The Meal kit

Final Report

Our Sample / Demographics

Total respondents: 198

Age

Number of Participants

60

40

20

0

19	20	21	22	23	24	25	26	28
2	29	51	51	28	18	9	8	2

Age

Gender

● Male ● Female ● Non-binary

88 (44.4%)

109 (55.1%)
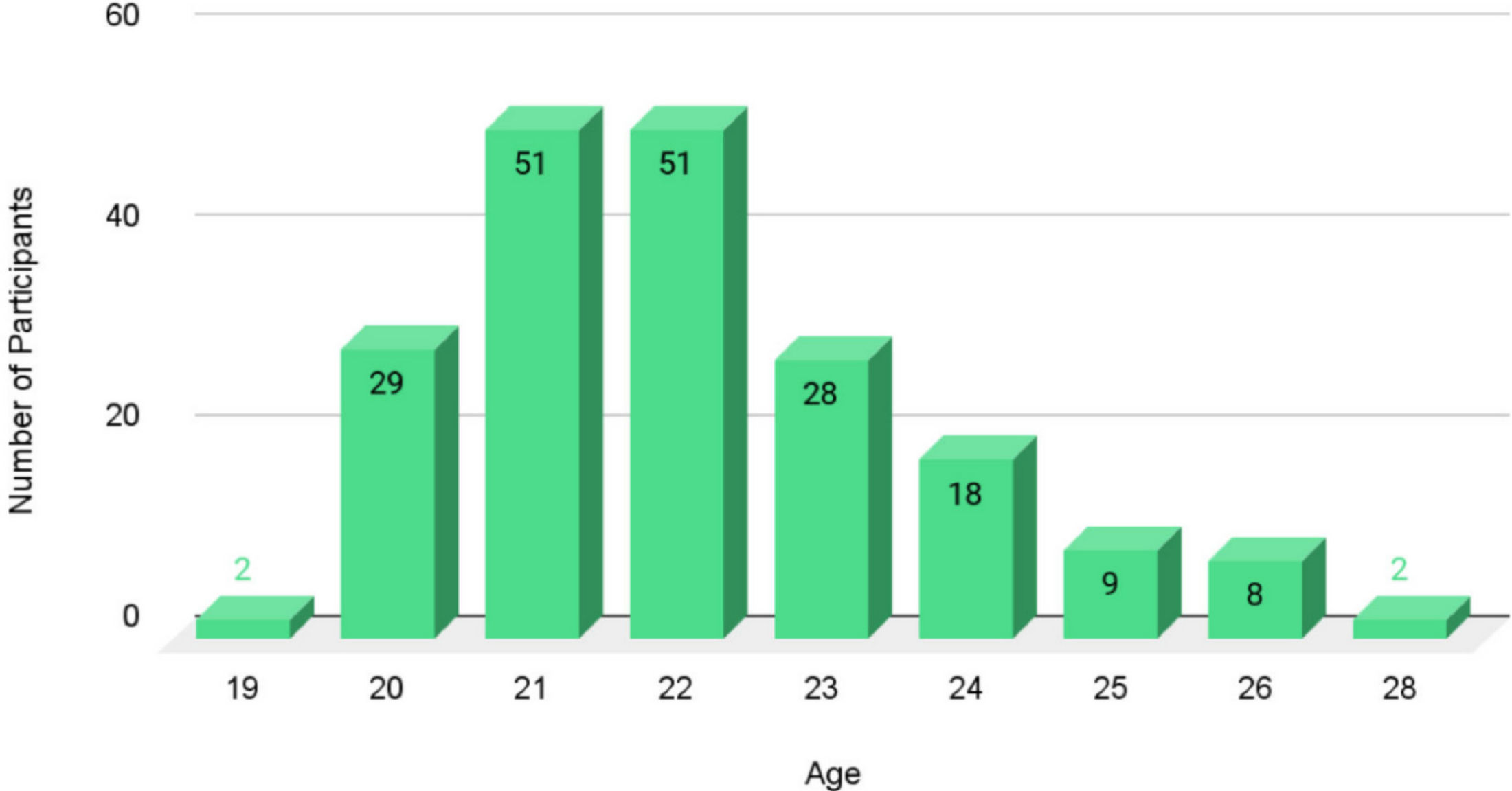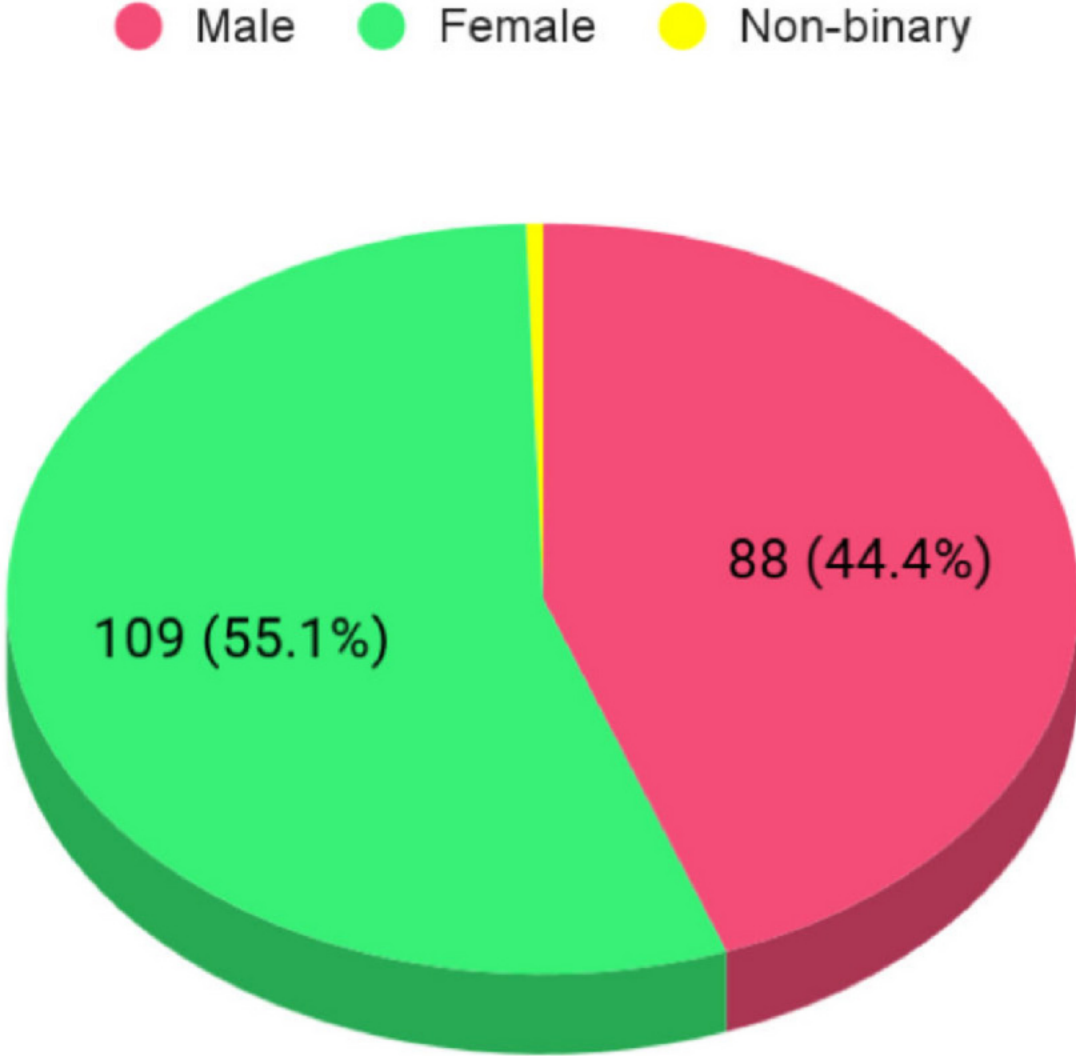
"
Most respondents are aged from 21-22 (51.6%)

