



PRICING RESEARCH

Could you charge more for your products?

Is your price on-shelf the optimal price? Could you charge more and increase your profits? Would an increase in price be detrimental to your sales resulting in a delisting from the retailers?

The everyday price of a product is something that is always under question. Increasing costs put pressure on manufacturers to increase price whilst retailers are demanding lower prices to give to the consumer. How do the two opposing views come together?

KNOW YOUR SHOPPERS

It is not just about setting a price with cost and margin in mind. It is about working out what the consumer wants. What are they prepared to pay? Is it a 'must have' product or just a 'nice to have' one?

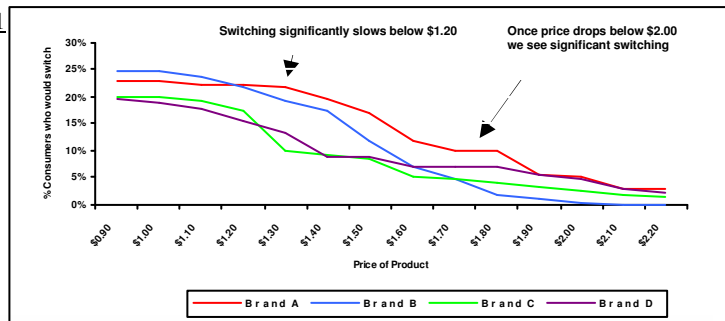
ASK THE SHOPPER

Is the product good value for money or so cheap that its quality is questioned? Is it an expensive product, but worth it for the quality or is it just too expensive to consider?

Quantifying how sensitive consumers are to price unlocks the door to one of the key drivers of sales and profitability. Not knowing the sensitivity of the product could result in a costly exercise resulting in millions of dollars of lost profit.

Key Research specialises in understanding consumer behaviour and can help quantify how sensitive consumers are to a change in price.

Fig.1



IN STORE

An important element of quantifying what consumers do is not just asking consumers, but physically watching what they do in-store. This can prove enlightening as consumers do not always shop how they say they do or even how they think they do.

Key Research conducts research in-store at the point of purchase.

What do Shoppers really think about the price of your product and those of your key rivals? What price would make a Shopper switch brand? Do Shoppers even know the price they paid?

The example in Fig.1 shows how consumers started switching into the target brand once the product dropped below \$2. Going beyond \$1.20 would prove unprofitable since the number of consumers switching significantly slows.

KEY BENEFITS OF SHOPPER RESEARCH

- Quantify how sensitive consumers are to price.
- Maximise profit through optimising price.
- Identify key price thresholds

- Know the important price gaps with your key competitors.
- Understand what price would allow entry into your brand.
- Uncover other factors aside from price that influence a decision.

COMPETITIVE EDGE

Shopper Research from Key Research empowers manufacturers to gain invaluable insights into the influences impacting product selection. This insight helps gain a competitive edge.

With this insight Key Research are able to partner with our clients in providing clear and actionable recommendations. This enables our clients to adapt their pricing plans, to match the shopper behaviour in store and, ultimately, to increase sales and profitability.

Key Research is focused on delivering real insight to our clients which enables informed decision making.

Research is worthless unless businesses do something different as a result of the analysis.



Key Research is an energetic market research company passionate about market research and dedicated to helping you maximise your business potential.

Get the full facts
Working in partnership with you we can help clarify the needs, wants and perceptions of your stakeholders, customers, consumers and employees.

Customised business solutions
Our professional research team provides customised solutions that will add value to your business decision-making and to your continued success.