SHOPPER ENGAGEMENT STUDY CZ 2015

Aggregated & Retailer report

13. 11. 2015

Ipsos Marketing
The Market Understanding and Measurement Specialists

PROJECT PARTNERS

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Detailed Results

- Shoppers identification
- Shopper's habits
- Purchasing the category
- Overall performance
- Retailers
- Display analysis

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PROJECT INFORMATION

BACKGROUND

Since 1965, POPAI - The Global Association for Marketing at Retail has researched shopper trend and the influence of in-store media.

This project is supposed to educate marketing and retail professionals about the reality and changes in shopper behavior.

CORE METHODOLOGY

Using a similar methodology as the **2012 Shopper Engagement Study** and the **2014 Mass Merchant Study**, the **Shopper Engagement Study CZ 2015** used a core methodology of **pre- and post- shop interviews as well as a display audit and basket analysis**. Regarding the conducted studies in the United States and Hungary, this study can offer a cross-market comparison.

SAMPLE

A **total sample of 3200 shoppers**, all identified being 18 years or older, were intercepted prior to their shopping trip and asked to participate in store research.

The study was executed **across the whole Czech republic** and took place in **twelve stores of six major retail chains** (two stores per chain) – combination of SM and HM store.

PROJECT DESIGN

SHOPPER INTERCEPT INTERVIEWS

Shoppers were randomly intercepted at the entrance of each store and asked to participate in the store research.

Pre-Shop Interview (10 min.):

- Planned purchases, pre-store planning, general shopping behaviour, demographics

Post Shop Interview (20-25 min.) + Photos of register receipts

- Purchased products, evaluation of retail environment and purchases in specific categories

STORE AUDIT

Prior to conducting shopper intercept interviews, ethnographers audited and logged every display in each store.

The purpose of the display audit was to record and identify the characteristics and the placement of each display to evaluate the channel trends and the overall impact of the display.

SAMPLE SIZE & TIMING

- **6 major retailers** (each retailer represented by 2 stores)
  - Supermarket (SM):
    Albert SM, Billa, Tesco SM
  - Hypermarket (HM):
    Albert HM, Globus, Tesco HM
- **N = 3 255 interviews** with store customers at least 18 years old
- **Data collection: 29.6. - 31.7. 2015**

Location & Timing

RESEARCH DESIGN

1 How are we going to collect the data?

IN-STORE INTERVIEWING

- **ENTRY INTERVIEWS** approx 10 mins
- **EXIT INTERVIEWS** Approx 25 mins
- **ANALYSIS OF BASKET** + scan of register receipt

STORE AUDIT

2 What types of data are we going to receive?

- In-store interviews data
  Scan of shopping list
- Shopping baskets data
- Store audit data

3 What are we going to extract from the data?

In-store interviews:

- Planned purchases
- pre-store planning
- general shopping behaviour
- demographics

Analysis of basket:

- Purchased products (category, brand, price etc.)
- Comparison of pre-store planned items & actual purchases
- Mapping of In-store decissions influencers

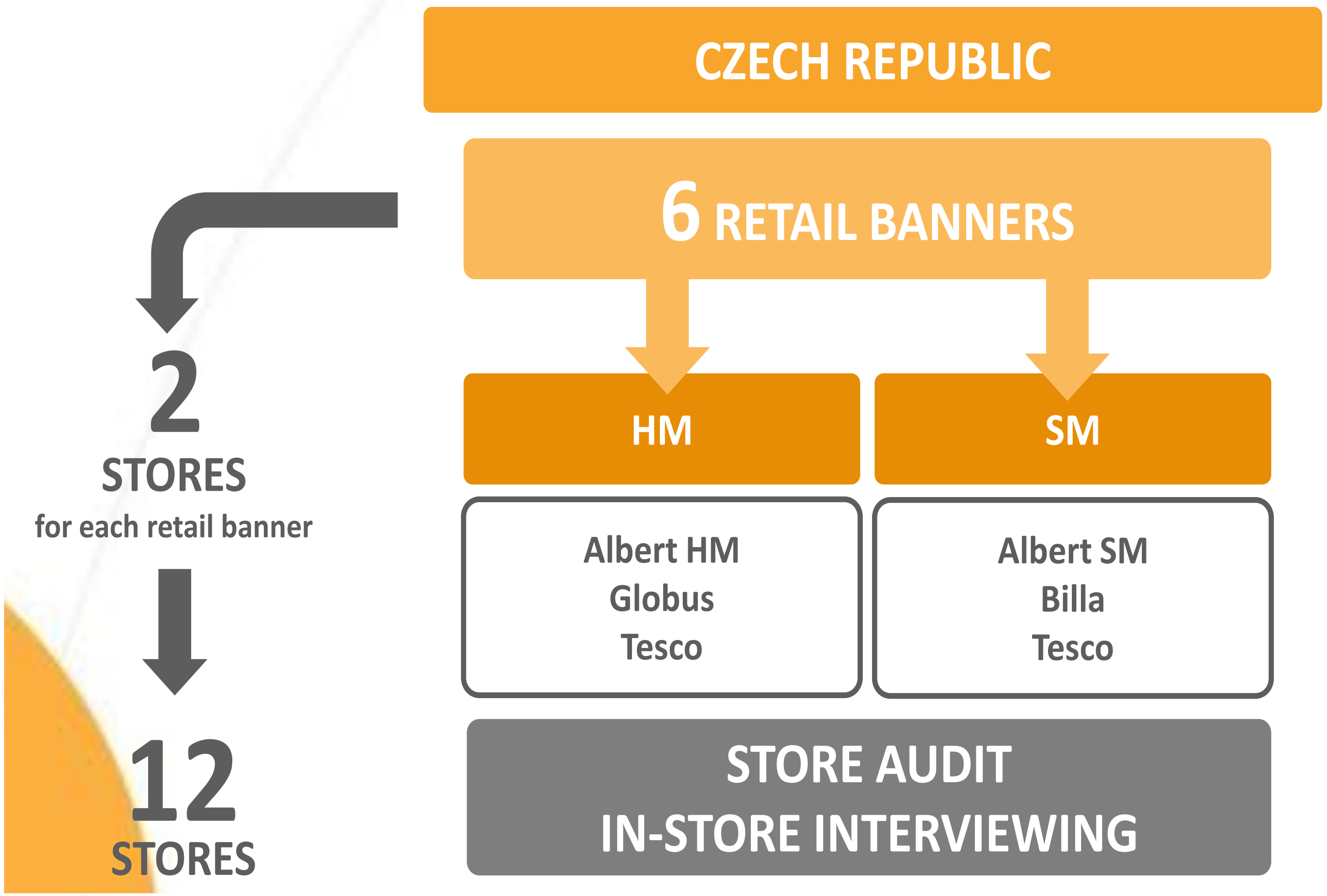
Store audit:

