

Chickpea Consumption in India

Consumer Market Trends

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My Research

- Taste is not the only driver*
- Taste is not as important for some cultures
 - Spiking experiments
- The taste-health continuum is changing...fast
 - Self-report between 2006 and today



Current Project

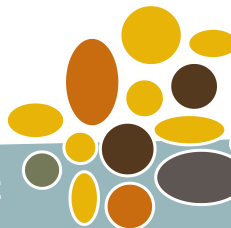
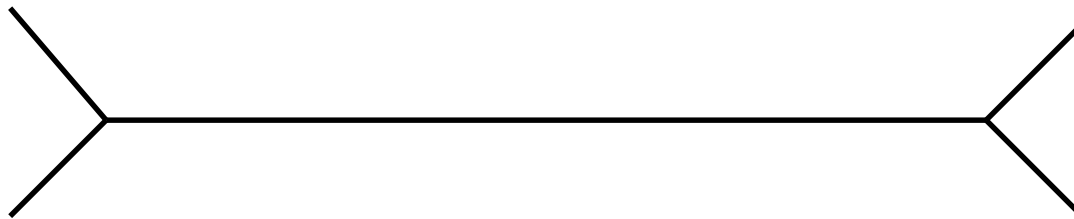
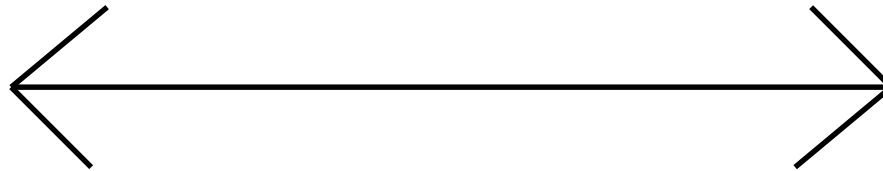
- Indian attitudes, purchasing, consumption
 - Psychographics
- Qualitative interviews, ethnographic research
- Quantitative survey (population sample)



Health Message



Perceptual Illusions





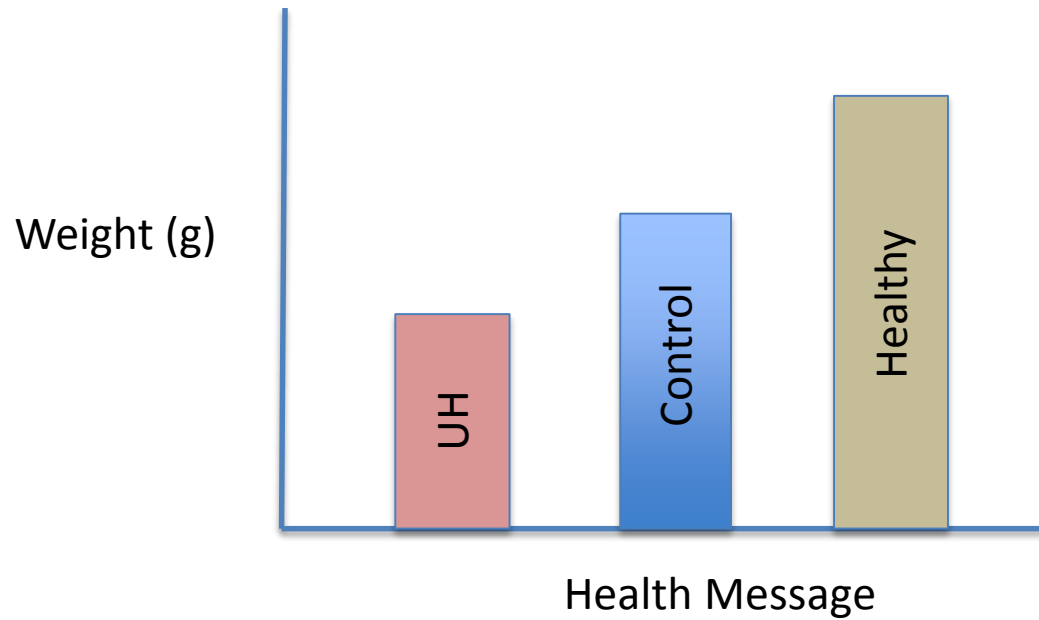
Health Message

- Design
 - 3 groups, control, healthy msg, unhealthy msg
 - Measured personality and other variables
 - Plate of cookies weighing 500g
 - Weighed the plate at the end





Health Message



Indian Attitudes

- Differ between regions (all regions pop+)
- Deep cultural and historic connection with chickpeas



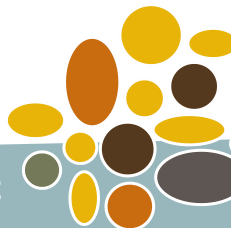
Participant Example (North)



Buying Behaviour



Buying Behaviour



Buying Behaviour



Buying Behaviour



Buying Behaviour



Buying Behaviour



Hyper Market



Hyper Market



Store



The Future

- India net importer of chickpeas
- Production deficit difficult to predict ...
- Increased competition (esp Tanzania)
- Australia had a good reputation pre-consumer
- Enormous appetite for chickpeas, both traditional and innovation
- Convenience, reliability (packed), price



Questions ?

Thanks to
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