



## **Mushroom Purchase Trigger Concept Test**

**Entire Sample**

**Final Report**

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**By**

**Dr. John L. Stanton**

Department of Food Marketing

Saint Joseph's University

[jstanton@sju.edu](mailto:jstanton@sju.edu)

[www.johnlstanton.com](http://www.johnlstanton.com)

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## Executive Summary

A series of consumer research studies were undertaken by the Mushroom Council to better understand consumer purchase triggers. As part of that research a study was initiated to determine the impact of various product claims that could be quickly and inexpensively executed. In order to test various versions of claims five separate types of claims were tested with a varying number of claims in each group. The groups included Selenium, General & Diet, Meat Substitute, General Nutrition and General Serving Suggestions. The specific claims are shown in the report. There were a number of measures of success including Purchase intent, Intended frequency of purchase, Believability, Importance, Uniqueness and Overall liking. Each provides a different view of how consumers evaluated each potential product claim. Since there are so many performance measures no one is “ideal or more correct” however using the net difference between “Greatly increase my desire to buy” and “Decrease my desire to buy” is a reasonable basis for comparison.

There are a number of different reports associated with this research. This report is the version which provides the overall sample summary results for the product claims. It will report the findings for the major measures of all the product claim groups. It will also include the detailed tables for the actual results. There are also subgroup reports that will include Hispanics broken out separately and a breakout of income, frequency of use (high/low frequency), age, and gender. Additionally the complete analysis can be found in PDF files (over 500 pages of output) available on the Mushroom Council website, and the overall analysis is available as a PowerPoint presentation.

Before one examines the performance measures one methodological issue must be stated. The group of individuals that evaluated the selenium product claims were not randomly chosen. They were screened based on having some knowledge. This is important as you will see shortly. With that caveat the top five product claims from this study would be ranked as:

1. Selenium, an essential trace element, is necessary for a healthy reproductive system (net + 21%),
2. Mushrooms are a good source of selenium, which may help maintain breast health (net +18%),
3. Use delicious sautéed mushrooms on your steak tonight (net +17%),
4. Fresh mushrooms provide 100% of the RDA of selenium (net +16%),
5. Mushrooms are a good source of selenium, which may *help maintain a healthy digestive system* including the esophagus, stomach and colon (net +15%).

Note that four out of the five claims are all among the selenium group and thus the selenium aware consumers. Only the “Use with Steak” was in the top five claims. This would be of little consequence except that when the selenium claim is exposed to the general population it had a net -2%. Thus the population in general is not interested in selenium and in fact it may be a negative to include it on a product. However, this does

suggest that selenium claims would be very effective on targeted media like Today's Health or in targeted stores such as Whole Foods.

Since most products will be exposed to the entire consumer population one should consider the top product claims excluding the selenium claims. The top five non-selenium claims are ranked as:

1. Use delicious sautéed mushrooms on your steak tonight (net +17%),
2. Fresh mushrooms have as much potassium as a medium banana (net +14%),
3. Fresh mushrooms are a good source of potassium (net +12%),
4. A low calorie, fat, saturated fat and cholesterol, and sodium-free food (net +11%),
4. Only 3 carbs and are low calorie, non-fat, sodium-free food (net +11%)
4. Don't forget to add fresh mushrooms to your bagged salad (net +11)

It is important to note that the top five (actually six since three tied for fourth) included four general nutrition claims and two serving suggestions. This supports previous research that suggested that nutrition and health are important but so is making quick and simple meals. It is reassuring to see that the two most important attributes mentioned in almost all other research (convenience and health) are the most important product claims that this research suggests could be made.

It should also be pointed out that the use of this data involves not just following the data blindly but the growers should blend the results into their individual strengths and weaknesses. A number of different growers may examine this data and decide to execute product claims in a different manner. A good example of this is discussed in the section on "Serving Suggestions" claims as it related to the bagged salad claim on page 15.

The most important result from this research is not the in-depth analysis of each product and each claim but the recognition that almost any claim made on the product can have a positive impact on potential sales. Almost every food company treats its product as a precious commodity and sees it as an asset in the same light as media advertising. It is a chance to convince the consumer of the positive attributes of the product while they are standing in the store ready to buy. In-store is the real prime time and should be treated accordingly. This study will provide guidance as to what you might say on a product that will potentially increase your sales.