"
There are more Females than Males

Our Sample / Background

Country

🏳 Netherlands   🏳 Germany   🔴 China   ⚫ Other

43%

49%

4%

4%

Study Program

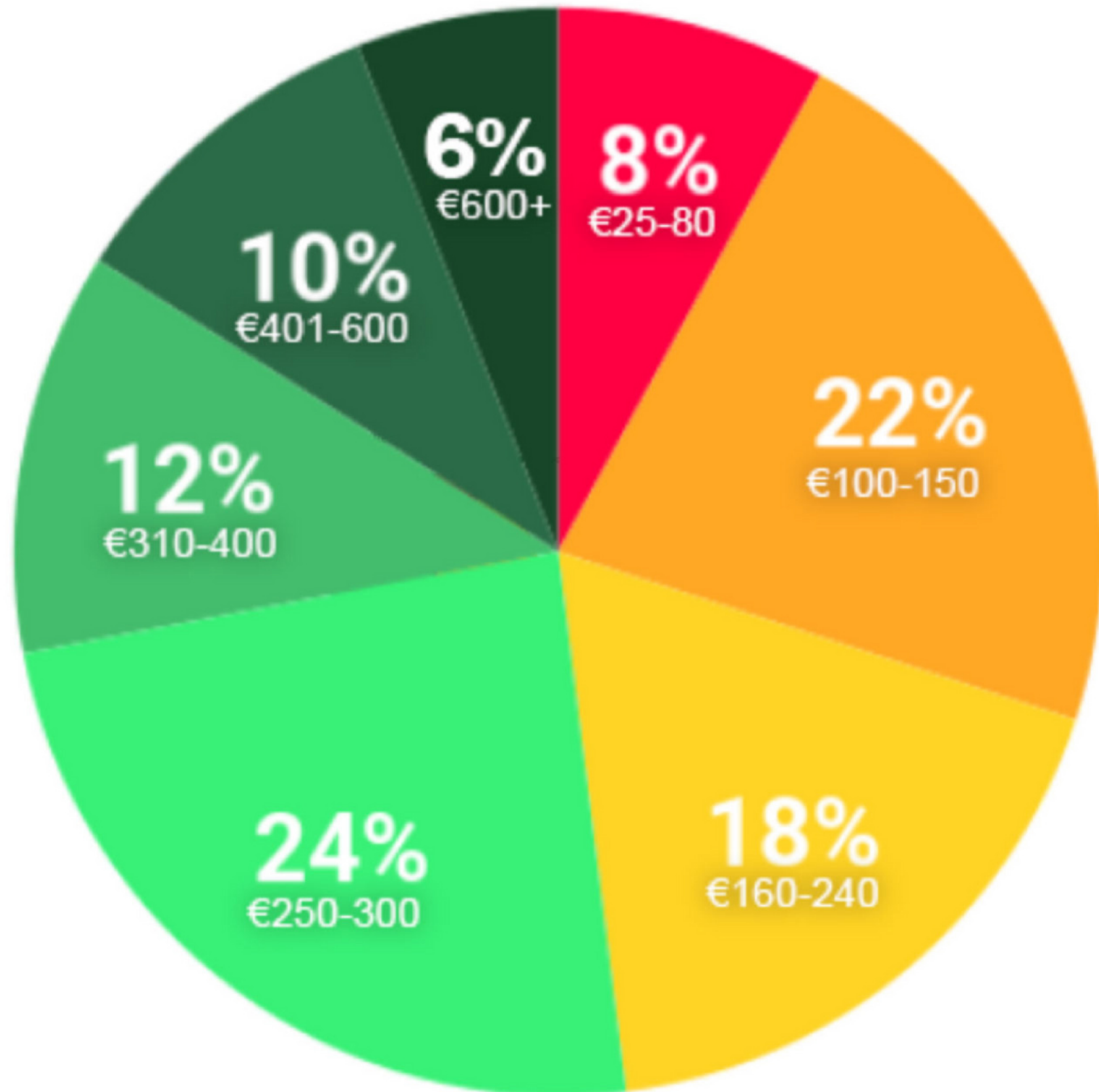| Students 98%	E&BE 41%
	Pre-MSc Marketing 43%
Other 2%	Exchange 14%
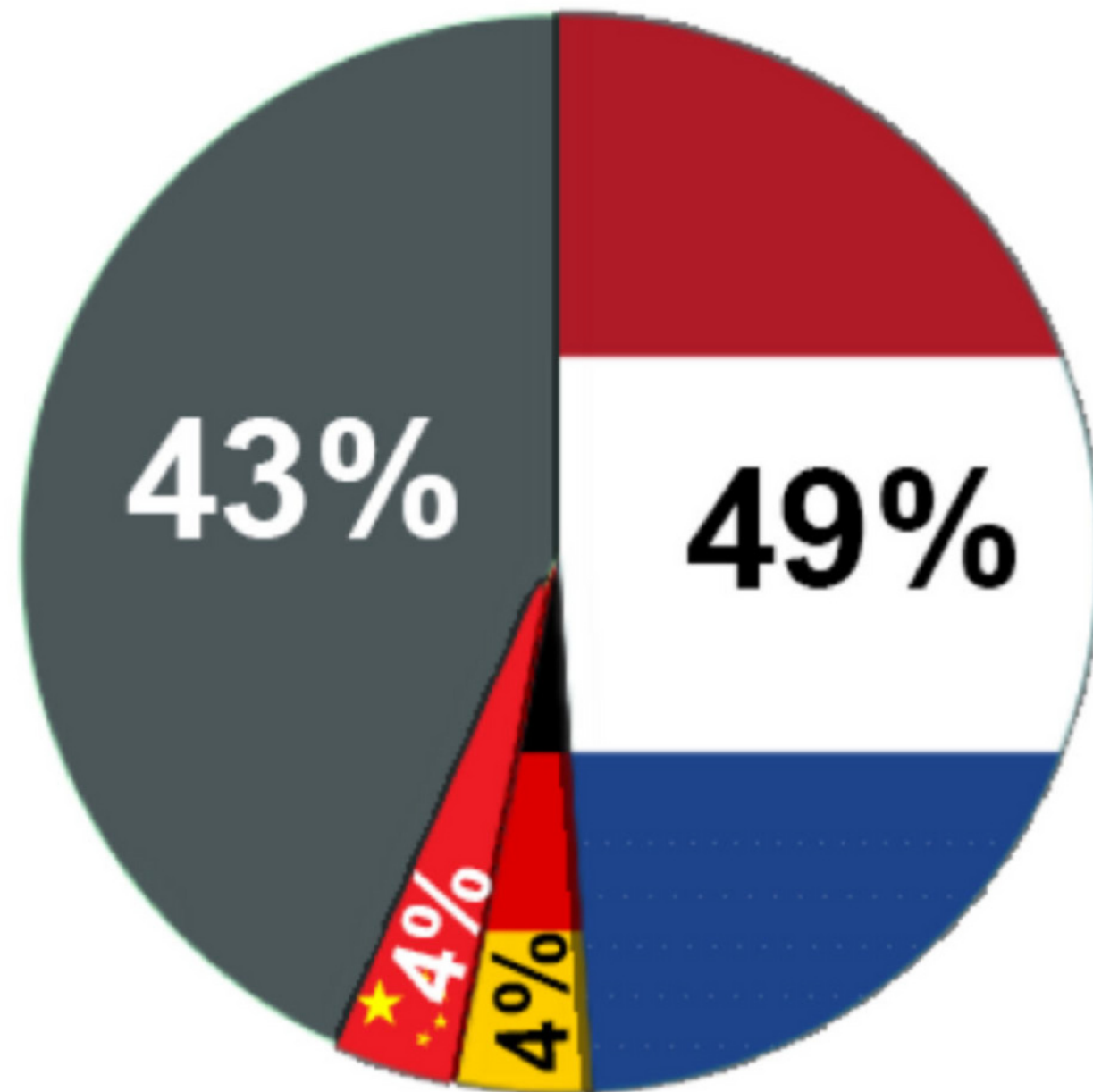
" Most respondents are from The Netherlands
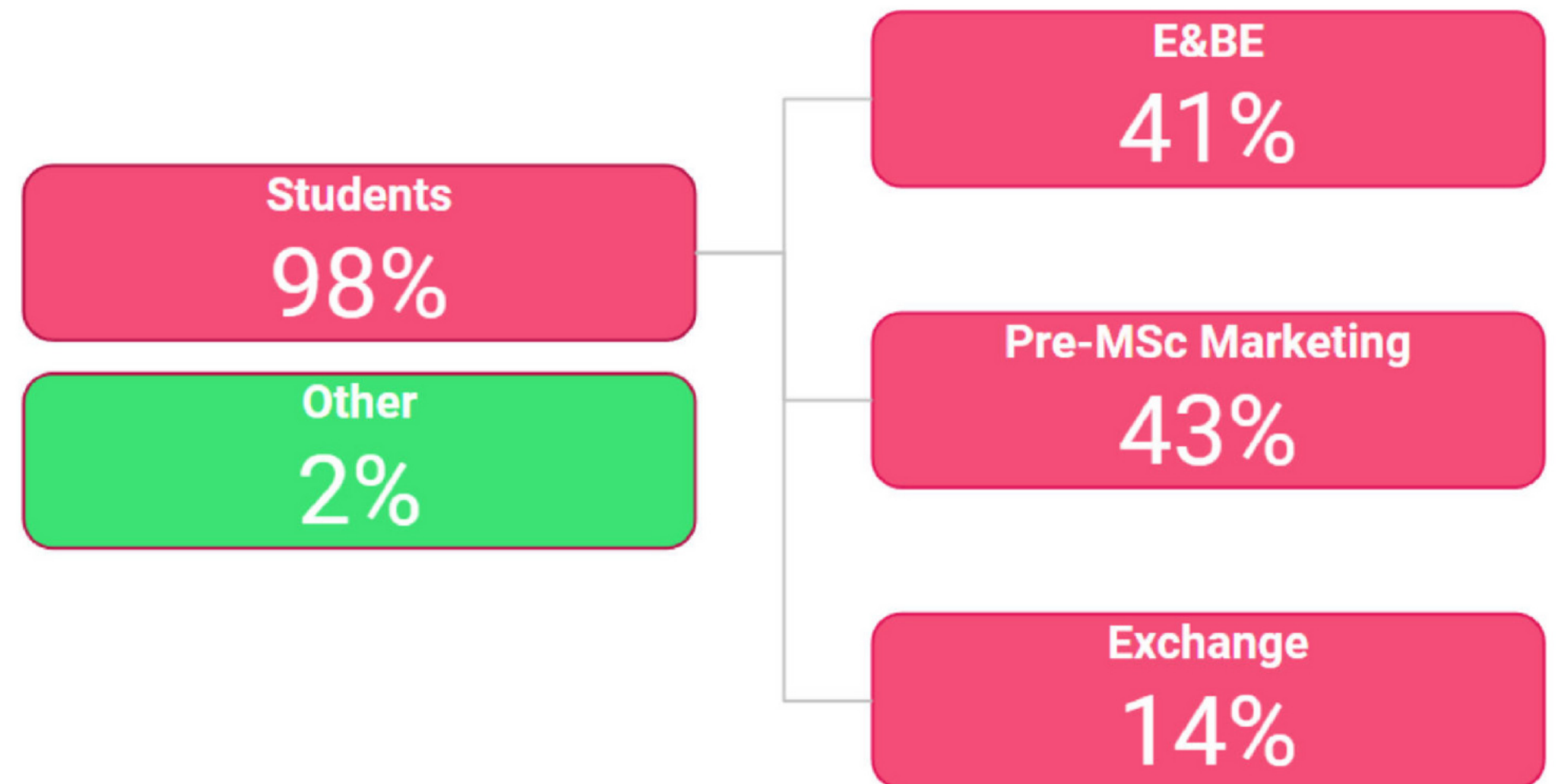
" Predominantly E&BE and Pre-MSc Marketing students (~84%)

