

UNDERSTANDING AMERICA'S
LOW-INCOME CONSUMERS

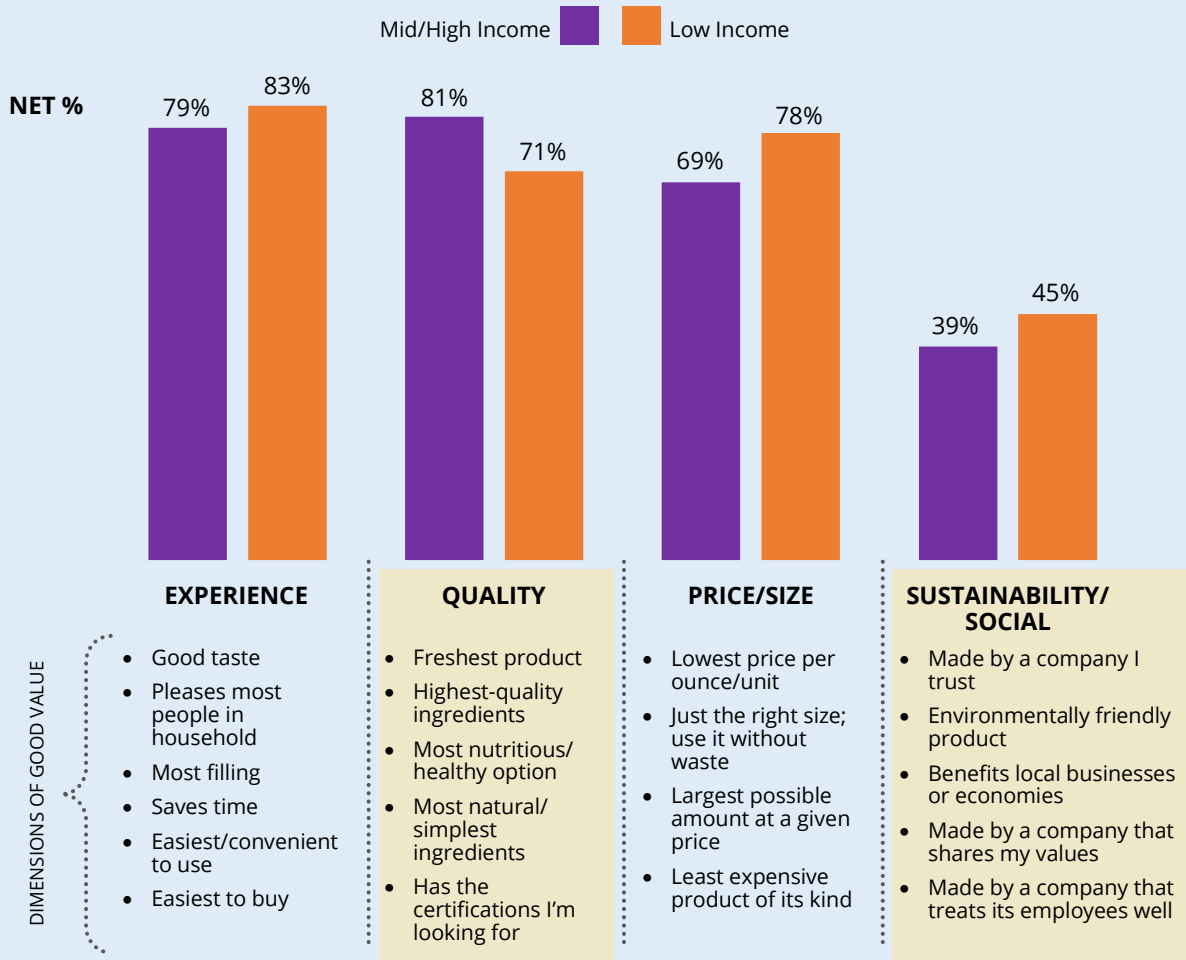
shopping & savings
strategies



consumer-defined
dimensions of
"GOOD VALUE"

Consumer definitions of value drive their purchasing; these definitions take into account consumer needs as well as cultural and personal values. Principal factor analysis identified **four factors** or themes among the list of potential meanings of "good value" and then identified which meanings comprise each theme. The four factors are: **Experience, Quality, Price/Size** and **Sustainability/Social**.

WHICH OF THESE MAKE A FOOD OR BEVERAGE A "GOOD VALUE" TO YOU?



Hartman's POV: Low-income consumers show the same range of purchase drivers as other consumers, spanning considerations from experience and convenience to quality, price and size, and sustainability and social benefits. They work to balance their values with their more limited means.

Source: The Business of Thrift: Understanding Low-Income and Value-Oriented Consumers report