The reader should be advised that the purpose of this study was to determine exactly what motivated consumers to purchase. The "label claims" are meant as an example of the motivators to purchase and do not necessarily represent what exact claim can or should be used. This is especially true for the nutrition claims which have a body of law which defines what can and can't be put on a label. The Mushroom Council provides a nutrition label tool kit and may provide expertise on the wording for any specific claim. However, the reader should be advised that nutrition claims or claims that have

associated regulation and law should be double checked before putting it on the label.  
The research referred to in this document was not designed to support any such claims.

### Background

The Mushroom Council has engaged in a long series of research projects to ultimately understand what motivates consumers to buy fresh mushrooms. The research stream previously included a test of new product concepts that will be operationalized and tested in-market, nutrition research, cold chain distribution research, and econometric research. This research addresses specifically the potential impact on sales by communicating the benefits of mushrooms to consumers via labels. There will be a series of reports written and released from this data. The first report will show the results for the total population for the product messages. The second report will be for the Hispanic only population, and the third report will show the various breakdowns of the total population.

Thirty-four different product statements in five different benefit categories were developed, with each category having from four to ten benefits. The benefit categories are:

- ❖ Selenium
- ❖ General & Diet
- ❖ Meat Substitute
- ❖ General Nutrition
- ❖ Serving Suggestions

There was a need to gauge consumer appeal of these statements before further development. The objective of this study was to identify which product statements within each of the benefit categories generated the most consumer interest.

A five-cell Sequential Monadic Concept Test was conducted. Each cell consisted of at least 260 consumers, all of whom identified themselves as the primary grocery shopper for their household and as someone who had purchased fresh mushrooms from a grocery store in the past six months. Prior to being assigned to a particular cell, consumers were also asked several questions about their nutritional knowledge, including their familiarity with selenium, which was part of a long list of other nutrients.

After the screening process, respondents were assigned to one of the five cells, each representing one of the benefit categories. While most respondents were randomly assigned to one of four of these cells, only those respondents who said they were at least somewhat familiar with selenium were assigned to the Selenium benefits cell.

Respondents were shown all of the product statements belonging to a single benefit category. The order of presentation was randomized to control for order bias. Respondents were asked to evaluate the statements on the following measures:

- ❖ Purchase intent
- ❖ Intended frequency of purchase
- ❖ Believability
- ❖ Importance

- ❖ Uniqueness
- ❖ Overall liking
- ❖ Relative ranking (after all statements had been asked about)

The process of assigning benefit categories to respondents was randomized, ensuring that each of the five benefit categories was represented equally.

## Overview of Study Design

### *Methodology:*

The study was a 5-Cell Sequential Monadic Test. This means that each respondent was randomly assigned to a product claim group and was shown each claim in order one at a time. They gave their answers to each claim on all the measures before they went to the next product claim. Again, each respondent saw claims only in one group. The claims within each group were also randomly assigned to the respondent so everyone got the products in a different order.

### *Sample Target:*

The target audience was primary adult grocery shoppers who have purchased fresh mushrooms in the past 6 months.

### *Sample Size:*

The final sample was 1,428 individuals in the Random Sample, plus 254 Hispanics, distributed across the cells. There were 534 individuals who indicated they had familiarity with selenium and were assigned to the Selenium group.

### *Field Dates:*

The study was fielded between February 26 – March 12, 2004.

### Purchase Triggers

As indicated there were five different types of claims and within each type of claim a number of different specific product claims. Each of the types of the specific product claims that were tested are shown below.

#### 1. *Serving Suggestions*

- Use delicious sautéed mushrooms on your steak tonight.
- Make your favorite dish more special tonight with mushrooms.
- Use mushrooms in new delicious recipe attached on back.
- Don't forget to add fresh mushrooms to your bagged salad.
- Just add mushrooms to your eggs for a tasty start to the day.
- Mushrooms are perfect for stir fry and Chinese dishes.
- Mushrooms grow through peat moss. If some is visible simply brush off or rinse off for a clean and ready product. Do not rinse until ready to use however.
- Store in refrigerator, in paper bag if not pre-packaged or after package has been opened for extended shelf life (the paper absorbs moisture that harms the mushroom) for up to a week.
- Did you know you can buy six Portobello steaks for the price of one New York Steak?
- Mushroom-Cheese Grits – top with an egg for breakfast, a quick meatless lunch, or delicious side dish with meat...see bottom of package for recipe.