- POP materials (type, location, brands etc.)
- Promoted products in leaflets
- Retrospective analysis of in-store behavior influencers

Report

Final report from all parts of the project

SAMPLE SIZE


CZECH REPUBLIC
6 RETAIL BANNERS
HM
SM
Albert HM
Globus
Tesco
Albert SM
Billa
Tesco
STORE AUDIT
IN-STORE INTERVIEWING
2
STORES
for each retail banner
12
STORES

4 ROBUST DATA SOURCES INCLUDED IN THE ANALYSIS

- **Shopper in-person interviews** conducted to analyze the shopping behaviors, habits and trends.
- **Purchased products** (items) evaluated to analyze the category perception and products choice drivers.
- **Register receipts** collected to measure the in-store decision rate (plan vs. real purchase) and cross-sell opportunities.
- **Store Audit** of the POP media executed to analyze their role and efficacy.

DATA FILES

Shoppers
N=3.255

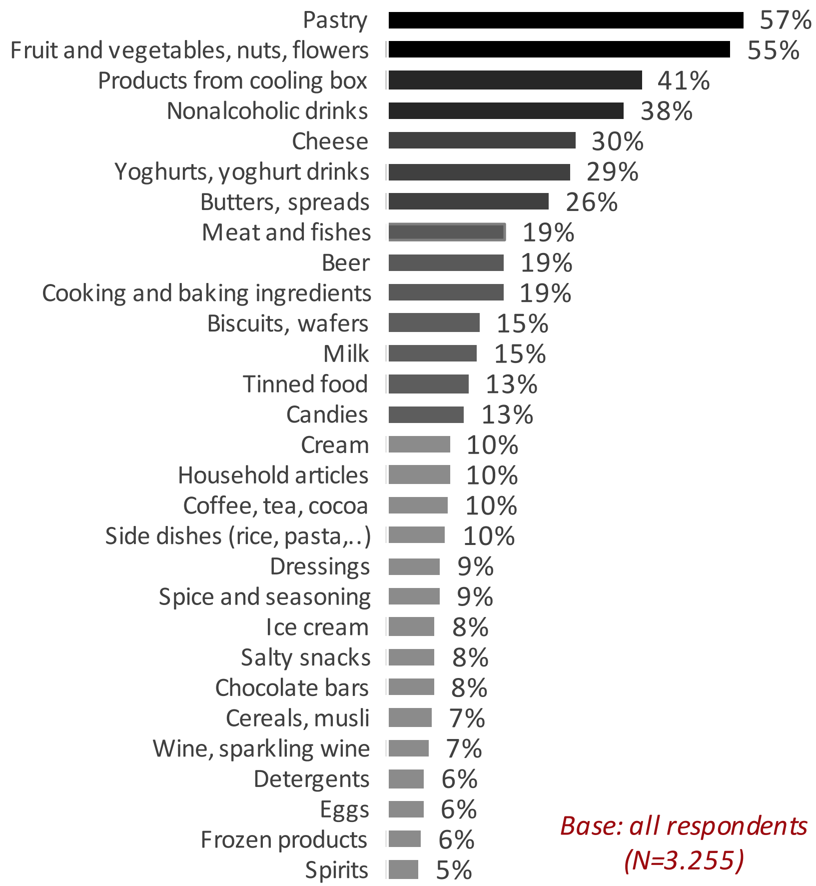
Products evaluated
N=5.141

PRODUCT EVALUATIONS

Items on register receipts
N=34.112

POP material and displays
N=1.309

PENETRATION



Base: all respondents (N=3.255)

TARGET PRODUCT CATEGORIES

Each shopper was probed on **3 purchased primary categories** (max.). In case that the respondent didn't purchase 3 products from primary categories, the secondary categories were probed. Shoppers were asked about the **purchase triggers of these category products, secondary display use, perception of category section etc.**

PRIMARY CATEGORIES

- Butters&spreads
- Coffee, tea
- Soft drinks packaged
- Beer
- Spirits
- Chocolate tablets
- Dressings, ketchup, mustard
- Instant soups & savoury
- Ice cream
- Shower gels & hair care
- Deodorants
- Toothpastes
- Household cleaners
- Laundry detergents, fabric softener

SECONDARY CATEGORIES

- Yogurts, yogurt drinks, kefir and desserts
- Biscuits
- Salty snacks
- Spices & seasonings
- Pet food

