

# Events



## MRIA Alberta Chapter Event

# Student Research Presentations

## Concordia University of Edmonton

Join the MRIA at Concordia University of Edmonton for two thought provoking student research presentations featuring new insights into attitudes and behaviours of today's consumers. Two research teams in the Mihalcheon School of Management will present their approaches and findings in this lively and interactive session.

### **Brand vs. No-Brand: Consumer Purchase Decisions**

*Research Team: Angela Savitri and Zeena Cadili*

A survey among 85 Canadians shows brands influence purchase of personal products, outerwear and vehicles. As for product characteristics, quality influences purchase for food, beverage and household appliances, Personal Image for outerwear and Loyalty for personal products and innerwear. The findings imply branded items are purchased for visibility but quality is more important for health and durability.

### **Do Food Labels Matter to Consumers?**

*Research Team: Patricia Eklund*

Do food labels matter to consumers? A survey among 143 Canadians shows higher concern for information on nutrition than production. Sugar, calories and saturated fat were the three highest concerns. Production information wise, respondents were most concerned with locally grown followed by country of origin, natural and organic but not animal welfare.

**Date:** Friday, April 22, 2016

**Time:** 3:30pm to 5:00pm

**Location:** Room HA 206, Hole Academic Building  
Concordia University of Edmonton, 7128 Ada Boulevard, Edmonton T5B 4E4.

*Lots of parking space available on site.*

**Cost: FREE**

Advanced registration is required. For more information, and to register, please visit the MRIA Alberta Chapter Events Page at:

<http://mria-arim.ca/chapters/alberta-chapter/alberta-chapter-events>.