#### 2. *General and Diet Benefits*

- Fresh mushrooms are a low calorie, fat, saturated fat, cholesterol and sodium free food.
- Fresh mushrooms are a low carb food.
- Fresh mushrooms have only 3 carbs and are a low calorie, non-fat, sodium-free food.
- Fresh mushrooms uniquely fit recommendations of all diets including Atkins, Zone, South Beach and low fat regimens.

#### 2. *Meat Substitute Benefits*

- Fresh mushrooms are the perfect meat substitute....after you've met your daily protein requirement.
- Mushrooms are the man's way of occasionally going vegetarian.
- Mushrooms are the meaty vegetable.
- Mushrooms add meatiness back to vegetarian.
- Mushrooms are the low fat "other" white meat.
- Mushrooms add that hearty, meaty taste and texture back to meatless meals.
- 

#### 4. *General Nutrition Benefits*

- Fresh mushrooms are a good source of potassium.
- Fresh mushrooms have as much potassium as a medium banana.
- Fresh mushrooms are a healthy food.
- Fresh mushrooms are a good source of selenium.
- Fresh mushrooms are a good source of copper and niacin.

- Fresh mushrooms are a good source of vitamin D.

#### 5. *Selenium Benefits*

- Fresh mushrooms provide 100% of the RDA of selenium.
- Fresh mushrooms are an excellent source of selenium.
- Mushrooms are a good source of selenium. Selenium, an essential trace mineral, is needed for the proper functioning of the immune system.
- Selenium, an essential trace element, is necessary for a healthy reproductive system in men and women. Mushrooms are a good source of selenium.
- Selenium, an essential trace element, is essential for the production of active thyroid hormone, which regulates the body's use of energy. Mushrooms are a good source of selenium.
- Mushrooms are a good source of selenium, which may help maintain breast health.
- Mushrooms are a good source of selenium, which may help maintain a healthy prostate gland.
- Mushrooms are a good source of selenium, which may *help maintain a healthy digestive system* including the esophagus, stomach and colon.

### Measures of success

*Purchase Intent (Definitely would buy/probably would buy):*

Q: Based on the statement you just read, how likely do you think you would be to buy packaged fresh mushrooms for your household at your local store within the next month or so?

*Change in Desire to Purchase (Greatly increased desire/somewhat increased desire):*

Q: Please indicate to what extent the statement you just read changed how likely you would be to buy mushrooms within the next month?

*Importance of Idea (Extremely important/very important):*

Q: How important would you say the idea expressed by the statement you just read about mushrooms is to you?

*Believability of Statement (Extremely believable/very believable):*

Q: Thinking about the statement you just read, how believable do you think it is?

*Top 2 Ranking/Mean Ranking of Statement within Benefit Grouping (Ranked 1st/2nd/Ranked 1st/Mean Ranking):*

Q: Please indicate which statement you think best expresses this mushroom benefit by dialing in a "1," then dialing in a "2" for the next best statement and so until you have given a ranking to each of the [insert number of statements for benefit category] statements?

### **Summary results**

When you look at all five areas for product claims one conclusion can be drawn. Putting any one of the tested claims on a product is better than making no claims. Every claim showed some level of effectiveness. In fact the mushroom growers may be overlooking one of the very best forms of advertising or persuasion which is the product itself (ie the label and package).

While each of the key measures of performance is important one that will be the focus of this report is the difference between the “greatly increase my desire to buy” and “decrease my desire to buy.”

The following tables show the results of the test for each product and each measure of success. There is a summary of the results for each section but a perusal of the table to draw your own conclusions would be very useful.

## Meat Substitutes

**Summary results:** Consumer response to this concept appears to be the lowest of all the product appeals. Broadly speaking, the Meat Substitute benefits are among the least compelling exposed to the general population, as none generates a positive purchase disposition among much more than half the respondents. Of the six statements, only *the meaty vegetable* and *the low-fat, "other" white meat* compel as many as half the respondents to express a positive purchase interest in mushrooms based on them. Both of these benefits elicit definite purchase interest from a fifth of those exposed to them. None of the remaining Meat Substitute benefits generate purchase interest in mushrooms among more than two-fifths of those exposed, or definite interest in more than one sixth.

In terms of the key measure (Difference in desire to buy) all the measures are actually negative. However based on information from the Australian Mushroom Council it may appear that the wording may have had a negative impact on the interpretation.

