

WRAP-UP OF THE DAY

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MAPP - RESEARCH ON VALUE CREATION IN THE FOOD SECTOR
DEPARTMENT OF MANAGEMENT
AARHUS UNIVERSITY

26 FEBRUARY 2018

KLAUS G. GRUNERT
PROFESSOR



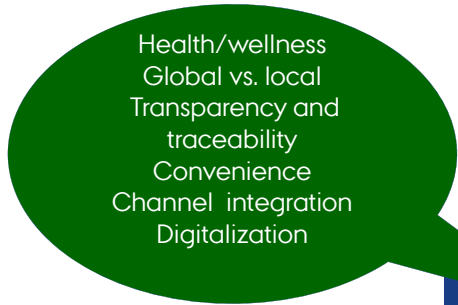
Understanding the market



Dealing with the market



Marketing is not about
making people buy what
you want to sell.....



Understanding the market

Universals
 Culture
 Lifestyle
 Consumer behaviour



Dealing with the market

Branding
 Products
 Export channel
 Communication

Rules and principles for eating

Understanding the market

Universals
Culture
Lifestyle
Consumer
behaviour



Dealing with the market

Branding
Products
Export channel
Communication

How food creates meaning in our life

- Innovation
- Involvement
- Responsibility

Understanding the market

Universals
Culture
Lifestyle
Consumer
behaviour



Dealing with the market

Branding
Products
Export channel
Communication

Understanding the market

Dealing with the market

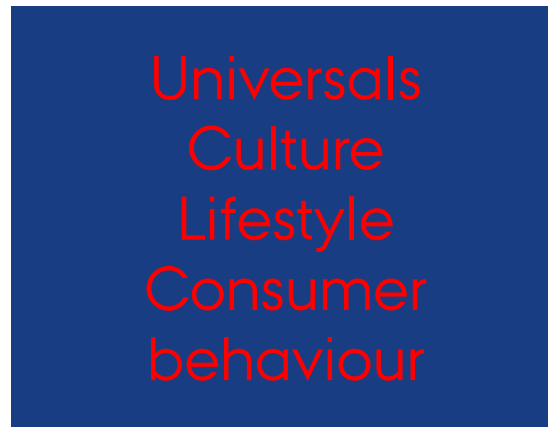
Universals
Culture
Lifestyle
Consumer
behaviour