STRUCTURE OF REPORT LEVELS

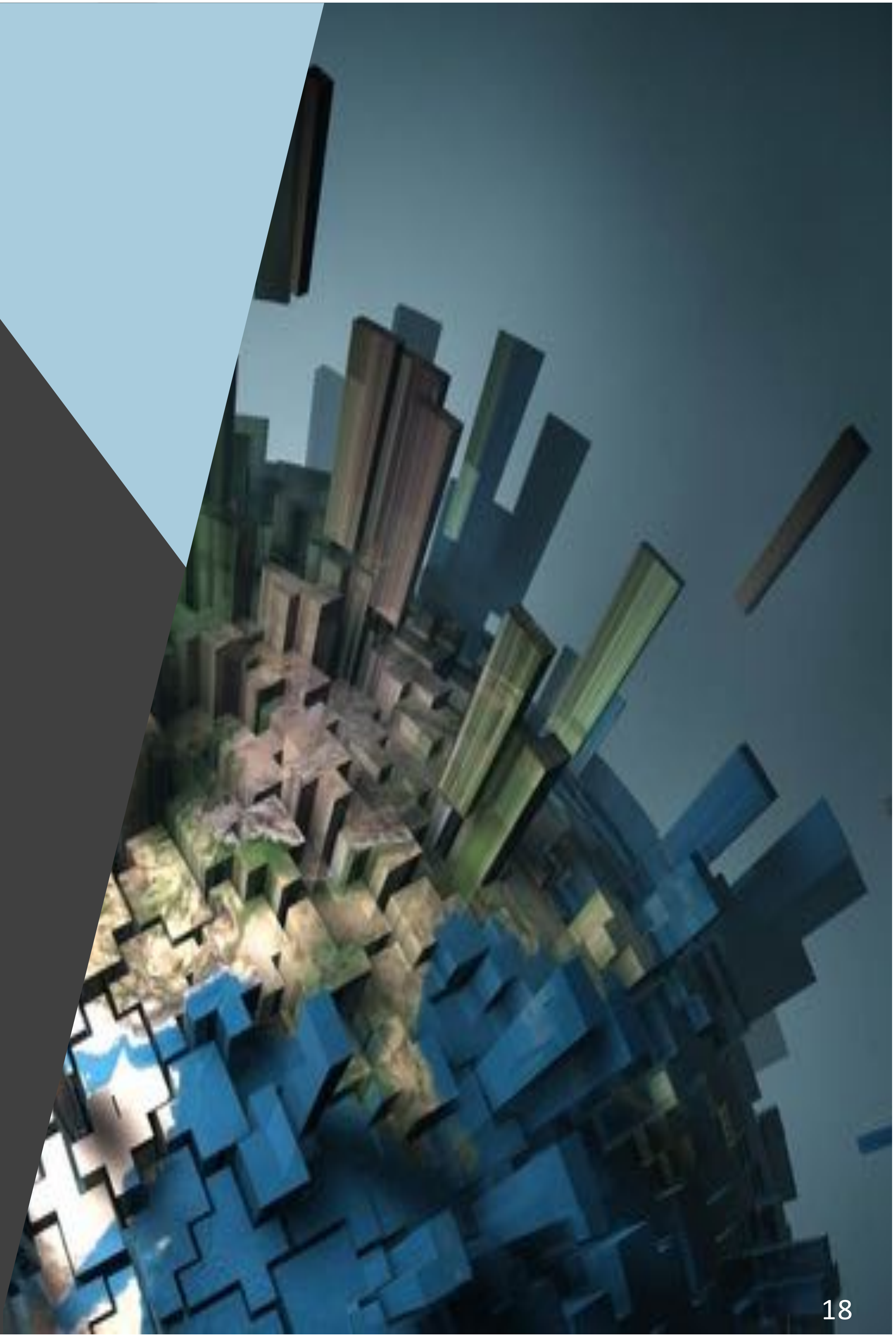
AGGREGATED REPORT

The aggregated report - this summarised report contains aggregated data for the entire market found in the entire sample of all retailers. It serves as perfect guide for gaining an insight into shopping behaviour in the Czech market.

CATEGORY REPORTS

In detail of all researched categories it examines the specics of shopping in individual retail formats and with individual retailers emphasising the in-store communication. On the product category level it is possible to compare individual regions. In some cases the analysis may also concentrate on sub-categories, or even specific products and brands.

DETAILED RESULTS



SHOPPERS IDENTIFICATION

Who are current shoppers?

How do SM and HM category shoppers differ from each other?

In which segments do the category shoppers belong to?

SAMPLE STRUCTURE 1/2

	TOTAL SAMPLE		
	TOTAL	SM	HM
Base	*3255*	*1609*	*1646*
Gender			
Male	29%	29%	29%
Female	71%	71%	71%
Age			
18 - 34 y.o.	32%	36%	29%
35 - 54 y.o.	39%	37%	40%
55 and more	29%	28%	31%
Marital status			
Single	23%	25%	20%
Married	52%	45%	58%
Divorced / living separately	11%	14%	9%
Widower / Widow	4%	5%	4%
Living with a partner	10%	10%	9%
Household size (number of the household members)			
1	13%	16%	10%
2	37%	38%	36%
3	22%	23%	21%
4	23%	19%	26%
5 and more	6%	5%	7%
Child/Children in the household			
Yes	35%	31%	38%
No	65%	68%	62%

Base: all respondents

Significantly higher/lower frequency compared to TOTAL (95% CI)

SAMPLE STRUCTURE 2/2

	TOTAL SAMPLE		
	TOTAL	SM	HM
Base	*3255*	*1609*	*1646*
Education			
Primary	5%	5%	5%
Secondary without leaving exam	20%	18%	21%
Secondary with leaving exam	54%	51%	56%
University	21%	25%	17%
Employment			
Top management	1%	2%	1%
Technician, specialist	6%	7%	5%
Medium management	26%	27%	26%
Qualified worker	26%	23%	28%
Unqualified worker	5%	5%	5%
Studying (pupil, student)	8%	9%	7%
Economically inactive	27%	27%	27%
Net monthly household income			
Up to 20 000 CZK	31%	35%	27%
20 001 - 40 000 CZK	50%	49%	51%
40 001 CZK or more	19%	16%	21%

Base: all respondents

Significantly higher/lower frequency compared to TOTAL (95% CI)

SHOPPERS' COMPANY: Females are naturally more often accompanied by their children, males are often alone. HM trips are more often made by a couple, family or friends.