	Add that hearty, meaty taste and texture back to meatless meals.	The meaty vegetable.	Add meatiness back to vegetarian	The low fat other" white meat"	The perfect meat substitute	The man's way of occasionally going vegetarian.
Base: Random Sample Exposed to Benefit Statement	221	221	221	221	221	221
	%	%	%	%	%	%
<b>MUSHROOM PURCHASE INTENT</b>						
Positive Purchase Intent	40	55	29	48	38	40
Definitely would buy	15	21	11	20	15	14
Negative Purchase Intent	24	14	32	11	22	19
<b>CHANGE IN DESIRE TO PURCHASE MUSHROOMS</b>						
Increased My Desire to Buy	24	38	16	33	17	23
Greatly increased my desire to buy	6	10	3	8	6	8
Did Not Affect Desire	56	52	53	54	68	62
Decreased My Desire to Buy	20	11	31	13	15	15
<b>IMPORTANCE OF STATEMENT</b>						
Extremely/Very Important (NET)	20	32	14	26	19	25
Extremely important	6	8	4	7	5	6
Not Very/ Not at all Important	53	39	72	39	60	48
<b>BELIEVABILITY OF STATEMENT</b>						
Extremely/Very Believable (NET)	26	49	23	40	27	32
Extremely believable	7	14	5	9	8	9
Not Very/Not at all Believable	42	23	48	25	27	29
<b>RELATIVE RANKING OF STATEMENT WITHIN GROUP (of category statements)</b>						
Ranked 1st/2nd (SUBNET)	31	59	18	43	16	32
Ranked 1st	10	38	7	27	4	14
Ranked 2nd	21	22	11	17	12	18
MEAN Ranking (Lower is better)	3.65	2.57	4.32	2.87	3.93	3.67



## General & Diet

**Summary results:** The two multi-dimensional General & Diet benefits show the most promise among the general population, being motivating and highly credible. The top two statements in this section scored at the highest levels of all statements in this survey with respect to importance, purchase intent and believability and were among the top 5 using the key measure previously described.

When the top two rankings are considered, there is very little to differentiate the two multi-dimensional – low carb, low calorie, no fat and sodium-free – benefits, as both receive 1st/2nd rankings among upwards of seven-in-ten respondents. Given that only a quarter of respondents rank a low carb food 1st or 2nd, it is quite likely that the low-carb aspect of mushrooms is not, in and of itself, the most compelling.

With respect to the key measure (Difference in desire to buy) there is little that negatively affects the consumer and all the claims had a positive value on the key measure. The two claims “low calorie” and “low carb” have identical values at a net +11% and they are both very believable with the low calorie claim being slightly more believable.

	A low calorie, fat, saturated fat and cholesterol, and sodium-free food.	Only 3 carbs and are a low calorie, non-fat, sodium-free food.	A low carb food.	Uniquely fit recommendations of all diets
Base: Random Sample Exposed to Benefit Statement	218 %	218 %	218 %	218 %
<b>MUSHROOM PURCHASE INTENT</b>				
Positive Purchase Intent	77	75	65	65
Definitely would buy	44	42	35	33
Negative Purchase Intent	2	1	5	6
<b>CHANGE IN DESIRE TO PURCHASE MUSHROOMS</b>				
Increased My Desire to Buy	42	41	26	30
Greatly increased my desire to buy	13	13	9	8
Did Not Affect Desire	56	57	70	66
Decreased My Desire to Buy	2	2	4	5
<b>IMPORTANCE OF STATEMENT</b>				
Extremely/Very Important (NET)	59	50	36	37
Extremely important	19	17	9	12
Not Very/ Not at all Important	17	21	33	37
<b>BELIEVABILITY OF STATEMENT</b>				
Extremely/Very Believable (NET)	83	84	77	77
Extremely believable	34	33	32	30
Not Very/Not at all Believable	2	1	2	5
<b>RELATIVE RANKING OF STATEMENT WITHIN GROUP (of category statements)</b>				
Ranked 1st/2nd (SUBNET)	70	74	24	32
Ranked 1st	47	32	6	15
Ranked 2nd	22	42	18	17
MEAN Ranking (Lower is better)	1.97	1.99	3.05	3

## Selenium

### Summary results:

Prior to looking at the results of the claims it is worth mentioning the relative importance and awareness levels of selenium to other nutrients. In the overall sample 37% of the respondents claimed to have at least some knowledge of selenium. It is not known however what they believe about it, only that they are at least aware of it. This should be compared to other less common nutrients, for example 43% had at least some awareness of lycopene, 53% of riboflavin, 69% folic acid, and 21% pantothenic acid. Of the more common nutrients Vitamin A had an 82% awareness level, Vitamin A an 89% awareness level and Vitamin C a 97% awareness level.

