

# Food and Agricultural Products Center



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## Consumer Perceptions of MIO Initiative

STILLWATER, Okla. – The Made In Oklahoma Coalition and the Food and Agricultural Products Research and Technology Center conducted a random household survey of Oklahoma consumers to measure the effect of media promotions on consumers' perceptions of Made In Oklahoma.

In Fall 2002, 615 households were surveyed via telephone; 205 from the Oklahoma City Metropolitan Statistical Area, 205 from the Tulsa MSA and 205 from rural counties in Oklahoma, said Corey Stone, Center business planning and marketing associate.

“Subjects were asked questions regarding where they shopped, who did the shopping, age, household income, education level, children in the household and, of course, awareness and perceptions of MIO products,” Stone said.

The survey was administered by the Bureau for Social Research at Oklahoma State University and focused on two main aspects of the consumer's disposition toward MIO products, which included the awareness of MIO products in the consumer's local grocery store and the likelihood of an Oklahoma consumer to purchase a product over a competing brand simply because that product was made in Oklahoma. The survey relied on the consumers' ability to recall different MIO advertising mediums used in the state.

The total population most frequently had seen television advertisements, 31.1 percent; followed by in-store displays, 26.1 percent; Wednesday grocer inserts, 19.2 percent; newspaper articles, 18.1 percent; and radio advertisements, 12 percent.

“When examined by geographical area, the order of frequency was consistent; however, television observations were more prominent in the Oklahoma City MSA than the Tulsa MSA and remaining counties,” Stone said. “Radio was less frequently observed in the Tulsa MSA than the remaining counties and the Oklahoma City MSA.”

Respondents also were asked what they remembered most about these advertisements. Most respondents remembered the Made In Oklahoma phrase or logo.

Furthermore, 55.7 percent of Oklahoma City MSA consumers reported seeing MIO products in their stores. However, 43.8 percent of Tulsa MSA and 44.3 percent of remaining counties respondents were less aware of MIO products in their stores. Likewise, on a statewide basis, respondents were more likely not to have seen MIO products in their store.

“When respondents were asked if they would be more likely to buy products made in Oklahoma; overwhelmingly, they said yes,” Stone said. “Statewide, respondents were more likely to buy a Made In Oklahoma product by 2-to-1. The response was strongest in the rural counties, followed by the Tulsa and then the Oklahoma City MSAs.”

Respondents also were asked what they felt makes a Made In Oklahoma product superior to other brands. Examples of frequent responses included “made here at home,” “better quality” and “fresher.”

The Oklahoma consumer's desire to purchase a MIO product over a competing brand is highly affected by

promotion. Stone said the combined effects of television and radio and that of radio coupled with in-store displays also were very significant.

“News articles and advertisements outside the Wednesday inserts seemed to have no marked effect, even when combined with other media,” he said. “This seems to suggest that the most effective approach to persuade Oklahomans to buy MIO products is to concentrate on television and radio, and reinforce this with point-of-purchase advertising.”

In addition, female respondents were much more likely to buy MIO products, and to have seen those products in their local grocery, Stone said.

Income also was a significant factor in predicting whether a consumer would be more likely to purchase a MIO product, although no specific income group as defined by the study could be identified as having the greatest inclination toward MIO.

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Following are some significant correlations between media and respondent demographics found during the survey:

- Respondents age 46 to 55 were more likely to recall newspaper advertising than those over 75.
- Respondents with children living at home were less likely to recall radio advertisements.
- Technical school graduates were less likely to recall television advertisements.
- Respondents with any college experience were more likely to have seen newspaper articles than those that had not graduated high school.
- Females were more likely to recall newspaper advertising than males.

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