



SHOPPER RESEARCH

Why do consumers decide to buy or not to buy your products?

Every week, millions of transactions are taking place when consumers are making their choice to buy or not buy your products.

Understanding why they make these decisions is fundamental to help drive growth and profitability in a business. If we do not know why consumers buy a specific product, how can we know how to influence their future purchasing?

WHAT CAN INFLUENCE A SHOPPER?

Anything and everything. Advertising, pricing, promotions, merchandising, packaging, brand image, competitors, family needs, habit – to name but a few.

A Shopper can be influenced at home, in-store, in their car, at work, in fact almost anywhere. A consumer is constantly being hit by some form of marketing message.

Some of them are likely to influence the purchase of a product, but to what degree?

Understanding the strong influential elements that have an impact on Shoppers enables informed investment in a product – and thus, the growth of a product's sales and profitability.

Shopper Research from Key Research empowers both manufacturers and retailers to gain invaluable insight into the influences impacting product selection to help gain a competitive edge.

With this insight, Key Research are able to partner our clients in providing clear, actionable recommendations. Our research results help increase

sales and profitability, because they allow the successful adaptation of market plans to match the target audience's shopping behaviour.

Key Research consultants have a rich heritage of analysing human behaviour in the FMCG industry. Our extensive expertise in qualitative and quantitative research and analysis enable us to make comprehensive recommendations.

KEY ISSUES THAT CAN BE ADDRESSED THROUGH SHOPPER RESEARCH

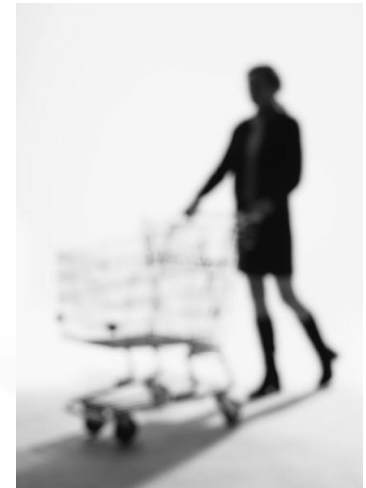
- Why is a particular product selected?
- Do consumers spend time looking at competitive products?
- Do they buy on promotion?
- Does a promotion sway a purchase decision?
- Does the shelf layout affect the decision?
- Are they aware of price?
- Would they do anything differently if price was changed?
- Why do shoppers visit this store?
- What other stores do they visit? Why?
- What happens if a product is out of stock?
- What could make a consumer switch brands?

These are a selection of the key questions that can be answered through Shopper Research, but the list is endless as understanding the Shopper is vital for the success of both manufacturers and retailers.

KEY RESEARCH ANALYSIS

A core value of Key Research is to give clear recommendations on how

to make changes to grow sales and profits.



Research is worthless unless business's do something different as a result of the analysis.

Insight gained through Shopper Research empowers our clients to make sound changes to their business, including:

- Identifying new products and niches in line with Shopper needs.
- Balancing the marketing support between media and in-store activity to maximise return on investment.
- Focusing efforts on the main decision drivers, e.g. price, promotions.
- Re-branding/packageing of products.
- Enhancing fixture layout/ Store layout.
- Setting the best price.
- Focussing on brand's core values, e.g. freshness, value, availability.



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.