Of the people that claim to be somewhat or very nutritionally aware 84% are aware of selenium. There does seem to be a significant difference between the purchase rates of the people who are selenium aware and those who are not. Approximately 30% of the selenium aware consumers who purchase 2 or more packages of mushrooms on average while the no selenium awareness group have only 27% buying 2 or more packages on average. While 3% may not appear to be a significant difference it accounts for a significant volume of total mushrooms purchased on an annual basis. Also consider that the selenium aware group purchase slightly more mushrooms per occasion (.96 versus .93 pounds on each occasion) so it can be an attractive market for those consumers.

Even more striking is that of the selenium aware 15% of their group purchase mushrooms once a week or more often while only 11% of the non-selenium aware group purchase with that frequency. This is a significant difference for such a high frequency of purchase group.

Of all the product claims this is the one claim that must be considered in terms of the gender breakout in the Report 2. Clearly most of the claims are gender specific. Additionally as will be shown it should also be considered in terms of the total population. While all of the claims had little negative impact on desire to buy in the “selenium aware” sample and a positive value on the key measure, there was a net negative impact for this claim in the general population. Therefore since the product will be seen by all shoppers, it would be recommended that this type of claim be used in targeted advertising or in retailers such as Whole Foods, Trader Joe’s, or Wild Oats.

Three of the eight Selenium benefits have broad appeal among that third of the population who claim knowledge of selenium – *selenium is necessary for healthy reproductive system*, *fresh mushrooms have 100% of the RDA of selenium*, and *selenium helps maintain breast health*. Upwards of three-quarters express positive purchase interest in mushrooms based on each of these benefits, with generally two-fifths giving a definite commitment.

*Helps maintains a health digestive system and essential for production of an active thyroid hormone* are other benefits exhibiting moderately broad appeal among this population, with two-thirds expressing a positive, and one-third, a definite purchase interest in mushrooms based on them.

The first claim of reproductive health is one of the strongest claims with a net positive of 21%. However the more general claim of 100% RDA of selenium is not far behind.

	Necessary for a healthy reproductive system in men and women	Fresh mushrooms provide 100% of the RDA of selenium	Help maintain breast health	Maintain a healthy digestive system	Essential for the production of active thyroid hormone	Help maintain a healthy prostate gland	Fresh mushrooms are an excellent source of selenium	Needed for the proper functioning of the immune system
Base: Random Sample Exposed to Benefit Statement	534	534	534	534	534	534	534	534
	%	%	%	%	%	%	%	%
<b>MUSHROOM PURCHASE INTENT</b>								
Positive Purchase Intent	78	77	76	69	67	65	64	63
Definitely would buy	41	40	38	34	33	33	34	34
Negative Purchase Intent	1	2	2	5	3	4	7	8
<b>CHANGE IN DESIRE TO PURCHASE MUSHROOMS</b>								
Increased My Desire to Buy	60	60	58	52	45	40	40	45
Greatly increased my desire to buy	22	19	20	19	14	11	13	16
Did Not Affect Desire	38	37	39	44	53	58	54	49
Decreased My Desire to Buy	1	3	2	4	2	2	6	6
<b>IMPORTANCE OF STATEMENT</b>								
Extremely/Very Important (NET)	67	62	61	59	50	44	44	52
Extremely important	24	23	21	23	16	13	15	19
Not Very/ Not at all Important	8	8	10	14	13	16	29	25
<b>BELIEVABILITY OF STATEMENT</b>								
Extremely/Very Believable (NET)	68	63	63	50	66	65	55	57
Extremely believable	20	17	18	16	19	18	15	16
Not Very/Not at all Believable	3	3	4	9	3	2	9	8
<b>RELATIVE RANKING OF STATEMENT WITHIN GROUP (of category statements)</b>								
Ranked 1st/2nd (SUBNET)	46	24	27	15	37	28	13	10
Ranked 1st	25	13	12	4	23	14	5	3
Ranked 2nd	20	12	15	10	14	14	8	7
MEAN Ranking (Lower is better)	2.95	4.33	3.78	5.14	4.46	4.95	4.91	5.49

## Serving Suggestion

**Summary results:** The Serving Suggestion tips are generally not especially compelling as only one of the ten elicits positive purchase intent among more than two-thirds, and definite purchase intent among more than a third of the respondents exposed. It is important to note that while not a strong purchase intent they are very believable. “Use sautéed mushrooms on your steak tonight” is by far the strongest of these tips, with roughly three-quarters expressing positive purchase intent and three-eighths a definite purchase intent for mushrooms based upon this tip.

