## Top-Line Summary:

Strongest amongst females, 65+ and housewives. Strong agreement that they prepare all of the household meals. High level of enjoyment of the shopping and cooking experience and claim to purchase in high experience environments such as butchers and farmers markets.

## Demographic Skews

Measure	Score	(Base score)
Male	40%	(50%)
Female	60%	(50%)
15-24	11%	(19%)
25-34	21%	(22%)
35-49	28%	(26%)
50-64	22%	(20%)
65+	18%	(14%)
ABC1	43%	(41%)
C2DE	48%	(50%)
F	8%	(9%)
Full time work	44%	(46%)
Part time work	10%	(10%)
Housewife	23%	(18%)
Not working	23%	(26%)
Kids present	40%	(38%)
No kids present	60%	(62%)

## Food and Drink Categories strongly associated with this psychology

- Frozen desserts
- Frozen fish products
- Cakes, biscuits & pies.
- Yoghurt & yoghurt drinks.
- Ice cream & frozen yoghurt
- Coffee
- Wet cooking sauces in jar or pouch

## Behaviours strongly aligned with this psychology

### Most likely behaviour:

- Buy from a butcher
- Always look out for special offers when shopping
- Visit farmers markets

### Least likely behaviour:

- Go to the pub
- Eat in front of the TV
- Have a frozen pizza in the freezer
- Buy breakfast rolls from convenience stores

### Most likely to say:

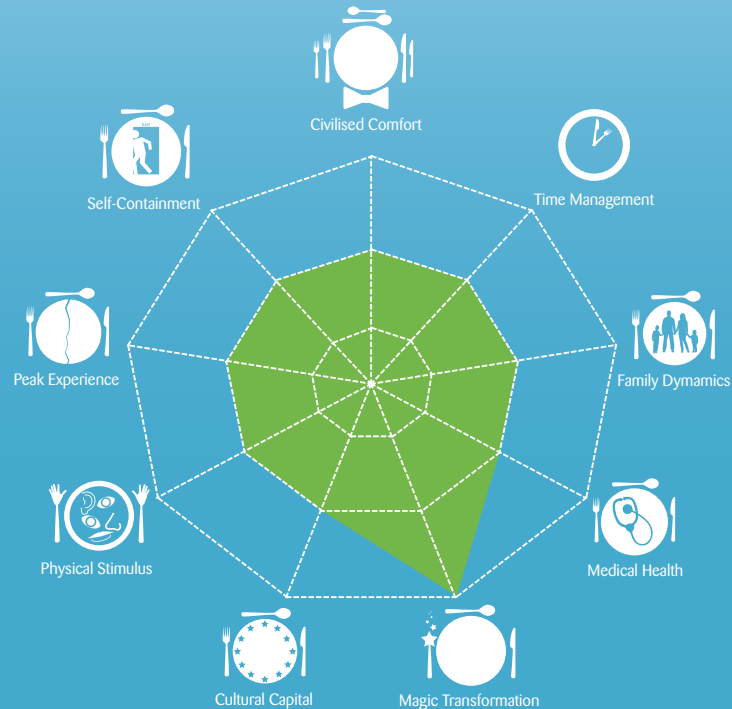
- Cooking is a bit of fun
- I take care not to waste leftovers
- I enjoy preparing food, the chopping, the sizzle
- It is convenient to get a jar and chuck it in
- I can relax in the kitchen

### Least likely to say:

- I wish I never had to cook again
- Food is a lot of bother
- I don't look forward to going shopping
- Cooking is a chore
- I could murder a burger

# Magic Transformation Motivational Matrix

## Cheese



The chart measures the household presence and usage of Cheese against the Dairy Category Average. Cheese is strongest positioned in Magic Transformation.





# Cultural Capital

Food and drink are a route to status for some people. “Foodies” love to talk food and some love to talk about their favourite tipple. Knowledge of food, and skill in preparing food can be a marker of social or cultural status. The same is true of shopping skills, the ability to get bargains, the willingness to shop around for quality ingredients and knowing where specialist/ethnic shops are located.