***Single shoppers prevail by far in both channels**, with a higher single (male) shopper share in the supermarkets. In the hypermarkets, **shopper pairs and groups** are significantly more frequent compared to the supermarkets, this is given by different roles of the super and hypermarket shopping.*

	TOTAL	SM	SM MALE SHOPPER	SM FEMALE SHOPPER	HM	HM MALE SHOPPER	HM FEMALE SHOPPER
Base	*3255*	*1609*	*462*	*1147*	*1646*	*478*	*1168*
The main shopper was...							
SHOPPING ALONE	69%	78%	83%	76%	60%	67%	57%
WITH CHILDREN	9%	8%	3%	10%	10%	5%	12%
WITH OTHER ADULTS	19%	13%	13%	13%	26%	25%	26%
WITH ADULTS AND CHILDREN	3%	2%	2%	2%	4%	4%	5%

Significantly higher/lower frequency compared to TOTAL (95% CI)

SEGMENTATION

Shoppers are clustered into segments to understand the attributes and characteristics that are most important to individuals as they decide where to shop. Shoppers were asked to rate their level of agreement with a broad set of lifestyle and shopping characteristics.

24%

FUNCTION ORIENTED

- I tend to stick with the same store regardless of the prices they have
- I don't mind paying full retail price for products I need
- I am self-controlled
- I am NOT easily tempted
- I do NOT enjoy spending
- I have higher education
- I live in a household with higher income
- Promotion materials in the store aren't important for me

SM 29% | HM 19%

26%

EXPLORER

- I enjoy getting meal ideas while shopping
- I enjoy seeing what new products are available
- I enjoy browsing the store when I grocery shop
- I am impulsive
- I am easily tempted
- I enjoy spending
- I am married, female
- I am 55 years old or older
- Promotion materials in the store are important for me

SM 24% | HM 27%

23%

PLANNER

- The best shopping trip is one where you get exactly what you set out for
- I am happiest when I get done shopping
- My primary aim in shopping is to complete the trip as planned
- I am a planner
- I am NOT easily tempted
- I do NOT enjoy spending
- I am rather older male
- I purchase more often products from secondary display

SM 23% | HM 24%

27%

PRESSURED

- I am willing to wait for a product to go on sale before I buy it
- In my everyday life I feel pressure from not having enough time
- In my everyday life I feel pressure from not having enough money
- I am impulsive
- I am easily tempted
- I am a planner
- I am single and 18 to 34 years old
- I am still a student
- I purchase more often products from secondary display

SM 24% | HM 29%

Base: all respondents (N = 3255)

Significantly higher/lower frequency compared to TOTAL (95% CI)

SHOPPER'S HABITS

What preparations are made by shoppers before entering the store?

How do the shopping trips look like?

What are the differences among shopping missions?

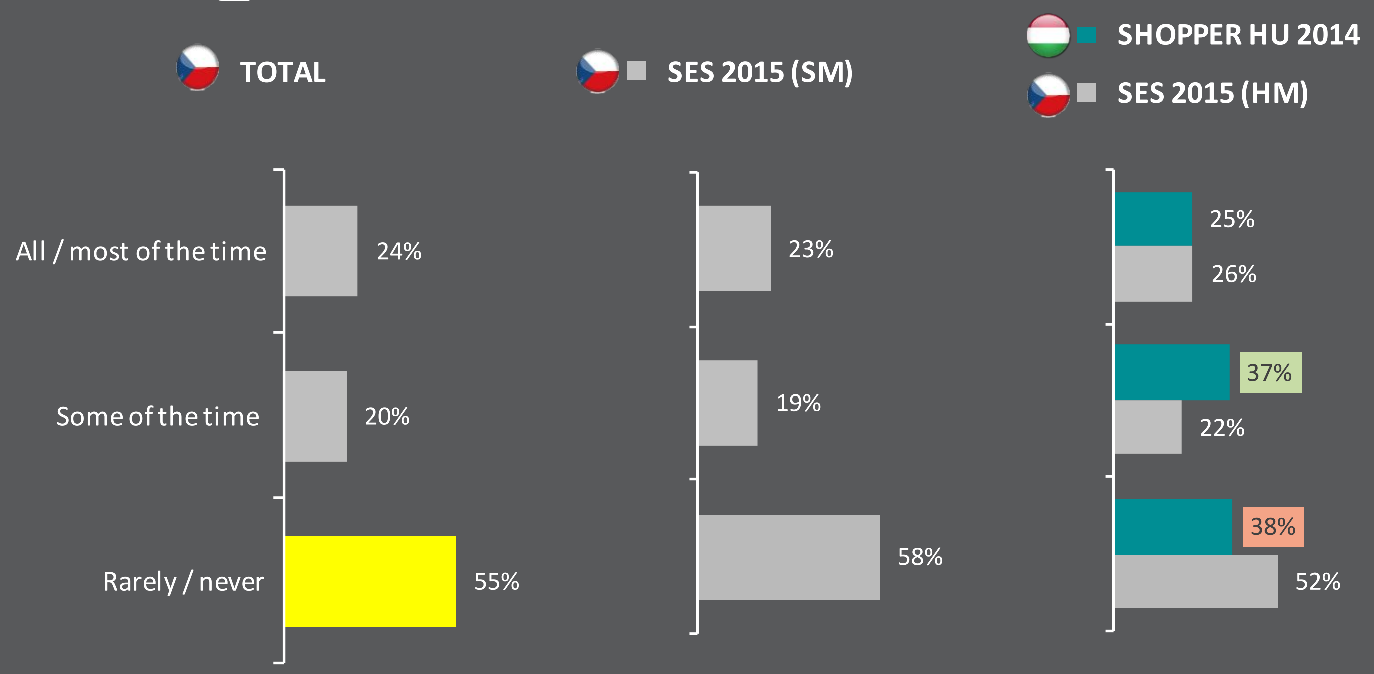
Shopping habits were identified through in-person interviews with the shoppers.

Base for the analysis: 3.255 shoppers.

PRE-STORE PREPARATION: One quarter of the Czech shoppers prepare a shopping list for all or most of their trips, another fifth of the shoppers prepare the shopping list sometimes.