Our Sample / Monthly Grocery Spending

8%
€25-80

22%
€100-150

18%
€160-240

24%
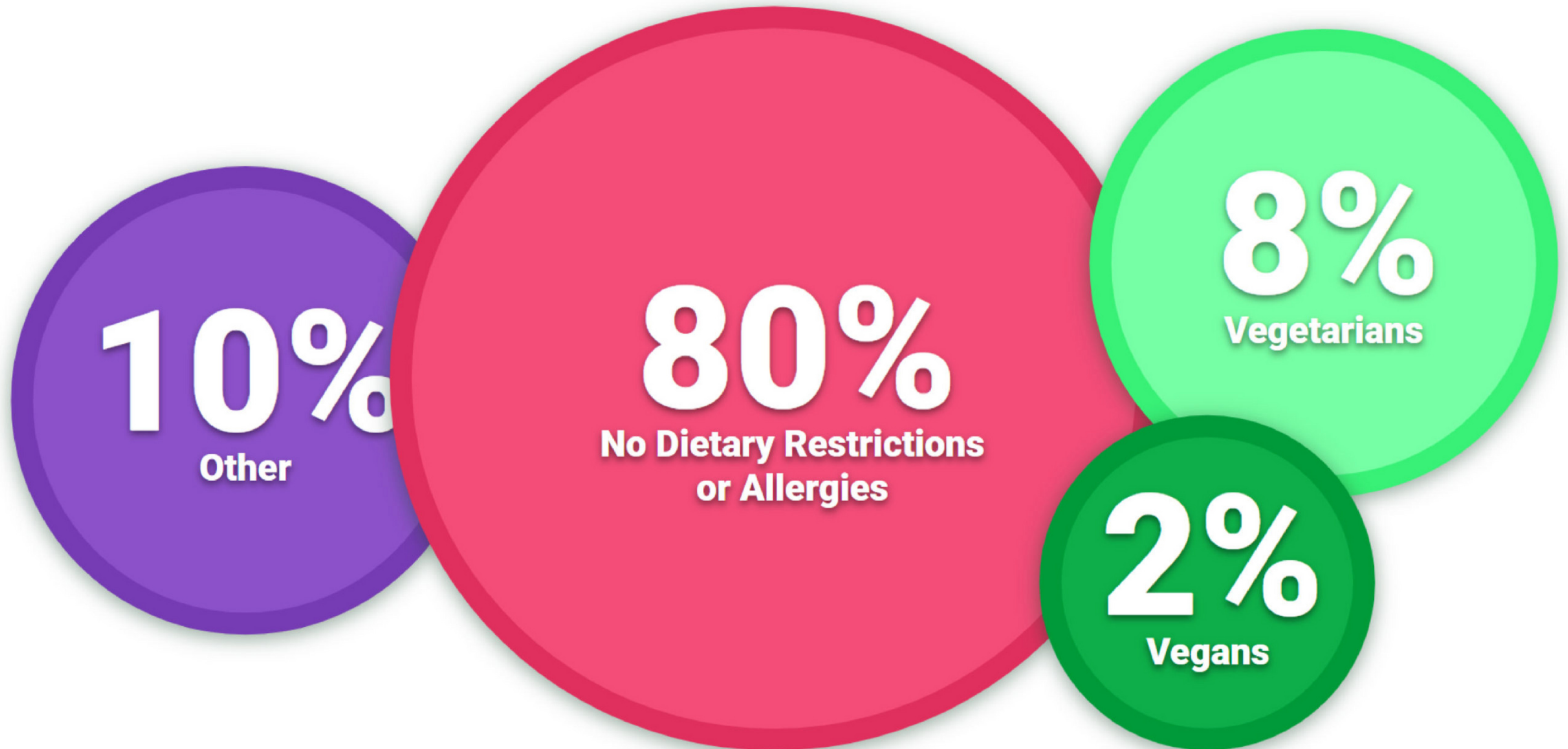€250-300

12%
€310-400

10%
€401-600

6%
€600+

> The average grocery budget per month is €297

> Majority of respondents spend between €100-€300/month

> On average, 22 & 23 year olds spend the most € on groceries

Our Sample / Dietary Restrictions & Allergies

10%
Other

80%
No Dietary Restrictions
or Allergies

8%
Vegetarians

2%
Vegans

Our Sample / Cooking Enjoyment

> The average cooking enjoyment of our sample is 4 out of 6

> 54% of our respondents have indicated a score between 4 & 5

% of Respondents per Enjoyment Level

- 1/6 — 3%
- 2/6 — 9%
- 3/6 — 20%
- 4/6 — 27%
- 5/6 — 27%
- 6/6 — 14%
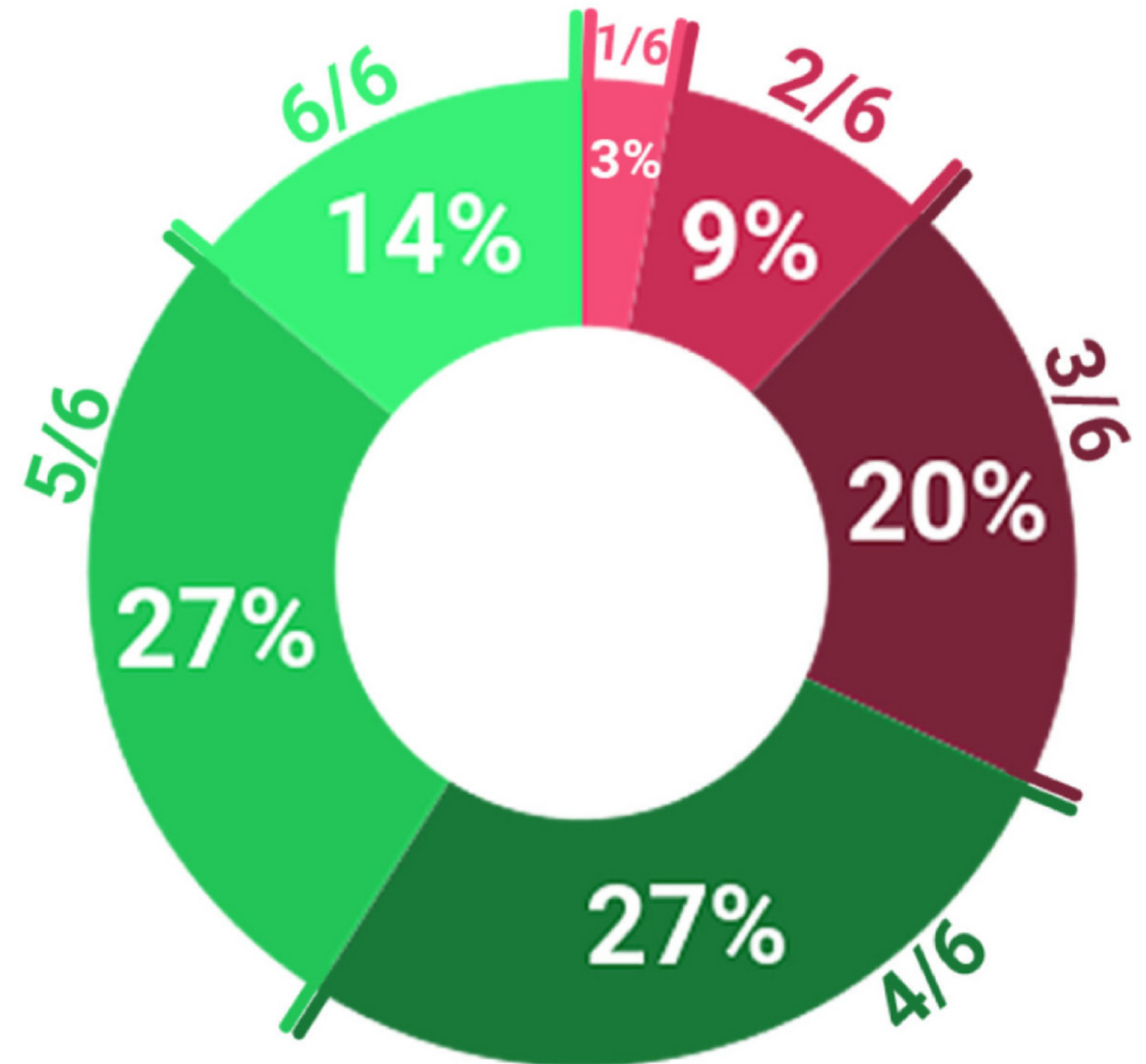
Our Sample / Cooking Skills

