

Marketing Hemp: A Qualitative Exploration of Hemp Product Labeling Perceptions of Undergraduate Students at a Land-Grant University

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Introduction

- Following the *2018 Farm Bill*, expanded hemp cultivation in Louisiana will increase undergraduate interaction with the hemp products (Rampold et al., 2021).
- Prior literature has shown positive correlation between students' knowledge of hemp following an educational campaign (Coclosure et al., 2020).

Theoretical Framework

- The heuristics information processing theory served as the framework for this investigation (Chaiken, 1980).
- Ethical perceptions, values, and label design functioned as the heuristic conditions for this study.

Findings

- Of the 154 participants, 132 (85.51%) selected label one, while 22 (14.29%) chose label two.
- Coding cycles identified three distinct themes related to participants processing factors when selecting the first label:

Theme One:
Apprehension

Theme Two:

Negative Stereotype

Theme Three:

Professionalism

Label One



Label Two



Methodology

- The study utilized an interpretive qualitative approach (Merriam & Tisdell, 2015).
- Data was collected through Qualtrics during the spring of 2021.

Conclusions / Recommendations

- We recommend hemp educational campaigns account for processing methods when designing materials.
- Further research should continue to explore undergraduates' perceptions and knowledge of hemp cultivation.