The other tips generating moderate levels of purchase interest are “perfect for stir-fry and Chinese dishes” and “don’t forget to add to bagged salad,” with each generating a positive mushroom disposition among three-fifths of those exposed, and definite commitments from upwards of a quarter of those exposed. Also note that bagged salads were very believable and had a positive score on the key measure of 11%. It might appear from previous research that this is more of a location issue than a product reminder issue.

The “steak” claim also has the highest key measure with a positive net +17%. There did seem to be a reasonable response to “recipes on back” which reinforces previous research. This claim had a positive net +8%. It also appears that the use of a statement about “the peat moss” has a very negative impact. This claim had a negative net -20% which was about the worst of any claim. It appears that informing the consumer of the materials should not be done on the package or the mushrooms should be washed with no need to explain.

This section of the claims analysis is a good example of why the reader should examine the data individually and not rely solely on the summaries. Look at the example of the claim “don’t forget to add to bagged salad.” It has a lower Positive Purchase Intent and a lower net desire to purchase score than the “steak” claim. However an examination of the Importance score indicates that it has the highest score of 69 on this measure while the “Use sautéed mushrooms on your steak tonight” has a score of 50. It was also the second highest average ranked claim. Of equal importance is that it was a very believable claim with the second highest believability score.

This suggests to the authors that if the grower for some reason is not able or does not want to make a “steak claim” or has the ability with the retailers to get close proximity to the salads on the shelf, a salad product claim could be very effective. The use of this data involves not just following it in a rote manner but having the growers blend the results into their individual strengths and weaknesses. A number of different growers may examine this data and decide to execute product claims in a different manner.

	Use delicious sauteed mushrooms on your steak tonight.	Store in refrigerator, in paper bag if opened for extended	Mushrooms are perfect for stir-fry and Chinese dishes.	Make your favorite dish more special tonight with mushrooms .	Don't forget to add fresh mushrooms to your bagged salad.	Use mushrooms in new delicious recipe attached on back.	Mushrooms grow through peat moss: simply brush or rinse it off for a clean and ready product.	Just add mushrooms to your eggs for a tasty start to the day.	Mushroom-Cheese Grits: top with an egg for breakfast,	Did you know you can buy six Portobello steaks for the price of one New
Base: Random Sample Exposed to Benefit Statement	229	229	229	229	229	229	229	229	229	229
	%	%	%	%	%	%	%	%	%	%
<b>MUSHROOM PURCHASE INTENT</b>										
Positive Purchase Intent	73	55	62	43	62	59	49	56	28	32
Definitely would buy	38	21	27	15	29	19	21	23	10	8
Negative Purchase Intent	3	12	10	22	6	4	14	7	40	25
<b>CHANGE IN DESIRE TO PURCHASE MUSHROOMS</b>										
Increased My Desire to Buy	56	45	40	33	45	49	14	38	19	28
Greatly increased my desire to buy	19	10	10	7	16	10	3	7	6	7
Did Not Affect Desire	41	47	54	50	49	48	63	59	45	56
Decreased My Desire to Buy	2	7	6	17	5	2	23	3	37	17
<b>IMPORTANCE OF STATEMENT</b>										
Extremely/Very Important (NET)	50	30	38	24	69	34	30	29	17	23
Extremely important	19	10	12	7	34	10	10	9	6	4
Not Very/ Not at all Important	18	31	28	41	10	25	34	28	55	48
<b>BELIEVABILITY OF STATEMENT</b>										
Extremely/Very Believable (NET)	85	67	78	60	79	68	75	59	42	52
Extremely believable	35	15	30	17	26	19	25	16	12	10
Not Very/Not at all Believable	2	10	3	11	5	1	2	8	24	17
<b>RELATIVE RANKING OF STATEMENT WITHIN GROUP (of category statements)</b>										
Ranked 1st/2nd (SUBNET)	51	17	15	10	27	26	9	26	9	10
Ranked 1st	39	6	5	-	18	10	1	10	6	4
Ranked 2nd	12	11	10	10	8	16	8	15	3	6
MEAN Ranking (Lower is better)	3.25	5.16	5.26	5.76	5.12	4.34	7.12	4.25	7.86	6.88