% of Respondents per Cooking Skills Score

- 1 (1%)
- 2 (6%)
- 3 (15%)
- 4 (31%)
- 5 (35%)
- 6 (12%)

1% 6% 15% 31% 35% 12%

0% 25% 50% 75% 100%
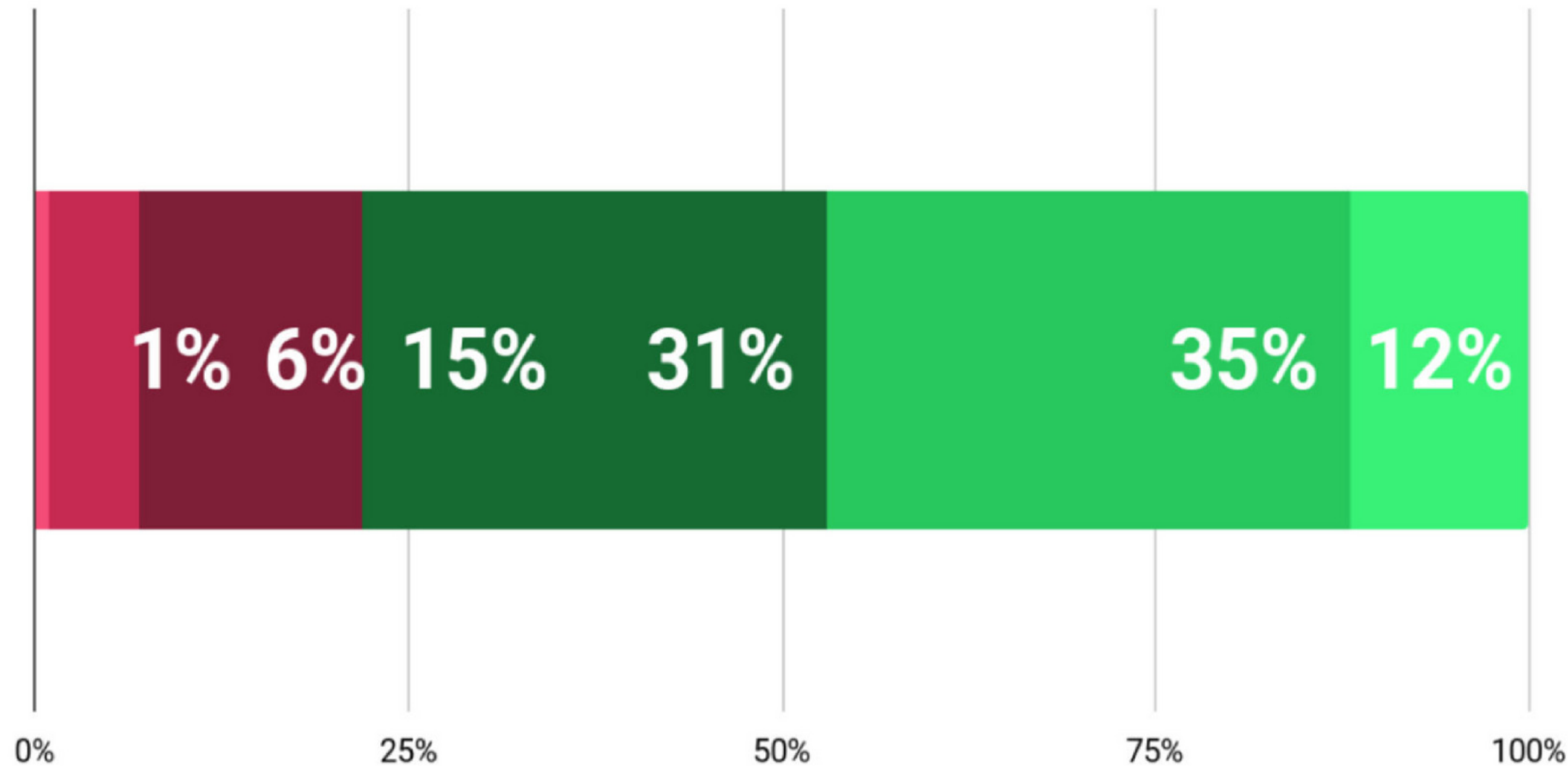
" The average cooking skills score respondents have given themselves is 4.4

" 47% of our sample rates themselves at 5 and 6

Our Sample / Perceived Shopping Effort

" Respondents were divided by two conditions - one saw the Meal kit, the other saw the Recipe of the same meal with all the ingredients they have buy themselves.