Food and especially drink act as facilitators for social interaction. We use dinner and drinks to “break the ice” and get the conversation flowing. Food and drink allow us to engage with others in an intimate way.

## Psychological Motivation:

Food/Drink knowledge is a source of social power.



# Cultural Capital

## Profile bullseye:



Dave is a single secondary school teacher living alone. He is not a big fan of the pub and club scene, but really likes to cook and entertain.

Dave loves his food, but hates cooking for just himself. When he organises parties for his friends they are guaranteed to have a good night. He ensures a good stock of beer, wine and spirits is on hand and that everyone can let their hair down. He has all the mixers and liquors for making cocktails. When he has guests over he only drinks beer himself, because he knows how much beer he can drink in the night. If he went onto the wine he could end up getting a bit silly on it.

He gets most of his ideas for recipes from newspapers and magazines, and he cuts out good recipes and pastes them into a scrap book, which is his cookbook.

Dave loves going shopping because it is a great social outlet. In the local supermarket he runs into pupils and their parents, and has lots of chats along the way. He loves the farmers market and the local bakery.

If food is on special offer he will buy it, because he knows how to cook a meal from it. He watches dates closely because when you live alone you do not use things quickly and he hates to waste food that goes out of date.

Dave is a very good cook and really knows his food. He prepares most of his meals from scratch and would not use things like frozen chicken goujons or frozen pizza.

He has a good coffee machine and likes to make fresh coffee every morning. He watches his weight and tries to eat healthy food like porridge or a smoothie.



## Cultural Capital

### Top-Line Summary:

Strongest amongst females, part-time workers, 25-34 age bracket and ABC1 with kids in household. Strongest agreement that they prepare all the household meals. This group love home baking and love to experiment with food. They use food as a way to entertain and socialise with others, and they love to talk about food.

### Demographic Skews

Measure	Score	(Base score)
Male	40%	(50%)
Female	60%	(50%)
15-24	11%	(19%)
25-34	21%	(22%)
35-49	27%	(26%)
50-64	25%	(20%)
65+	16%	(14%)
ABC1	47%	(41%)
C2DE	48%	(50%)
F	5%	(9%)
Full time work	47%	(46%)
Part time work	10%	(10%)
Housewife	23%	(18%)
Not working	20%	(26%)
Kids present	43%	(38%)
No kids present	57%	(62%)

### Food and Drink Categories strongly associated with this psychology

- Frozen vegetables
- Frozen desserts
- Cereal bars
- Nuts & Seeds
- Butter & Spreads
- Yoghurt & yoghurt drinks
- Juices
- Squash & Cordials
- Wine

### Behaviours strongly aligned with this psychology

- Most likely behaviour :
- Have friends round for dinner
  - Cook from scratch
  - Buy from a butcher
  - Always look out for special offers when grocery shopping
  - Visit farmers markets
  - Do home baking
  - Buy organic chicken
  - Carry a bottle of water around

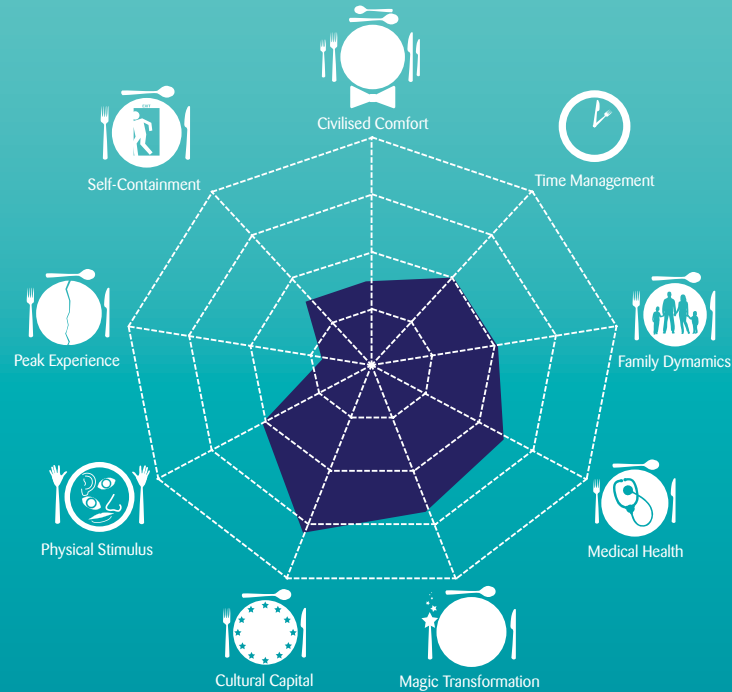
- Least likely behaviour:
- Eat in front of the TV