Branding
Products
Export channel
Communication

Decision-making
when product benefits
are largely intangible
and require trust

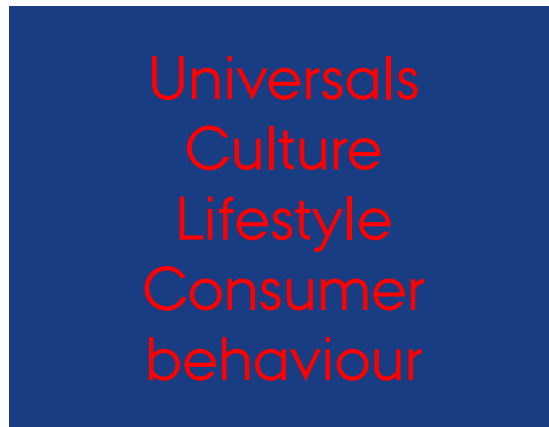
Understanding the market



Dealing with the market



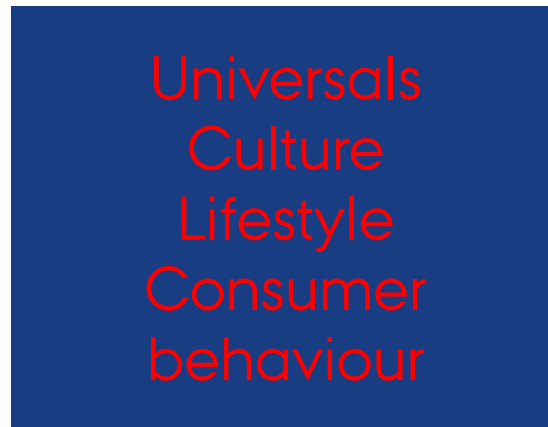
Understanding the market



Dealing with the market



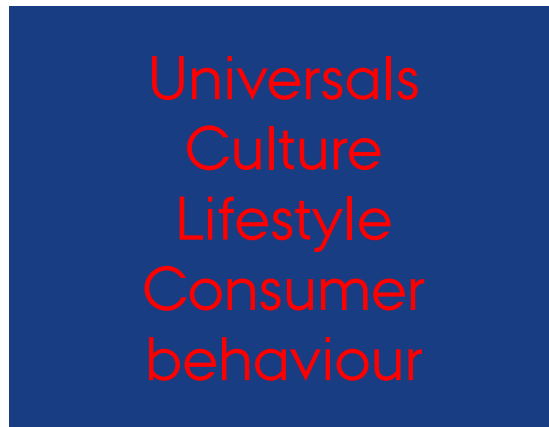
Understanding the market



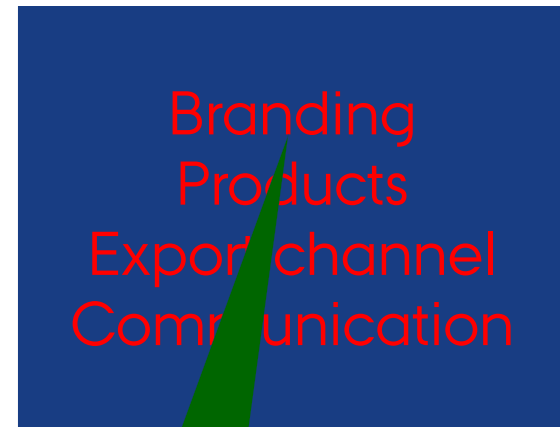
Dealing with the market



Understanding the market

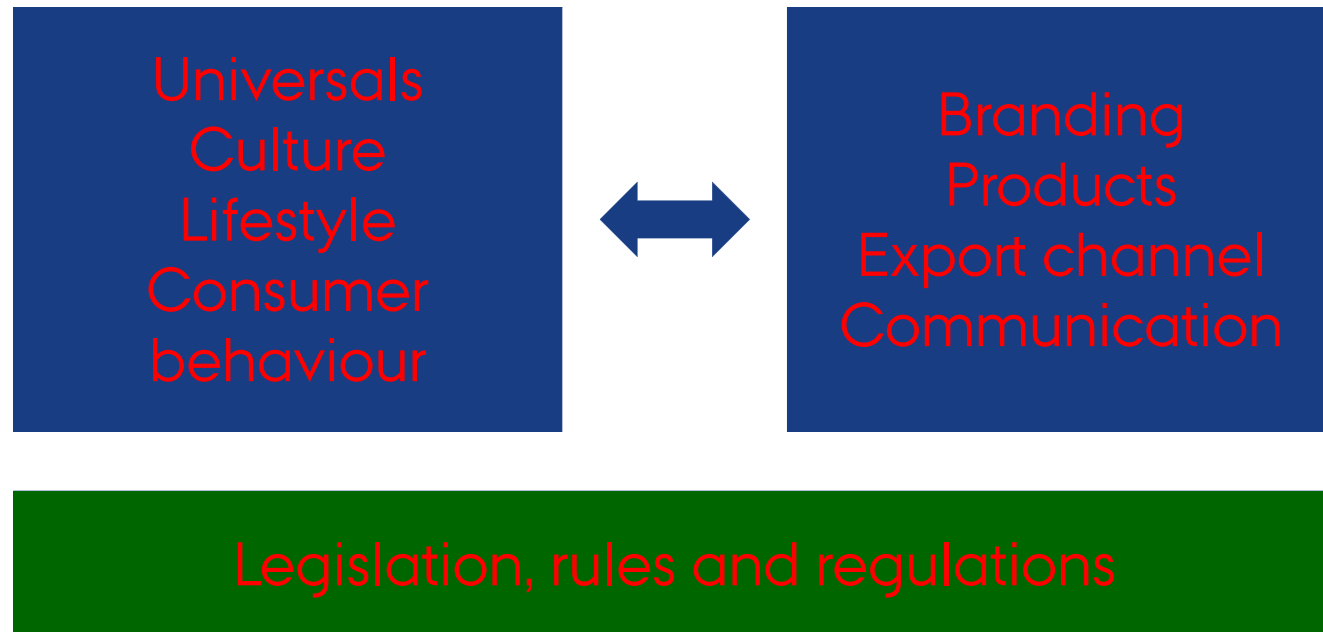


Dealing with the market



Understanding the market

Dealing with the market



Thank you and see you
next year!



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MAPP CONFERENCE
DECEMBER 4, 2018

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