% Avg. Perceived Shopping Effort

● Recipe Scenario

● Meal kit Scenario

53% EFFORT

28% EFFORT
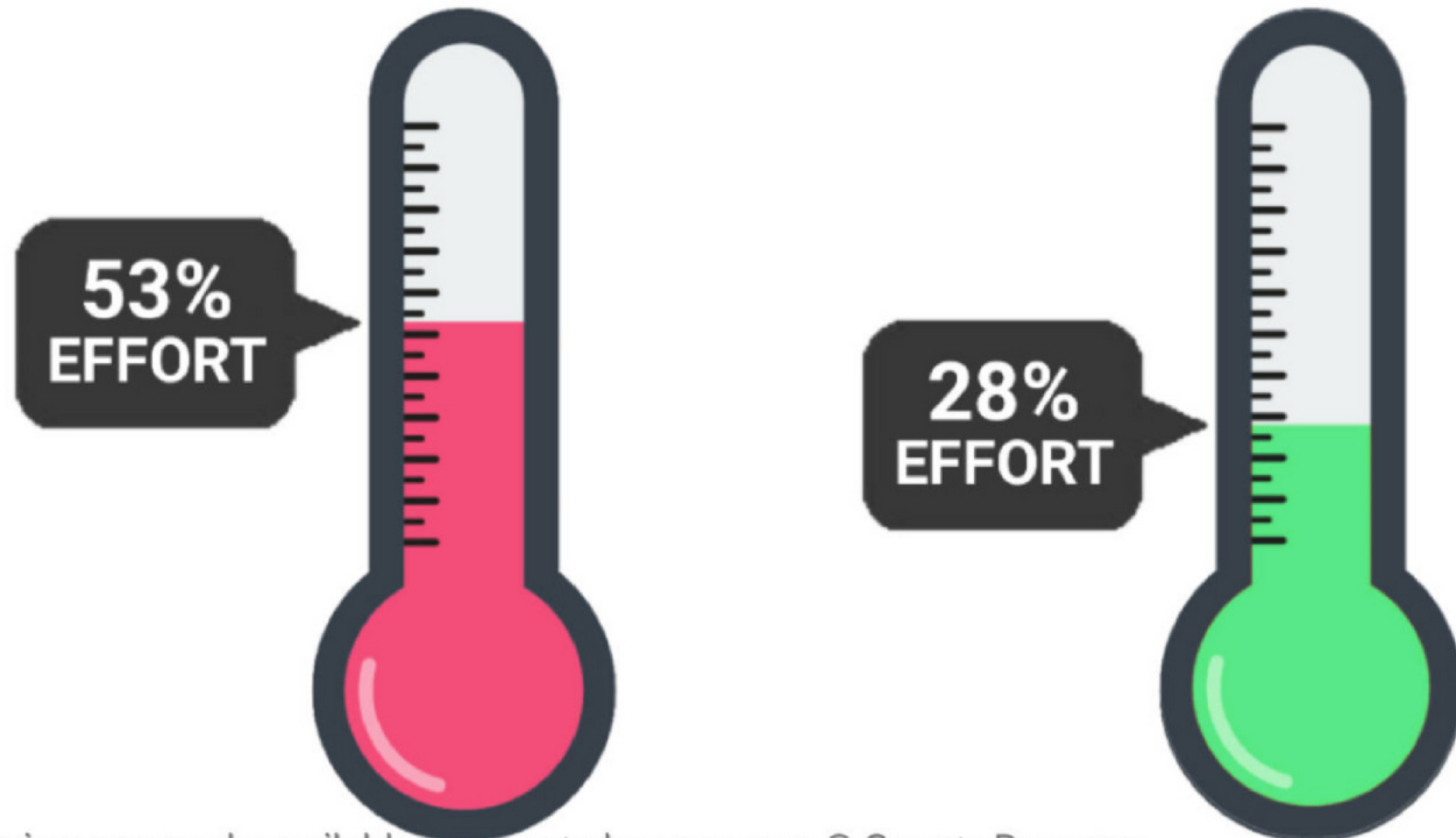
WE MAKE IT EASY

Meal & Soup kit / Purchase History

% of Respondents Purchased Meal/Soup kit

■ Purchased   ■ Have Not Purchased

| 57% | 43% |

0%   25%   50%   75%   100%
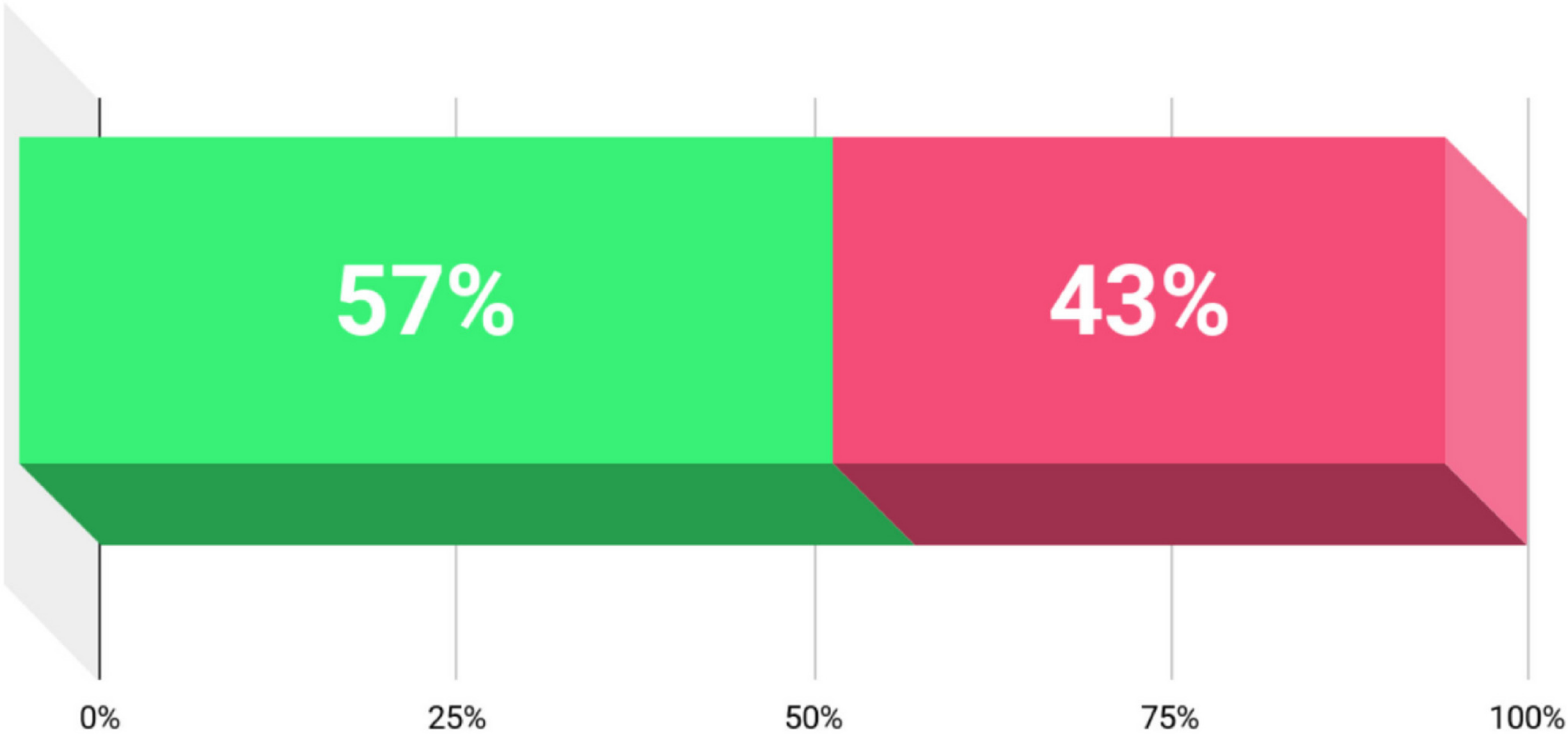
Meal & Soup kit / Purchase Likelihood

Indicated Likelihood To Purchase Meal/Soup kit

% per Likehood Level (1-7)

■ Not Likely At All-1   ■ 2   ■ 3   ■ 4   ■ 5   ■ 6   ■ 7-Very likely

10%	11%	15%	12%	23%	9%	20%
1	2	3	4	5	6	7
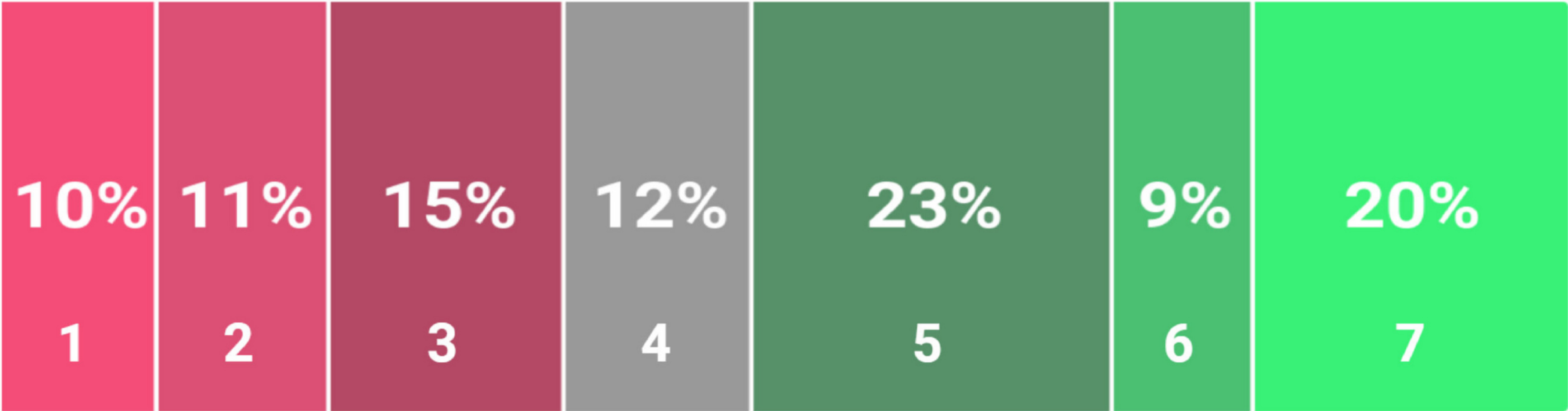
Meal & Soup kit / Purchase Intention

HIGHEST PURCHASE INTENTION

Price: **€2.00**

Freshness:
4+ days

Ingredients:
Uncut

LOWEST PURCHASE INTENTION

Price: **€4.00**

Freshness:
2+ days

Ingredients:
Pre-cut

Meal & Soup kit / Willingness To Pay

"

19-20 year olds are willing to pay the most for the Indian rice dish meal kit (avg. €8.60-9.75)

% of Total Respondents WTP per Price Level
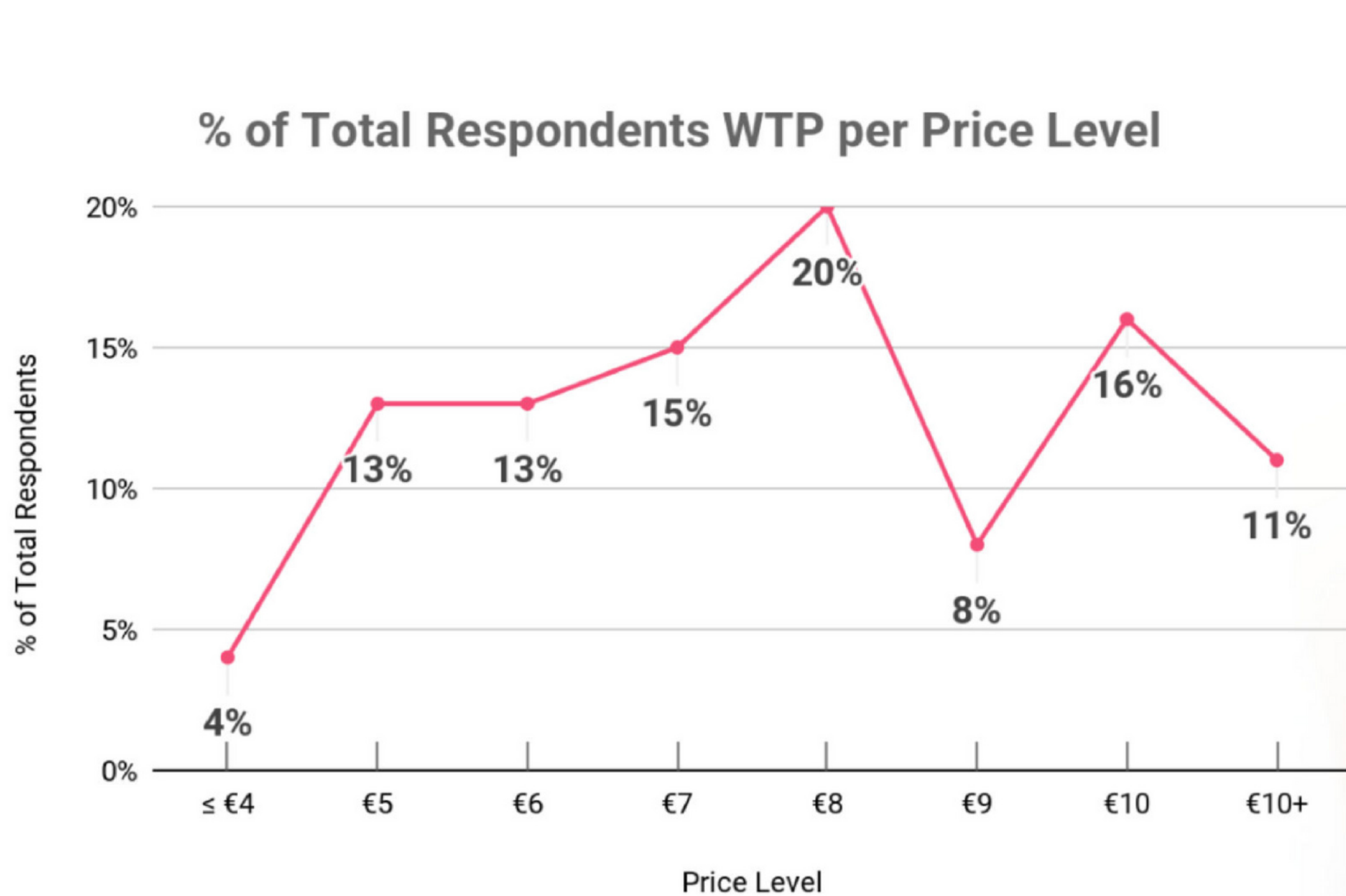
RESPONDENTS'
AVERAGE PRICE
€8.20

