

## Investigating consumer preferences (WTP) for oat milk – Does German origin provides a premium?

### **Background:**

Plant-based milks are gaining popularity and oat milk has taken a leading role in this market segment in Germany, while its market performance in other EU countries is strong as well<sup>1,2</sup>. However, consumer behavior in relation to this fast-emerging product is not sufficiently understood.

### **Objective:**

This thesis should contribute to better understanding of consumer behavior with respect to oat milk consumption by investigating relevant consumer and product features. Furthermore, oats, unlike other popular plants used in production of milk substitutes such as rice, almond or soy, are grown in Germany in substantial quantities<sup>3</sup>. Therefore, the role that the origin plays in consumer choices should be integrated in the research and is therefore included in the proposed working title.

### **References:**

1. <https://vegconomist.de/markt-und-trends/der-pflanzenbasierte-markt-floriert-wachstum-in-deutschland-um-97-innerhalb-der-letzten-2-jahre/>
2. <https://smartproteinproject.eu/market-research/>
3. <https://www.agrarheute.com/markt/marktfruechte/hafermilch-boomt-haben-bauern-davon-582017>

### ***Suggested literature for getting started:***

1. Arora, R.S., Brent, D.A. and Jaenicke, E.C., 2020. Is India ready for alt-meat? Preferences and willingness to pay for meat alternatives. *Sustainability*, 12(11), p.4377.
2. Pandey, S., Ritz, C. and Perez-Cueto, F.J.A., 2021. An Application of the Theory of Planned Behaviour to Predict Intention to Consume Plant-Based Yogurt Alternatives. *Foods*, 10(1), p.148.
3. Newman, C.L., Turri, A.M., Howlett, E. and Stokes, A., 2014. Twenty years of country-of-origin food labeling research: a review of the literature and implications for food marketing systems. *Journal of Macromarketing*, 34(4), pp.505-519.