- Most likely to say:
- I'd try anything.
  - I like experimenting and being adventurous
  - Food is replacing drink as a way of socialising
  - Cooking is a hobby as opposed to a chore
  - I love it when they say "I really enjoyed that"

- Least likely to say
- I wouldn't know how to make a curry
  - Fresh food is a hassle
  - I won't buy anything with eyes or anything slimy

# Cultural Capital Motivational Matrix

## Nuts & Seeds



The chart measures the household presence and usage of Nuts & Seeds against the Snacks Category. Nuts and Seeds have their strongest role in Social/Cultural Capital.



# Physical Stimulus

This motivator is about the actual physical experience of food. It concerns the effect of smelling, tasting, chewing, swallowing and digesting food and drink. It is about the textures, flavours, aromas, colours and even the sounds of food and drink.

The act of eating foods and drinking drinks, especially certain types of foods and drinks, has an almost narcotic effect on us. Physical stimulus includes the pharmacological effect of eating/drinking. When we eat there is a release of endorphins into the brain and the nervous system. This makes us feel good.

## Psychological Motivation:

We want to enjoy the process of consuming our food and drink.



# Physical Stimulus

## Profile bullseye:



Margaret is from Kilkenny and she loves to shop in the Superquinn there. Frank is a woodwork teacher and he and the kids usually go shopping with her in the afternoon. They all love the way Superquinn have the fresh bakery products at the door, the warmth and the smell, and the kids like to have a cookie when they go shopping. Frank loves cakes, especially the sticky toffee cake they make fresh in Superquinn.

All the family love plain food, nothing too strong or spicy. If you have good ordinary food you do not need to fuss over it and make a big thing over presentation. Food should speak for itself.

They often have a bag of sweets in the press, and have a sweetie box for the kids. They also have crisps and popcorn in the press, and might nibble some out of boredom in the evening from time to time.

The most important thing about dinner is probably the dessert. It is the same when they go to a restaurant. They love places that have a dessert trolley, and really you are just working up to the dessert because that is a lovely treat.

Margaret is not big into cooking; it is really just a job. But they all like their food and they have good appetites. Margaret is not a drinker, just the odd glass of wine, rosé or Piat d'Or. Frank enjoys a beer. A Guinness in the pub and maybe a bottle of Miller or Budweiser at home.



# Physical Stimulus

## Top-Line Summary:

A very mass market profile with no demographic skews.

## Demographic Skews

Measure	Score	(Base score)
Male	47%	(50%)
Female	53%	(50%)
15-24	16%	(19%)
25-34	21%	(22%)
35-49	26%	(26%)
50-64	21%	(20%)
65+	16%	(14%)
ABC1	41%	(41%)
C2DE	50%	(50%)
F	9%	(9%)
Full time work	45%	(46%)
Part time work	9%	(10%)
Housewife	21%	(18%)
Not working	25%	(26%)
Kids present	39%	(38%)
No kids present	61%	(62%)

## Food and Drink Categories strongly associated with this psychology

- Frozen desserts
- Frozen fish products
- Cakes, biscuits & pies.
- Yoghurt & yoghurt drinks.
- Ice cream & frozen yoghurt
- Coffee
- Wet cooking sauces in jar or pouch