Y-axis: % of Total Respondents (0% to 20%)
X-axis: Price Level

- ≤ €4: 4%
- €5: 13%
- €6: 13%
- €7: 15%
- €8: 20%
- €9: 8%
- €10: 16%
- €10+: 11%

MAALTIJDBOX

INDIASE
RIJSTSCHOTEL
MET GEMARINEERDE
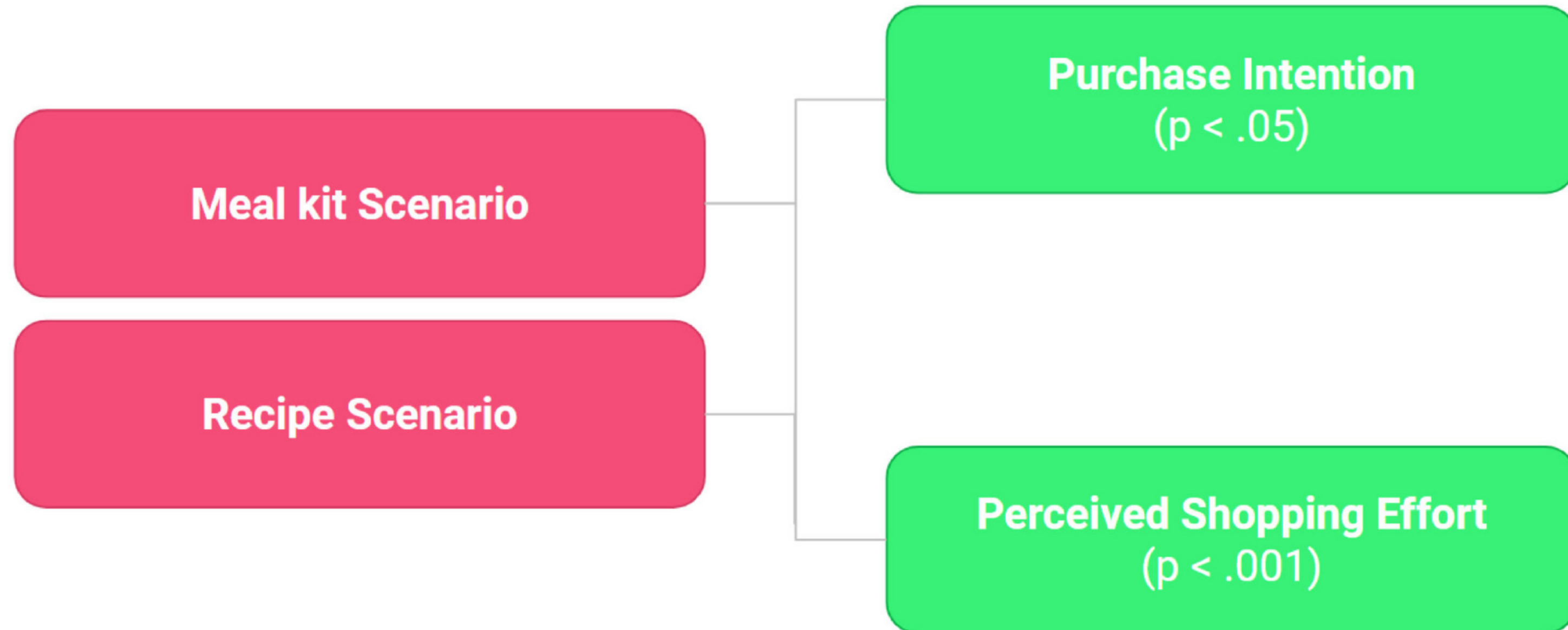
Meal & Soup kit / Experimental Condition Influence

" The **experimental condition** has significant influence on both **Purchase Intention** and **Perceived Shopping Effort**

Meal kit Scenario

Recipe Scenario

Purchase Intention
$(p < .05)$

Perceived Shopping Effort
$(p < .001)$

Meal & Soup kit / Influences on Purchase Likelihood

" **Cooking Enjoyment** has a statistically significant positive effect on likelihood of purchase within 3 months.

-	+	+
## Cooking Learning	## Cooking Enjoyment	## Cooking Skills
Negative Effect	**Positive Effect**	**Positive Effect**
Marginally Significant (p=.056)	Statistically Significant (p=.007)	Statistically Insignificant (p>.05)

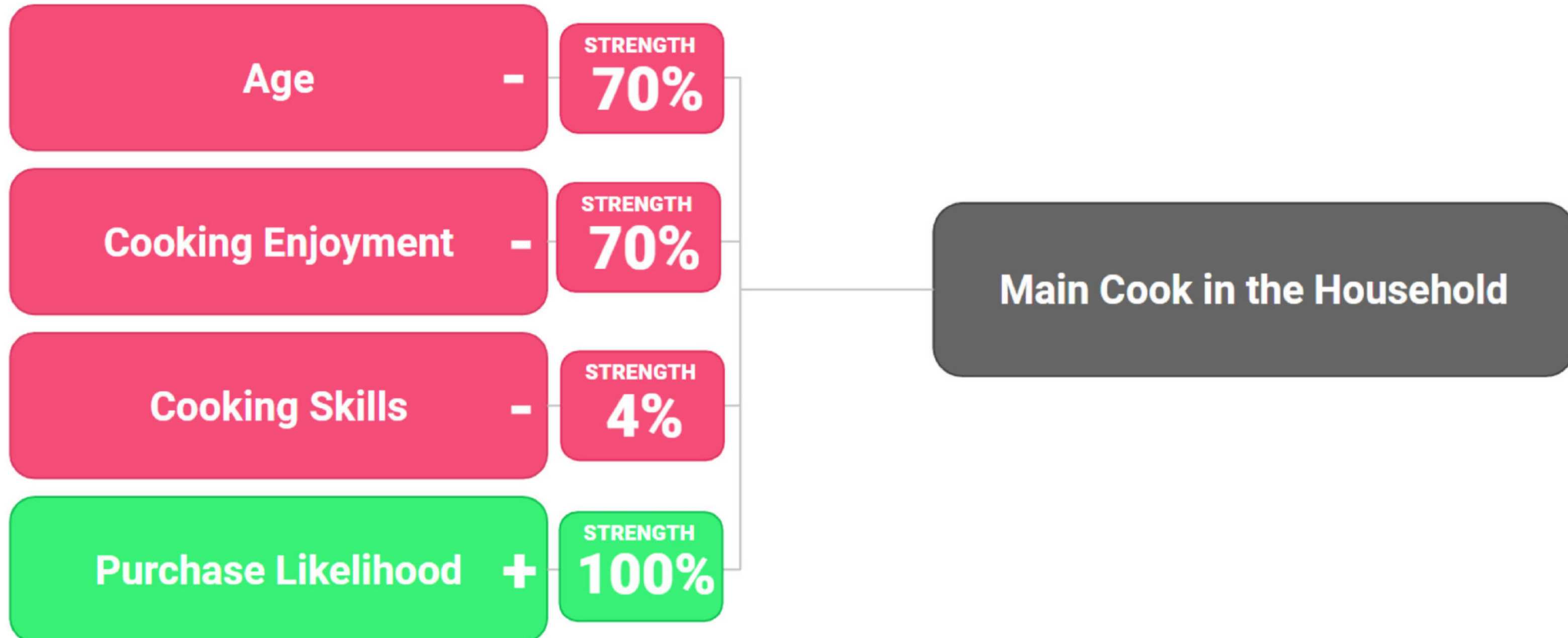# Meal & Soup kit / Influences on Purchase Likelihood

" We controlled for **Age**, **COVID-19 Concerns** & **Dietary Restrictions**.
This changed the results making **Cooking Learning** significant.

