

A STUDY OF THE LINEAR RELATIONSHIP BETWEEN AGE AND CANNABIDIOL (CBD) AWARENESS AND USAGE

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ABSTRACT

The Cannabidiol (CBD) industry is set to explode in sales in the next four years, and this growth has major implications for the food industry, especially for retailers and consumer goods companies. This research was performed to address the knowledge gap of whether there is a linear relationship between age and CBD awareness and willingness to try CBD. In this research, we distributed a survey that gathered demographic and behavioral responses from customers relating to awareness and willingness to try CBD. The survey was sent to a quota sampling group, in order to study a spread of age groups. Our hypothesis was individuals above 30 hold a lesser overall awareness of CBD than individuals under the age of 30. In this research, we were able to reject the null hypothesis, and therefore accept the alternative hypothesis that there is a linear relationship between age and CBD awareness and willingness to try CBD. Future replications of this study will need to strive for a stronger dispersion of ages, as well as reach a higher respondent level.

KEYWORDS: *Cannabidiol, CBD, Cannabis, Food Marketing*

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