## General Nutrition

**Summary results:** Four of the six General Nutrition benefit statements generate positive mushroom purchase interest in upwards of two-thirds of those exposed to them. The potassium-related benefits, mushrooms are a healthy food and are a good source of vitamin D are the most compelling of these benefits. Both the potassium-related benefits – have as much potassium as a medium banana or are a good source of potassium – generate a positive purchase inclination towards mushrooms among nearly three out of four respondents and a definite purchase intent among 37%.

Healthy food and good source of vitamin D achieve positive purchase intent levels among about two-thirds, and definite purchase intent among one third of those exposed. Of particular note is that the only selenium statement exposed to the general population, which closely matches one of the basic selenium statements shown only to those claiming selenium knowledge – mushrooms are a good source of selenium – was the least compelling of these General Nutrition benefits. Fewer than half the respondents express a positive mushroom purchase intent, and 18% a definite purchase intent based upon this benefit, levels which are roughly two-thirds as high as the comparable benefit among the selenium knowledgeable.

The claim with the highest key measure was “Medium banana” with a net + 14% and “good source of potassium” with a net +12%.

There are some findings related to purchase rates and nutritional knowledge and awareness that offer some insight into the use of this claim. For example the respondents who claimed to have above average nutritional knowledge had one of the highest purchase rates of 2 or more packages on average at 30% versus 27% for the overall population. Additionally the most nutritionally aware buy 1.36 pounds per occasion versus 1.28 pounds per occasion for the non-nutritionally aware.

Also note that the purchase frequency for the nutritionally aware group is higher in the highest purchase rate category with 15% of their group purchasing mushrooms once a week or more often while only 11% of the non-nutritionally aware group purchase with that frequency. This is a significant difference for such a high frequency of purchase group. The difference is even higher for the purchase category of once a month or more often with 53% of the nutritionally aware group claiming to purchase that often and 46% of the non-nutritionally aware claiming that frequency.

	Fresh mushrooms have as much potassium as a medium banana.	Fresh mushrooms are a good source of potassium.	Fresh mushrooms are a healthy food.	Fresh mushrooms are a good source of vitamin D.	Fresh mushrooms are a good source of copper and niacin.	Fresh mushrooms are a good source of selenium.
Base: Random Sample Exposed to Benefit Statement	226 %	226 %	226 %	226 %	226 %	226 %
<b>MUSHROOM PURCHASE INTENT</b>						
Positive Purchase Intent	74	71	70	66	58	43
Definitely would buy	38	37	35	32	25	18
Negative Purchase Intent	3	3	2	3	6	6
<b>CHANGE IN DESIRE TO PURCHASE MUSHROOMS</b>						
Increased My Desire to Buy	54	46	34	37	29	16
Greatly increased my desire to buy	15	12	8	7	7	3
Did Not Affect Desire	45	54	65	63	67	79
Decreased My Desire to Buy	1	-	1	-	4	5
<b>IMPORTANCE OF STATEMENT</b>						
Extremely/Very Important (NET)	52	49	46	41	29	18
Extremely important	18	19	14	9	8	5
Not Very/ Not at all Important	15	16	14	19	31	46
<b>BELIEVABILITY OF STATEMENT</b>						
Extremely/Very Believable (NET)	64	65	77	60	54	41
Extremely believable	16	15	26	12	14	8
Not Very/Not at all Believable	5	2	2	2	6	5
<b>RELATIVE RANKING OF STATEMENT WITHIN GROUP (of category statements)</b>						
Ranked 1st/2nd (SUBNET)	66	52	54	20	5	2
Ranked 1st	30	19	46	3	1	-
Ranked 2nd	36	33	9	17	4	2
MEAN Ranking (Lower is better)	2.32	2.54	2.64	3.61	4.67	5.23

## **Conclusions**

There are no simple conclusions that can be drawn from such a comprehensive research study. In fact this study added to the general knowledge of mushroom users as well as providing insights into the specific product issues.

Two general conclusions can be reached. Something on the product is better than nothing (or just the company name). Just like all the other research studies done both by the Mushroom Council and other research groups, Convenience and Nutrition are still the most highly valued benefits.