For the brands and products it is beneficial to be preselected and placed on the shopping list, which is influenced by marketing / marcom and can be controlled by the leafleting activity.
At the same time, half of the Czech shoppers do not use any lists and, this is why the role of POP media is instrumental in winning their choices and preferences in the store.

FREQUENCY OF PREPARING A SHOPPING LIST



PL2. When you go grocery shopping how often do you use a written shopping list?

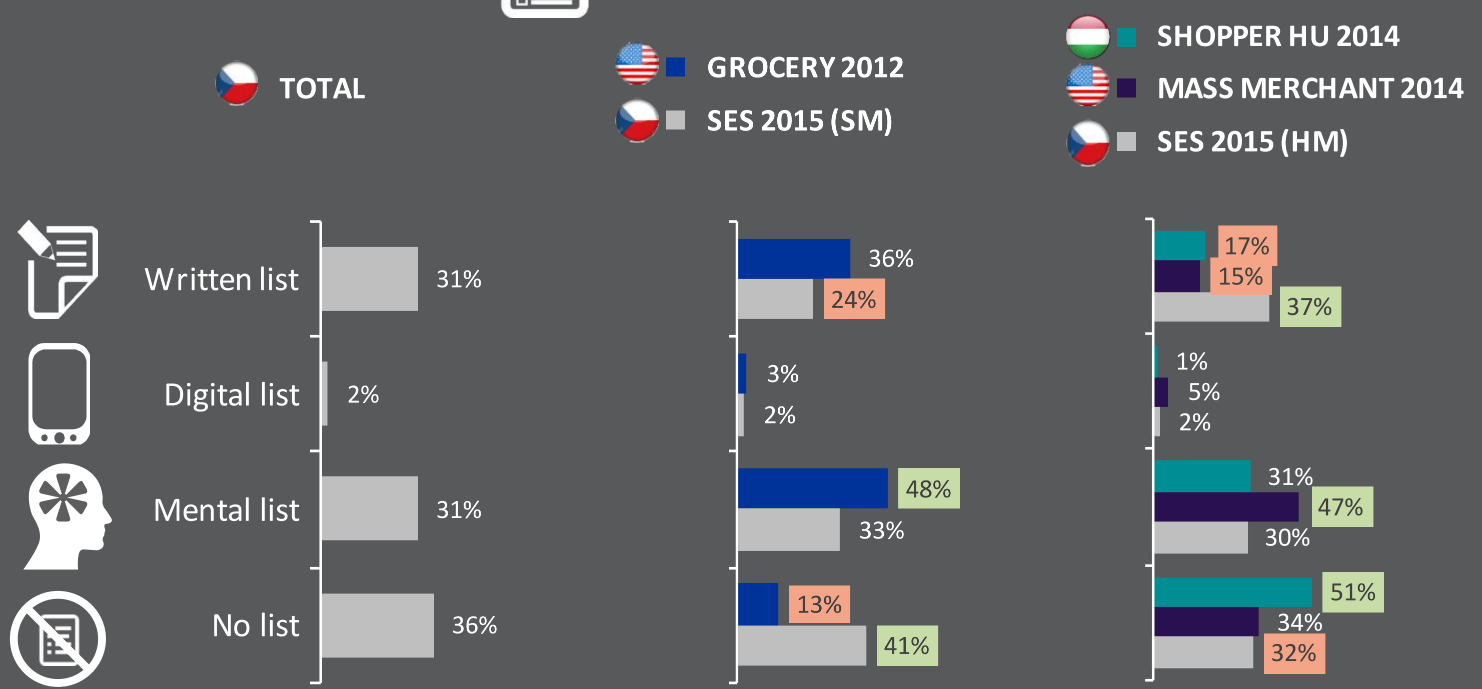
Base: all respondents

Significantly higher/lower frequency compared to TOTAL (95% CI)

PRE-STORE PREPARATION: Digital lists are very rare for now in the Czech Republic. Half of the shopping lists existed in the written form, the another half were just in the shoppers' minds.

The bigger shopping baskets realized in the hypermarkets (bigger spend, less frequent trip) create a higher need for the shopping list. ***Consumer marketing as well as shopper marketing do form the preselection hand in hand****; shoppers' brand repertoires are co-influenced by leafleting (discounts).*

SHOPPING LIST TYPE



PL3. What kind of shopping list did you prepare today?