## Behaviours strongly aligned with this psychology

- Most likely behaviour:
- Have breakfast at home

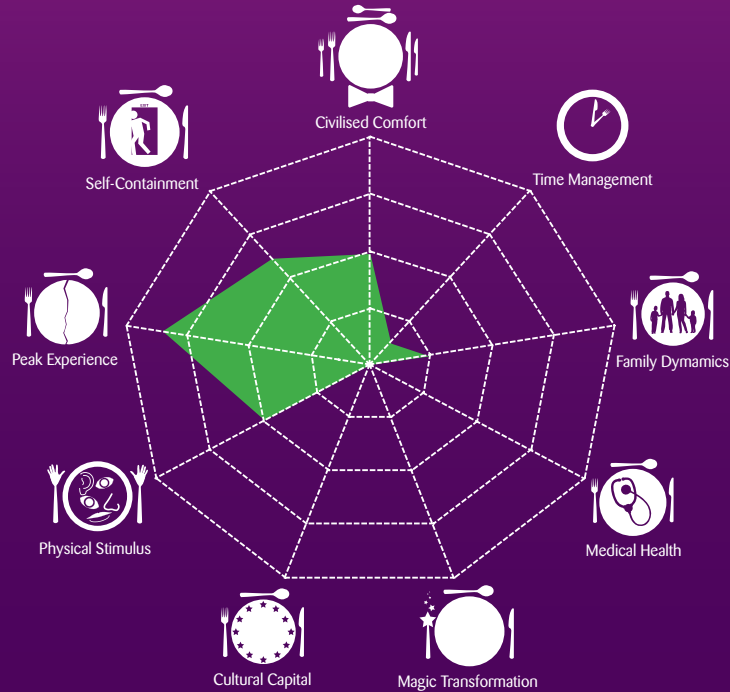
- Least likely behaviour:
- Have a frozen pizza in the freezer

- Most likely to say:
- It's not a home unless there's fresh bread in the house
  - Flavour is more important than anything else
  - I take the time to enjoy the textures, smells and flavours of food
  - I don't like spicy food

- Least likely to say:
- I wish I never had to cook again
  - I could murder a burger
  - I'd respect a good strong steady drinker

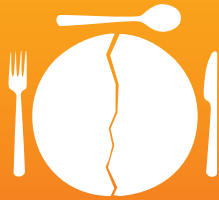
# Physical Stimulus Motivational Matrix

## Sweets & Gum



The chart measures the household presence and usage of Sweets & Gum against the Snacks Category. Sweets and Gum have a role in Physical Stimulus where “mouth entertainment” can be motivating.





# Peak Experience

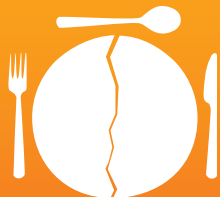
This motivational state is related to compulsive consumption or addictive behaviour. The central psychology of food in general is not closely related to peak experience, but is more to do with managed 'enjoyment'.

Nevertheless, some foodstuffs and some food occasions deliver elements of peak experience. Alcoholic drink, in contrast to food, is very much to do with peak experience.

This motivator is unusual in that it goes against the normal pattern of 'avoiding stimulus'. Peak Experience is about inducing stress.

## Psychological Motivation:

The desire to push the boundaries and live life to the extreme.



# Peak Experience

## Profile bullseye:



Eoin is 25 and in his first job after college. It's just an office job to pay for the things he wants to do before he has to settle down. He is planning a trip to Australia next year where he wants to surf on the Gold Coast and dive on the Barrier Reef.

He plays a lot of sport, football especially, trains two nights a week and usually a match at the weekend. When you are active you need a lot of food to keep you going, and it doesn't have to be health food, just look at what the Olympic swimmer Michael Phelps eats!

Eoin is sharing a flat with two other mates and none of them could be bothered cooking really. Maybe sausages and beans on toast or something easy like that. The fridge is really for storing beer, and the freezer is full of pizzas and oven chips.

A good night involves a gang of mates, a night in the pub, maybe go to a late bar afterwards, hit a kebab shop on the way home, and finish off back in the flat playing some music and drinking a few more beers.

He is never really organised enough in the morning to make breakfast. You need to have fresh milk in the fridge, and anyway you would be late for the Dart. Better to grab a coffee and a breakfast roll at the office. For lunch as well, just buy a sandwich or a burger, anything to keep you going. Bag of crisps, a bar of chocolate and maybe a bottle of orange or Lucozade.