−	+	+
Cooking Learning	**Cooking Enjoyment**	**Cooking Skills**
Negative Effect	**Positive Effect**	**Positive Effect**
Statistically Significant (p=.047)	Statistically Significant (p=.006)	Statistically Insignificant (p>.05)

Meal & Soup kit / Influences on Being the Main Cook

"**Main Cook** is significantly affected by **Age**, **Cooking Enjoyment**, **Cooking Skills** & **Purchase Likelihood**.
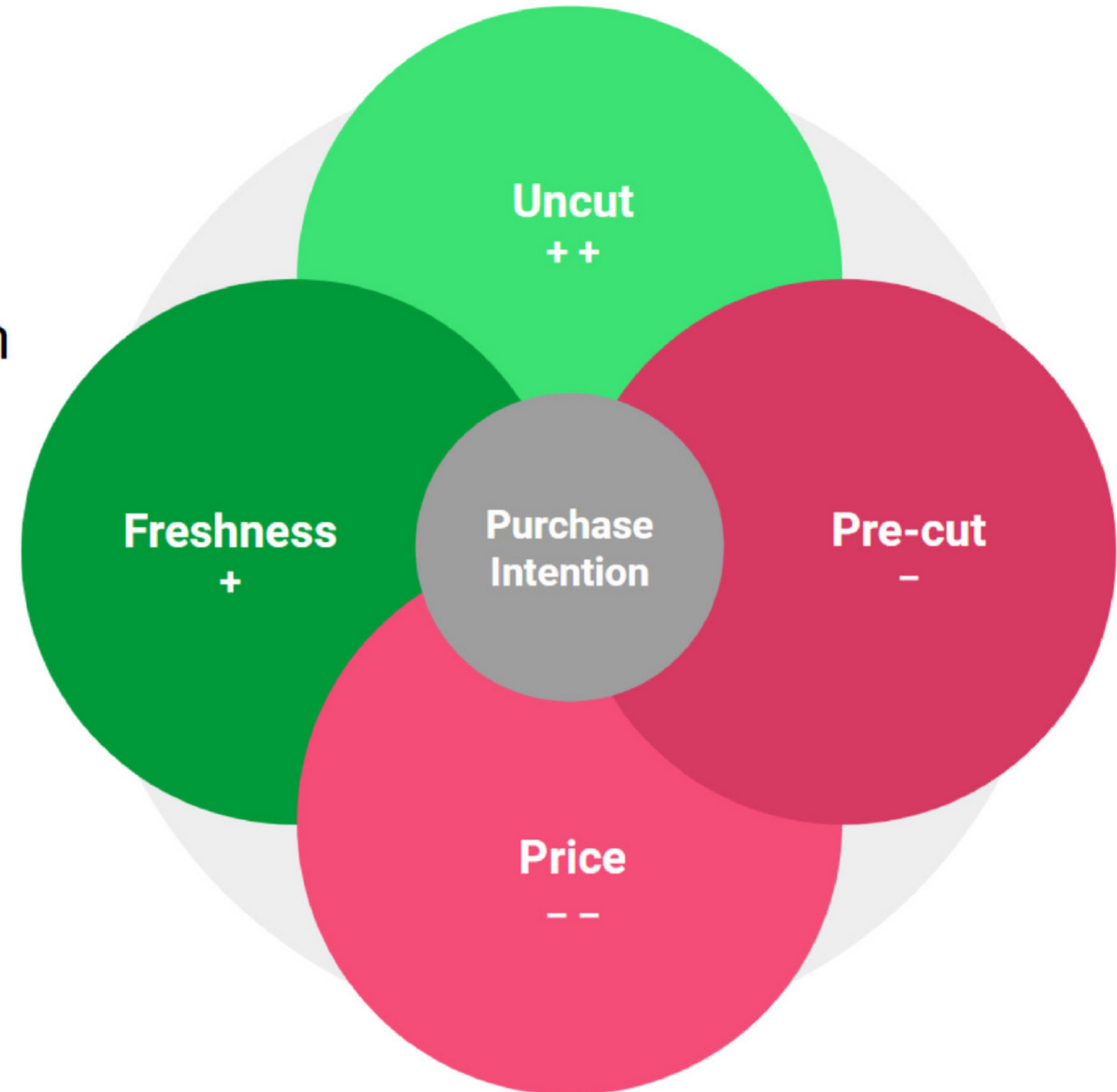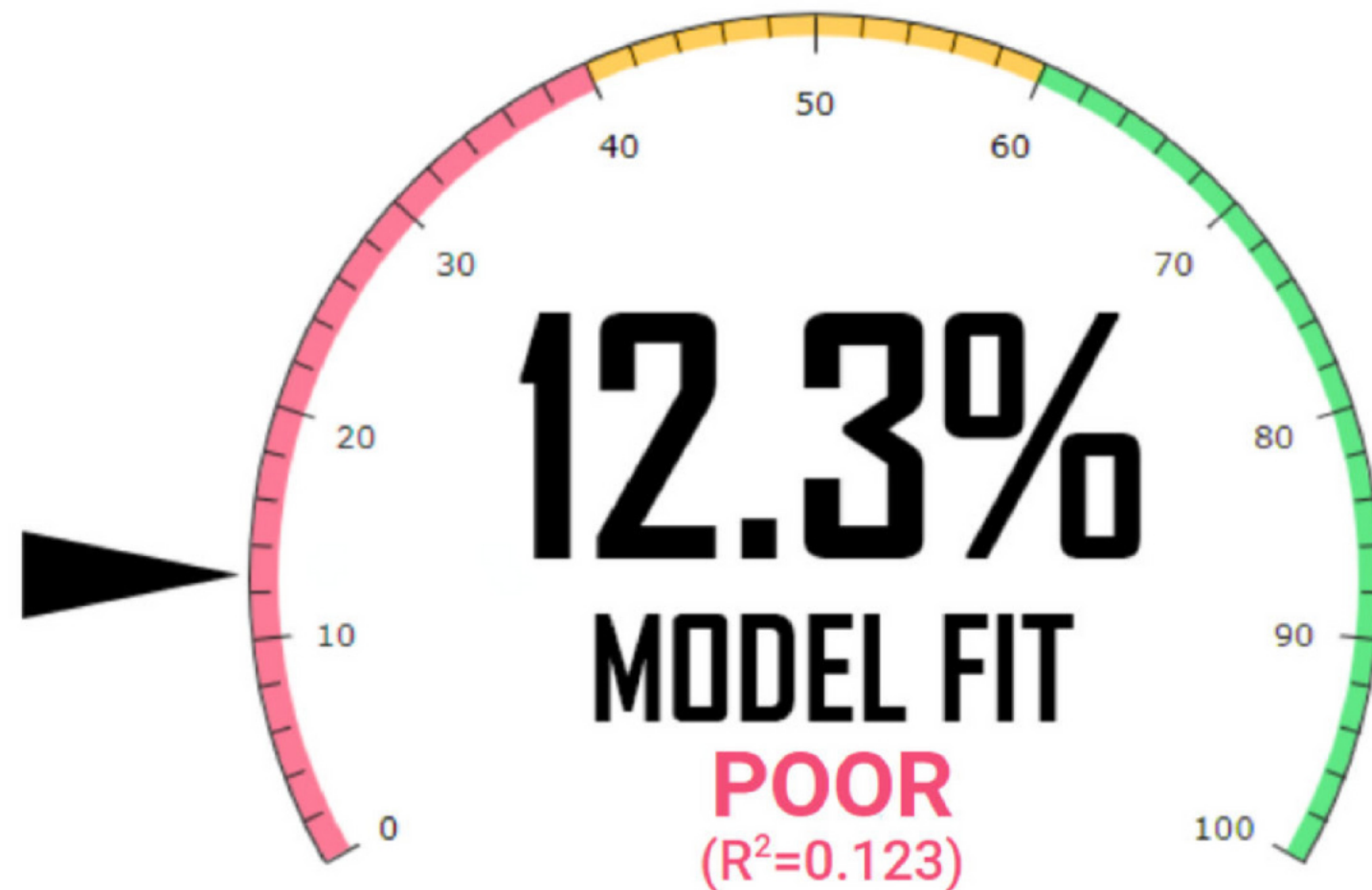
Factor		Strength
Age	–	STRENGTH 70%
Cooking Enjoyment	–	STRENGTH 70%
Cooking Skills	–	STRENGTH 4%
Purchase Likelihood	+	STRENGTH 100%