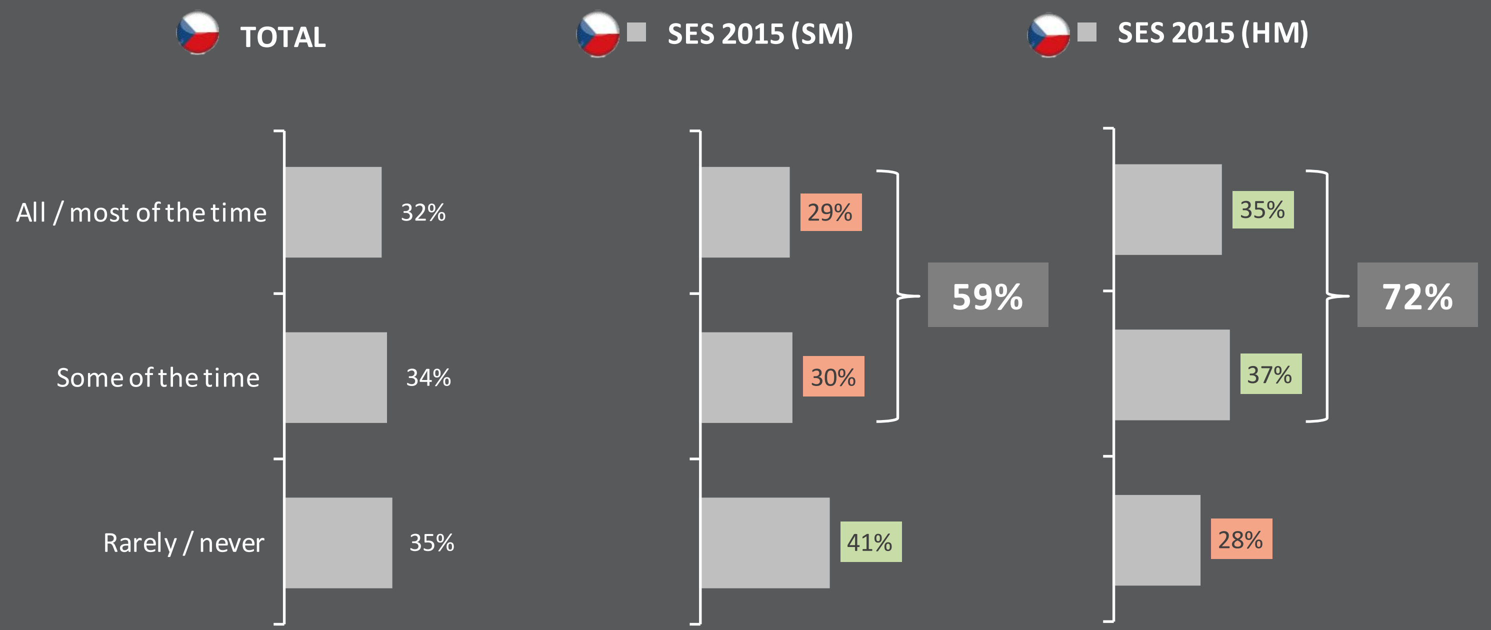
Base: all respondents

Significantly higher/lower frequency compared to TOTAL (95% CI)

PRE-STORE PREPARATION: Retailers' leaflets (mails) navigate the shoppers to their stores: every third shopper is driven by the retail leaflets all times/most of the time, another third sometimes.

***Impact of the retail leaflets (mails) on the store selection is higher for the hypermarkets.** Apart from the overall economy of shopping (accessibility of the store, prices, promotions, PLs), previous positive shopper experience (store brand, in-store experience, services) co-influences the store selection.*

LEAFLET DRIVEN SELECTION OF A STORE



PL5. How often do you use leaflet that you either receive in the mail or that come as a newspaper insert to decide on which supermarket to shop in?

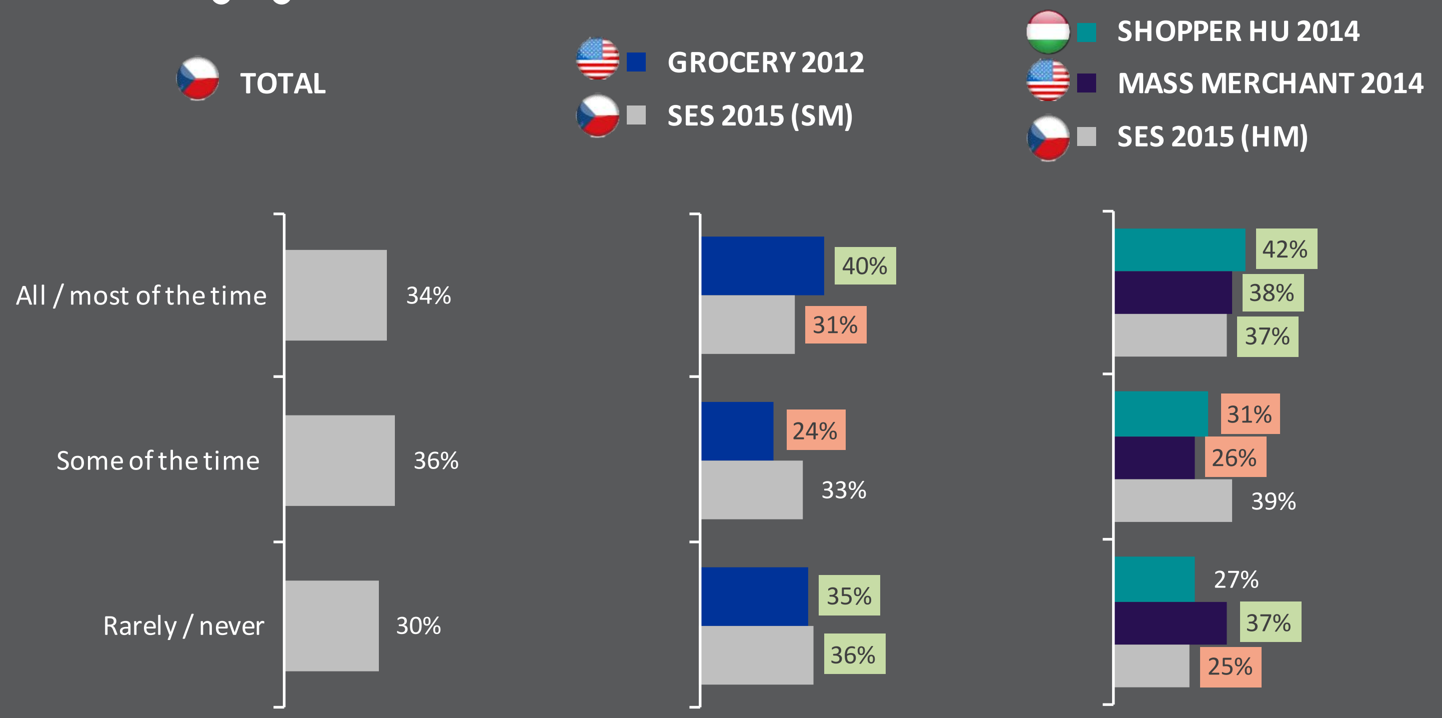
Base: all respondents

Significantly higher/lower frequency compared to TOTAL (95% CI)

PRE-STORE PREPARATION: Content of the store leaflets and mails influence the Czech shoppers' planning.

Shoppers confirm influence of the store leaflets' on their shopping plans. *Hypermarkets' bigger baskets and higher spend create somewhat higher interest to study the HP leaflets and look for the good on sale and promotions.* ***Clarity and efficacy of the leaflet can make a real difference.***

USAGE OF LEAFLETS TO PRESELECT THE GOODS



PL6. How often do you use store leaflets to plan which items to buy?

