

## Shopper Insights

### *Gaining value from an online approach*

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Solution Highlight



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### WELCOME ONLINE!

Consumer and shopper surveys have always been at the centre of manufacturers' and retailers' market research strategies, underlining products' failure or success and uncovering the drivers of profitability and growth from a consumer's point of view.

For many years SymphonyIRI Group has invested in the tracking and analysis of all the stages and processes that influence or drive consumer behaviour and affect purchasing decisions.

We are focusing on shopper behaviour in all significant decision making stages, starting from the initial emergence and realisation of a need, to the awareness of a set of possible solutions, the recognition of a few more profitable alternatives, the effect of various promotional and merchandising efforts in this decision making process and the final selection and acquisition of products and brands. **Therefore, we are approaching the consumer as a shopper, a buyer and a final user of the products in question.**

### WHY INTEGRATE ONLINE SURVEYS IN YOUR SHOPPER STUDIES?

Today people are becoming more and more familiar with the use of the internet as a basic educational, informational, professional and recreational tool.

In France only, internet penetration has risen by 50% over the last five years, with internet users making up 75% of the overall population. At a commercial level, over 85% of the world online population has used the internet to make a purchase, increasing the market for online shopping by 40% in the past two years.



Social media is also becoming more important and influential, as social media sites represent the most personal and interactive online communication channel.

Therefore, tracing, tracking and interviewing consumers online, with the assistance of online consumer panels (with high penetration and broad coverage), has become an indispensable research solution, which is fully complementary to the traditional ones.



### WHAT IS THE ADDED VALUE OF AN ONLINE APPROACH?

Just think of the following:

- **What if you need very large samples for granular insights and budget is constrained?** Is there a way to overcome the potentially high cost of face to face interviewing?
- **What if you want to get the flexibility of running frequent surveys at the best cost control** to get a comprehensive view of your shoppers at anytime and anywhere?

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- **What if you need to interview shoppers who only belong to a specific target group?** The characteristics and behaviour of online survey groups are often already identified before the survey starts.

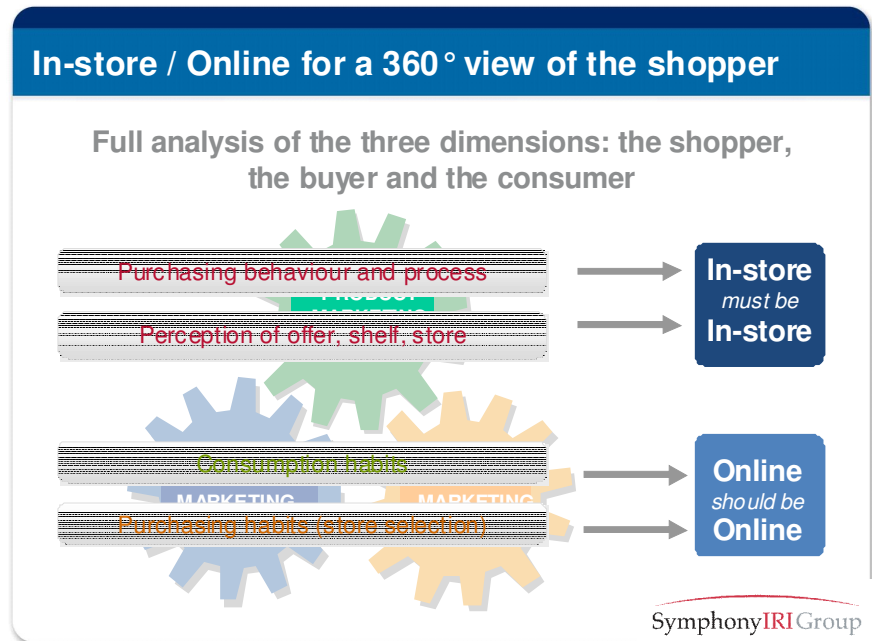
**Online surveys reduce shopper study costs by 40% and data collection time by 60%**

SymphonyIRI's online survey approach is an additional option to onsite activity. By meeting the buyer in-store and interviewing the shopper and the end user in their home environment, we provide a deep dive analysis of your shopper landscape.