Main Cook in the Household

Meal & Soup kit / Purchase Intention Model & Fit

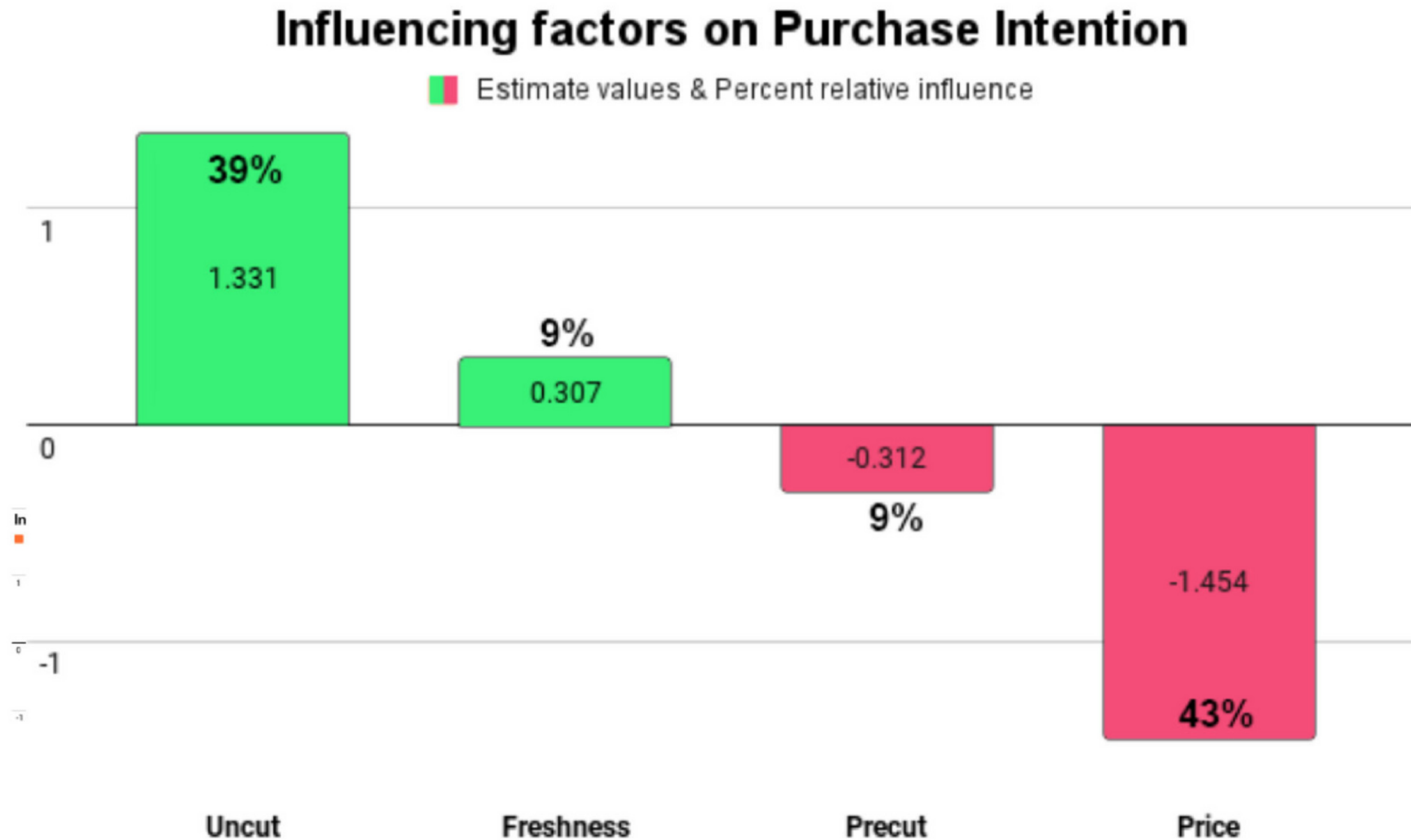" We investigated which factors influence Purchase Intention

" 12.3% of the variance in purchase intention comes from the 4 factors

12.3%
MODEL FIT
POOR
(R^2=0.123)

40 50 60
30   70
20   80
10   90
0   100

Uncut
+ +

Freshness
+

Purchase
Intention

Pre-cut
–

Price
– –

Purchase Intention Model / Strength & Direction

Influencing factors on Purchase Intention

🟩🟥 Estimate values & Percent relative influence
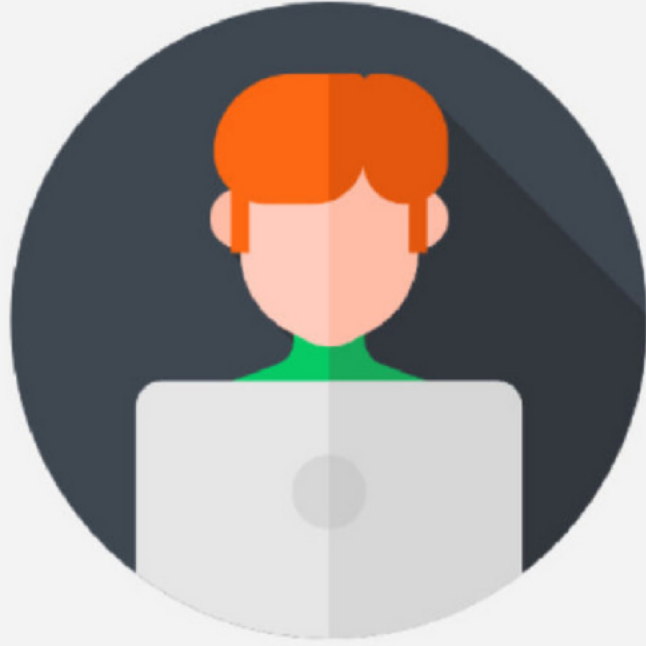

Strongest Positive Effect: Uncut   **Strongest Negative Effect: Price (€4.50)**

Purchase Intention Model / Key Takeaways

- **Price** is 4 times more influential than **Precut** or **Freshness**

- **Uncut** is 4 times more influential than **Precut** or **Freshness**

- **Price** & **Uncut** are nearly equally influential in different directions

Freshness
9.0%

Precut
9.0%

Uncut
39.0%
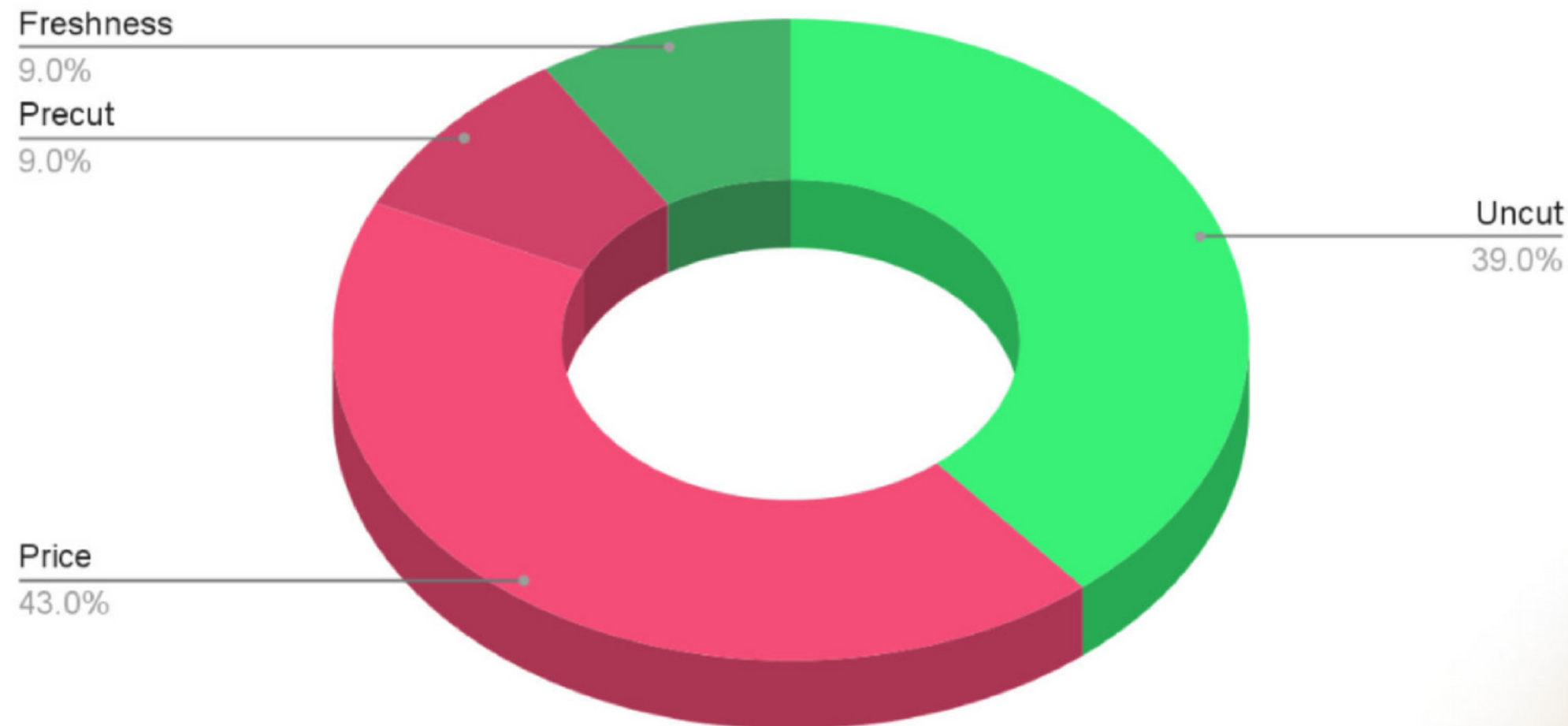
Price
43.0%

Recommendations / Target Group

Young people aged between **20-25 years old**

May be **Students (Price Sensitive)**

Quick Shoppers

Enjoy cooking and have **desire to learn** more

Recommendations / Meal Design

Price ●——— **Choose a lower price**
Strongest Negative Effect

Freshness:
4+ days ●——— **If costs permit increase freshness**
Weak Positive Effect

Ingredients:
Uncut ●——— **Package ingredients uncut**
Strongest Positive Effect

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Recommendations / Meal kit or Recipe?

Students

Desire to learn to cook better

For stores that have many quick shoppers

Good for customers who enjoy cooking

"
Meal kit provides customers with the presented profile the most value

"
Grocery stores that have this customer should choose the meal kit

Study / Limitations & Suggestions for Improvement

1 **Sample Age**
(not representative of all grocery store shoppers)

We need more respondents in other age groups outside of the student demographic to reduce biases

2 **Hunger Question**
(asked about hunger after food questions, may bring biased responses)

Place hunger question before any questions containing food, as it may influence the hunger answers

3 **Control Questions**
(lack of control questions in survey)

Add control questions to improve on the reliability of data, for example on the price measure

4 **Target Group Variables**
(extra variables)

Add more questions to better define target group, for example health & fitness attitudes