Base: all respondents

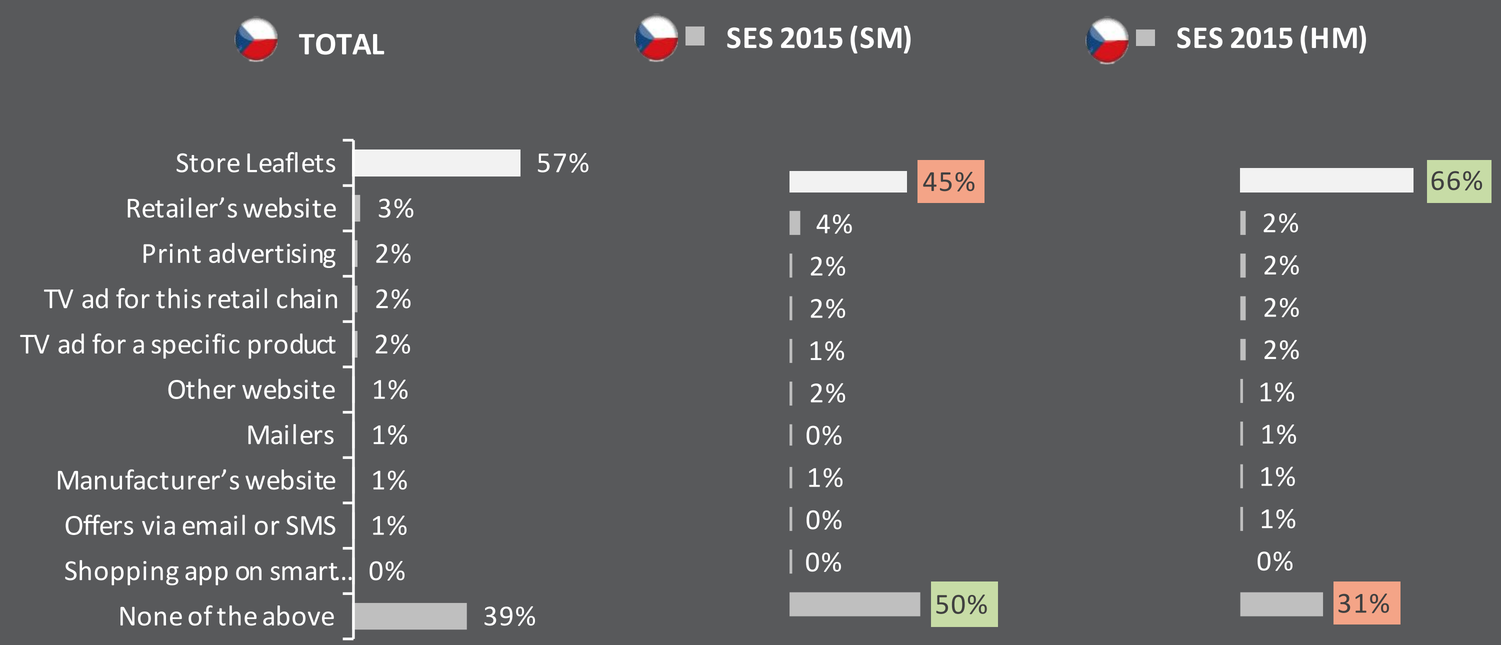
Significantly higher/lower frequency compared to TOTAL (95% CI)

PRE-STORE PREPARATION:

Leaflet is the King!

Leaflet is the most friendly and impactful shopping planning tool. *All the other media are rather in a 'confirmation' role, for example … yes, the store on air is the one I've already preselected and it was a good choice. Of course,* ***Marketing communication has a crucial role in developing the overall store image.***

PRE-STORE PREPARATION MEDIA



PL4. Which of the following media did you use to plan your shopping trip today?

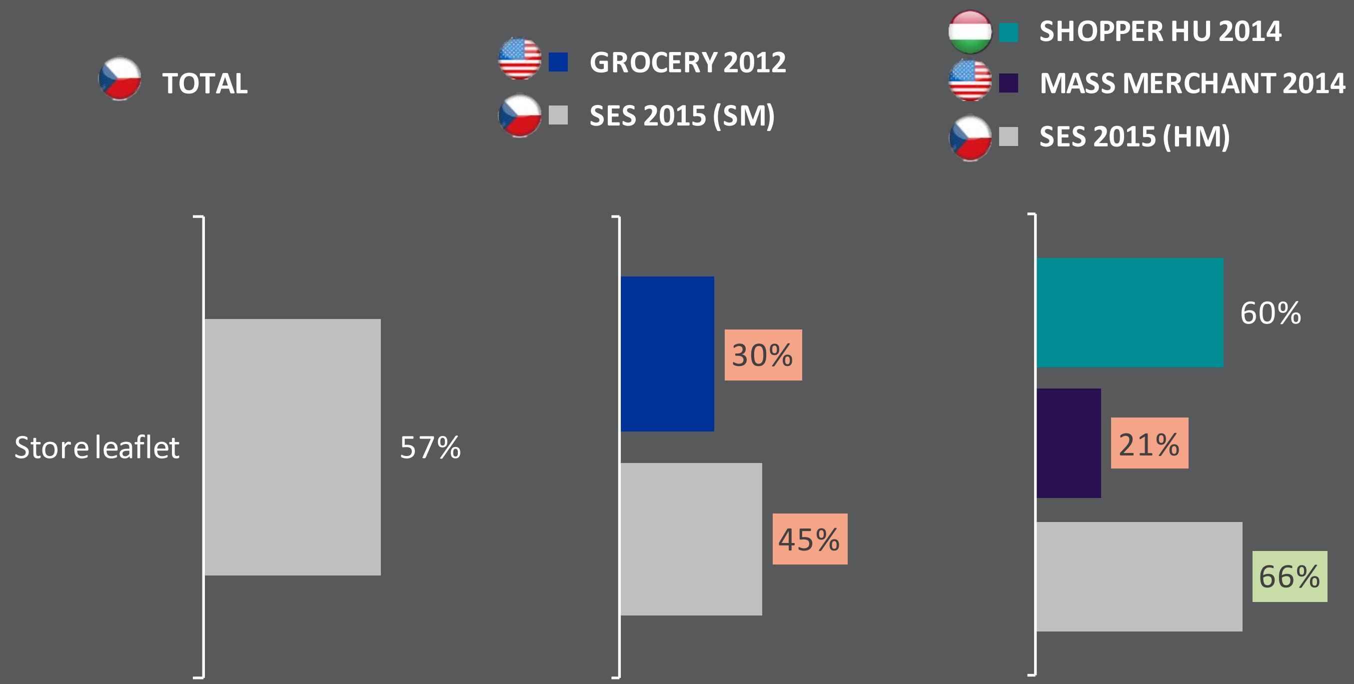
Base: all respondents, who made shopping list (N=1176)