## Top-Line Summary:

Strongest amongst males, the 15-24 age bracket, in full time work. Least likely to prepare meals from scratch. Very comfortable with consumption of convenience foods, snacks and grazing rather than eating a proper meal

## Demographic Skews

Measure	Score	(Base score)
Male	55%	(50%)
Female	45%	(50%)
15-24	30%	(19%)
25-34	26%	(22%)
35-49	24%	(26%)
50-64	15%	(20%)
65+	6%	(14%)
ABC1	40%	(41%)
C2DE	49%	(50%)
F	10%	(9%)
Full time work	50%	(46%)
Part time work	9%	(10%)
Housewife	14%	(18%)
Not working	27%	(26%)
Kids present	36%	(38%)
No kids present	64%	(62%)

## Food and Drink Categories strongly associated with this psychology

- Frozen chips
- Frozen pizza
- Frozen ready meals
- Sweets & gum
- Crisps & Popcorn
- Milk & Cream
- Ice cream & Frozen yoghurt
- Coffee
- Beer
- Spirits

## Behaviours strongly aligned with this psychology

### Most likely behaviour:

- Go to the pub
- Eat on the move
- Use jarred sauces
- Eat in front of the TV
- Have a frozen pizza in the freezer
- Carry a bottle of water around
- Buy breakfast rolls from convenience stores

### Least likely behaviour:

- Cook from scratch
- Buy from a butcher
- Have breakfast at home
- Visit farmers markets
- Do home baking
- Have a bottle of whiskey in the house

### Most likely to say:

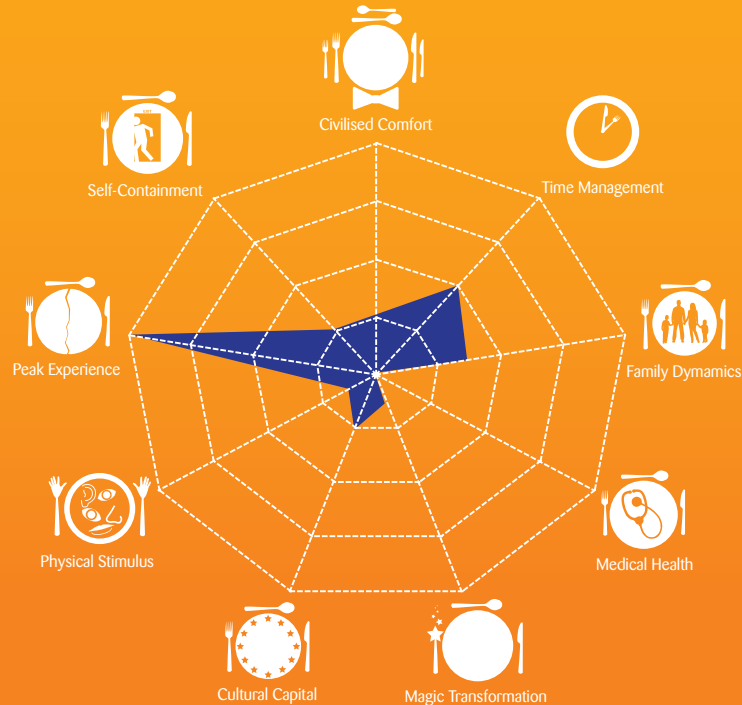
- I'd go hell for leather at the weekend
- Now and then I reach for something sweet
- I could murder a burger
- You have to have some kind of treat now and again
- I have to have my coffee hit
- I eat what I'm handed
- I sometimes eat out of boredom
- Comfort food improves my mood

### Least likely to say

- It's convenient to get a jar and chuck it in
- We don't go out as much as we used to
- I try to make sure there's plenty of vitamins in the food I eat
- Cooking is a bit of fun
- I take care not to waste leftovers

# Peak Experience Motivational Matrix

## Frozen Pizza



The chart measures the presence and usage of Frozen Pizzas against the Frozen Foods Category Average. Frozen Pizzas have their strongest presence in Peak Experience.



