

Improving smallholder farmer incomes through strategic market development
in mango supply chains in southern Vietnam

Mid Term Review
July 2021

Activity:

A2.3

Title:

Social media & consumer sentiment study - Australia

Team:

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Implementing Agency



SIAEP



Funding Agency



Australian Government
Australian Centre for
International Agricultural Research

Activity: A2.3

Social media & consumer sentiment study - Australia

Focus

- ▶ To understand consumer sentiment to fresh fruit and vegetables in Australia in pre and post COVID-19 periods.

Research questions

- ▶ What are the marketing innovations and options to overcome selected barriers to competitiveness in fresh and processed mango trade?
- ▶ What role can new media play in delivering an enhanced return for effort and understanding in domestic and export markets?



Achievements/outputs

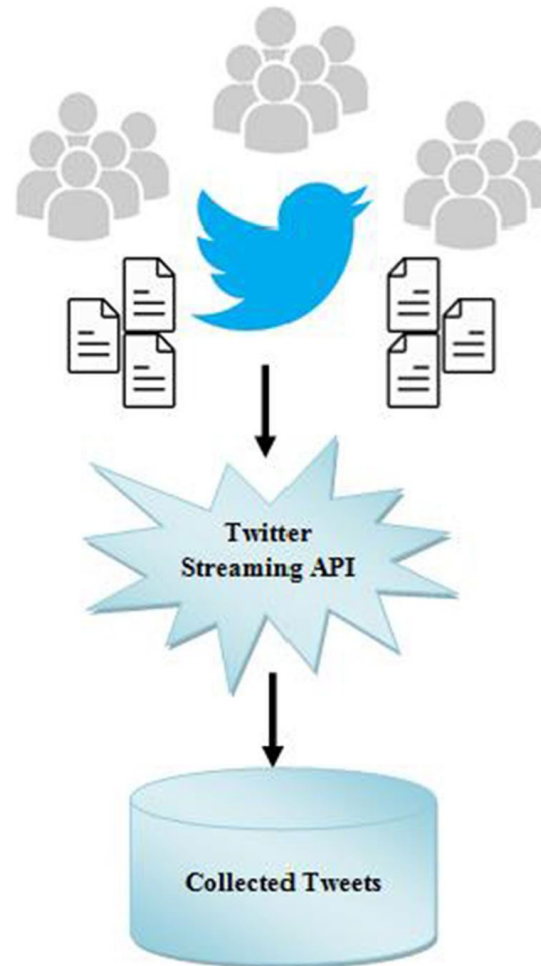
The final outputs will provide key insights into AU consumer sentiments & attitudes towards fruits and vegetables

- ▶ Constructs included
 - ▶ Buying channels – online, hybrid, offline
 - ▶ Food safety – trust & satisfaction, behaviours, packaging & protections
 - ▶ Concerns – country of origin, chemicals, healthiness, freshness
 - ▶ Sustainability – food waste, environmental consciousness
- ▶ Tweets containing the specified keywords from 20 March 2019 to 20 March 2021 have been collected in greater Sydney and Melbourne
- ▶ Topic modelling and sentiment analysis will be used to analyze the text data



Capacity Building

- ▶ Further developed skills in research data collection and analysis
- ▶ Research development for PhD researcher
- ▶ Developed a text data analysis model for evaluating Australian consumer fresh fruit and vegetable purchasing and consumption behaviours
- ▶ Future – development of the approach will be extended to VN research team partners



- ▶ Alec Zuo
- ▶ Weidong Fang
- ▶ David Tang
- ▶ Sara Thaichon
- ▶ Park Thaichon
- ▶ Robin Roberts

Source: Mohbey 2019

Lessons learnt

What worked well:

- ▶ The research team collaborate well and work efficiently on agreed milestones
- ▶ Twitter API is a convenient tool to collect social media data
- ▶ One month subscription of Twitter API enables data collection for greater Sydney and Melbourne
- ▶ A large number of tweets have been collected, which enables in-depth analysis



What could be changed or improved next time:

- ▶ Facebook may be used in addition to Twitter (March 24 2021, Facebook released Analytics API for researchers studying Facebook Page data)
- ▶ A representative online survey across Australia may be used to cross-validate the findings from social media data

Pathway to completion

July '21 – March '22

- ▶ Conclude AU pilot study
- ▶ Undertake aligned pilot studies in Hong Kong and Vietnam to examine, and, compare and contrast consumer sentiments to purchasing fresh produce
- ▶ Present all findings at the annual workshop in Nov '21

Future Opportunities

- ▶ Undertake regional tracking studies to understand changes in consumer sentiment and purchasing behaviours towards food and in particular fresh produce in a post COVID-19 environment
- ▶ Explore the effectiveness of social media as a direct marketing tool for smallholder farmers in VN
- ▶ Integrate social listening with traditional research methods to gather more in-depth market intelligence and enable comparisons between different markets.