### A UNIQUE 360° SHOPPER VIEW OFFERING

SymphonyIRI provides you with this unique 360° approach of the shopper in **three dimensions: the shopper, the buyer and the consumer.**

You have followed your shoppers on their journey from home, en route to the store and at the point of purchase.



You have understood their decision making criteria and the reasons affecting purchase or non-purchase.

You have observed and explored their behaviour under real life conditions.

Finally, you have realised how to influence their in-store purchasing decisions and further grow your brand.

### WHAT'S CHANGING NOW?

In order to respond to your own request for cost and time efficiency, we are splitting the above approach into in-store observations and interviews, and online surveys.

You can therefore speed up the overall process by gaining online, valuable insights on consumers' beliefs and expectations from your brand, products and category.

You can accurately assess trends and shifts in their stated needs and perceptions and recognise the factors that predetermine their brand perception with a much faster turnaround time.

Thanks to our dynamic and international online consumer panels, **you can easily determine the size of your samples and gain cost efficiency while simultaneously**

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**decreasing the time it takes to get results.**

The above insights, combined with in-store observations, will allow you to gain a 360° view of all the key factors that impact your business, while gaining more control of your budget.



### HOW IS THIS ACHIEVED IN PRACTICE?

In-store shopper interviews are recommended to understand the impact and the effect of for instance in-store promotions or product launches on the consumers' decision making process. This analysis enables us to identify levers and their impact in stores. You can then optimise your marketing mix strategy.

With in-store observations you can track and assess **the way your shoppers react to different shelf arrangements, assortments or in-store displays.**

In-store shopper studies can also **track and record the time consumers spend in the category, handling your products and examining alternative options.**

### WHEN DO WE SUGGEST AN ONLINE APPROACH?

- To understand consumers' needs, desires and expectations for specific products or entire categories, also in combination with qualitative methodologies
- To understand and evaluate their perception, definition and segmentation of the shopping universe, also in combination with qualitative methodologies
- To assess the factors affecting their choices before entering the store and their consumption patterns and rituals
- To measure the level of loyalty towards specific brands and the factors that motivate them to switch towards the competition
- To understand and evaluate store selection criteria and the way these might fluctuate according to the various shopping missions



### WHAT ARE THE BEST EXAMPLES TO SEE THE FULL POWER OF AN ONLINE APPROACH?

#### CONCEPT TESTING

Do you want to test the impact of a new packaging strategy or trial? Do you wish to test whether your products are being better perceived and understood through a different layout, colour, or communicated message? Since the Internet permits pictures and video to be integrated into the questionnaire, it can be an ideal medium to test new product concepts, print ads, packaging graphics, promotion concepts, brand names and logos.

#### MEDIA EFFECT TESTING

How is the public responding to your new media campaign? Does it convey the message you want to communicate? Is it convincing? Does it have a lasting effect on the targeted audience? Online surveys allow you to

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test a new media concept, by exposing your targeted audience to it, and evaluating its resultant impact or effect. Since the flow of the 'interview' and the items to which the respondents are exposed can be precisely controlled, exposure to stimuli and memorised/retained data can be accurately measured.

### OUR ONLINE PANELS

SymphonyIRI Group is co-operating with a strictly selected list of internationally acknowledged online panel providers. The selection of our panel associates has been done according to strict quality criteria, regarding the recruitment of the respondents, their profile, the level of penetration in the industries and categories that consist our main research areas and of course their international coverage.

In order to further assist our clients and to achieve competitive charges, local online panel providers have been carefully screened and selected as they are occasionally preferred in smaller scale projects.

**For further information, please contact your SymphonyIRI Consultant or email at [eu.marketing@symphonyiri.com](mailto:eu.marketing@symphonyiri.com)**

SymphonyIRI Group is the world leader in providing innovative solutions and services to help the profitable growth of consumer goods companies.

SymphonyIRI provides two main kinds of solutions: market information, the core business of IRI, and the Symphony Advantage solutions that offer new growth opportunities in marketing, sales, shopper marketing, analysis and category management.

SymphonyIRI is the only company able to integrate market information, analytical models and technology in order to produce a real impact on the business of their clients. SymphonyIRI supports all corporate functions in the creation and implementation of strategic plans thanks to its customer-centric services able to grow business on a global scale.

For information: [www.symphonyiri.eu](http://www.symphonyiri.eu)

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