# Self-Containment

The antithesis of the core psychology of “civilised comfort” this is the practice of satisfying one’s food needs outside of the core family and home food rituals. It involves fending for yourself, eating on the move, grazing, snacking, foraging and re-fuelling.

## Psychological Motivation:

The satisfaction of asserting your autonomy outside the symbolic order of ‘normal convention’. Being different, a rebel, independence from authority.



# Self-Containment

## Profile bullseye:



Sean is in fifth year and school is just pretty boring really. He will probably go to college, but does not really know what he wants to do yet. Business or computers maybe.

He eats pretty much whatever his mom cooks, or if he does not like something he will just sneak it into the bin and raid the fridge later. No sense upsetting the old dear after all her hard work.

There is a lot of pressure on teens these days to “look good” whatever that means, especially girls. They are always going on about this diet or which celebrity is on a diet. Sean does athletics in school and that just keeps him fit. He brings a sandwich to school and buys milk or a drink to have with it.

He drinks a bit, usually just beer. His parents let him drink a beer or some wine with dinner. When he goes to parties you can tell those who are allowed to drink from the ones who aren't because kids who can't drink at home go mad on blue vodka and end up making a show of themselves.

Sean is a bit of a rocker; he wears a lot of black and likes metal music, heavy metal and that. He likes to go into town with some mates on a Saturday and hang around, look in the trashy clothes shops and have a burger in Burger King. He wears black hoodies from Megadeath or Iron Maiden. He also hangs out at home, or in his friends homes and they raid the fridge if they get hungry.

He knows how to cook some stuff, cheese on toast, an omelette. He wouldn't starve, but he does not cook at home.



# Self-Containment

## Top-Line Summary:

Although this psychology does not appear to have a strong demographic skew, when we look at the data more closely the motivators for behaviour are strongest in the 15 to 24 year age group, with consumption profiles very similar to that for peak experience.

## Demographic Skews

Measure	Score	(Base score)
Male	50%	(50%)
Female	50%	(50%)
.....		
15-24	19%	(19%)
25-34	21%	(22%)
35-49	26%	(26%)
50-64	20%	(20%)
65+	15%	(14%)
.....		
ABC1	40%	(41%)
C2DE	51%	(50%)
F	9%	(9%)
.....		
Full time work	45%	(46%)
Part time work	10%	(10%)
Housewife	19%	(18%)
Not working	27%	(26%)
.....		
Kids present	37%	(38%)
No kids present	63%	(62%)

## Food and Drink Categories strongly associated with this psychology

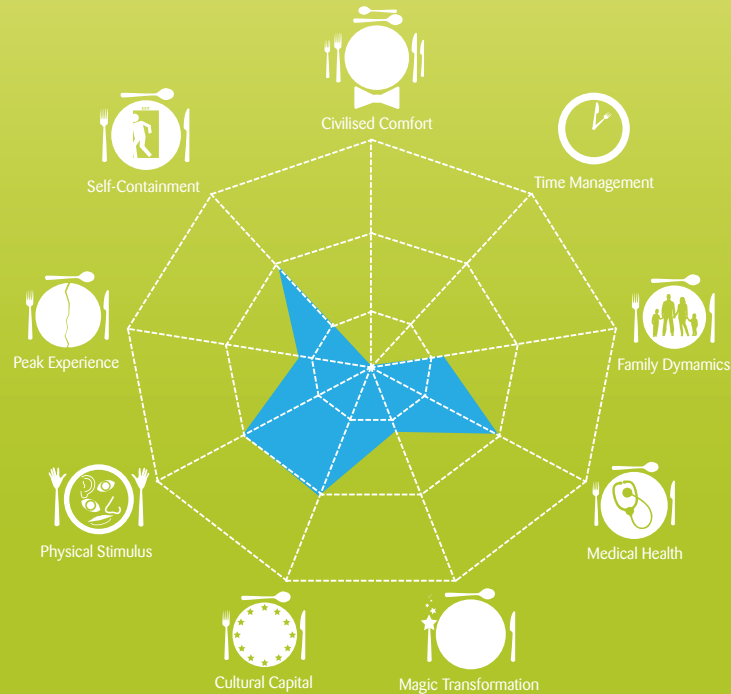
- Frozen fish products
- Chocolate
- Sweets & gum
- Milk & Cream
- Butter & spreads
- Squashes & Cordials
- Beer
- Wet soup in pouch or carton

## Behaviours strongly aligned with this psychology

There are no strong behaviours in those who align with the self-containment psychology. However, when we look at the data in detail we find the behaviours align with those in Peak Experience for the core 15 to 24 age group.

# Self-Containment Motivational Matrix

## Wet Soup



The chart measures the presence and usage of Wet Soup (in carton or pouch) against the Convenience Food Category Average. Wet Soups have a very strongest presence in Self Containment.



## Using the information—a Case Study

- We have taken an example from the Crisps market.
- “Main Market” positioning for crisps targets grocery shopping mothers, who buy mainly for children to consume the product.
- A Peak Experience positioning is one that appeals to teenagers and younger adult male consumers, who purchase for their own consumption.
- A Peak Experience positioning, which is attractive to this audience, can also be alienating to many main market shoppers.
- A small manufacturer may choose to pursue a single strategy, either targeting main grocery shoppers, or peak experience consumers.
- Large manufacturers may choose to design and position separate products to serve each market, and communicate each offering in a different way.
- How do we expect to see this map out on a motivational matrix?

# Positioning in the Market

## Main Market

Target:  
Adults, especially  
mothers of children—  
grocery shoppers.

Desired behaviour:  
Buy our crisps for your  
home.

Message:  
The snacks your kids  
will love to eat.

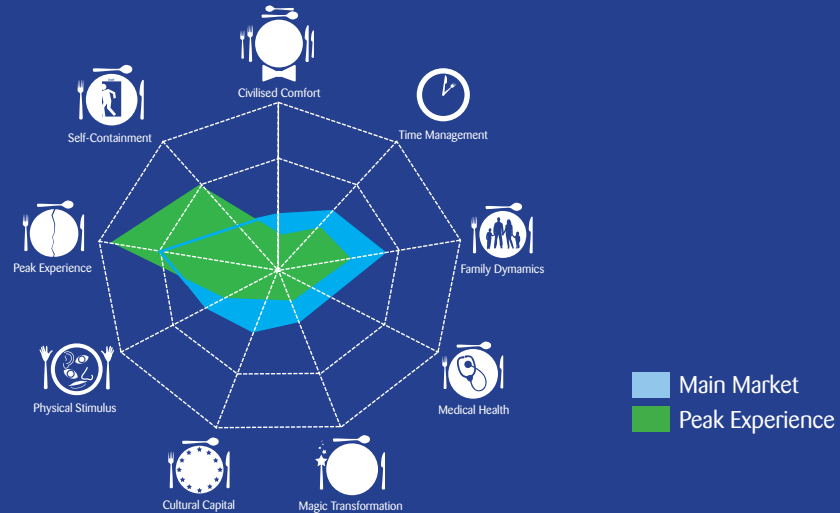
## Peak Experience

Target:  
Older teens and young  
adult singles, especially  
males..

Desired behaviour:  
Buy our crisps for your  
yourself.

Message:  
Big, chunky, satisfying,  
mansized crisps.

# Peak Experience Positioning V Snacks Market Positioning



The Peak Experience Brand sacrifices market share on psychologies such as Family Dynamics in favour of a share gain in Peak Experience and Self-Containment, the strongest market for teen and young adult consumption.

For further information about Understanding Consumer Motivations please contact Bord Bia:

Tel: +353 1 6685155

Email: [info@bordbia.ie](mailto:info@bordbia.ie)

More in-depth content is available at [www.bordbia.ie](http://www.bordbia.ie).

Leo Burnett Associates worked with Bord Bia in delivering this study. The Lacanian Focus groups were moderated by Robin Challis Qualitative Research in collaboration with Dr. Chris Simms. The quantitative study fieldwork was carried out by Lansdowne Market Research.