Significantly higher/lower frequency compared to TOTAL (95% CI)

PRE-STORE PREPARATION: In both cases (SM and HM), leaflets were used more often in the Czech Republic to plan goods for the shopping trip vs. the US and / or HU.

Compared to the USA, the Czech and Hungarian shoppers use the leaflets more often.
As the retail environment in Europe (and especially in the Eastern Europe) is several years behind the US, the future will surely bring a higher share of the digital media usage for the shopping plans.

PRE-STORE PREPARATION MEDIA - LEAFLETS



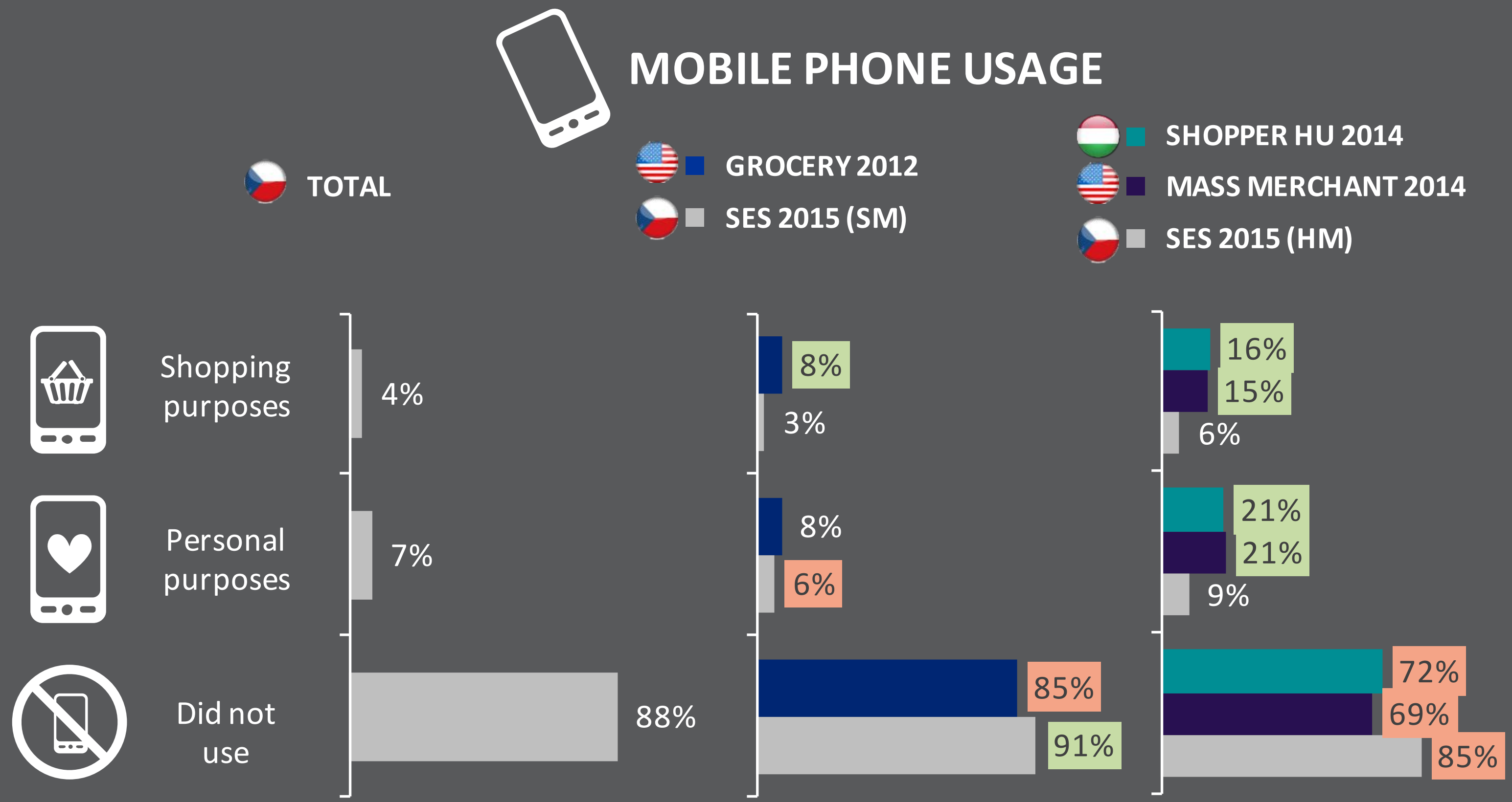
PL4. Which of the following media did you use to plan your shopping trip today?

Base: all respondents, who made shopping list

Significantly higher/lower frequency compared to TOTAL (95% CI)

MOBILE PHONE: Mobile phone support of shopping has been gradually creating its impact, more visibly in the HM.

Phone call usage is prevailing compared to usage of the mobile apps to support the shopping.
As 2/3 of the Czechs own a smart phone (and share of the smart phones is just increasing), there is a huge potential for both the retailers and marketers to go in-store digital.



SP3. Have you used your cell phone or smart phone during shopping?
SP3a. How did you use it?

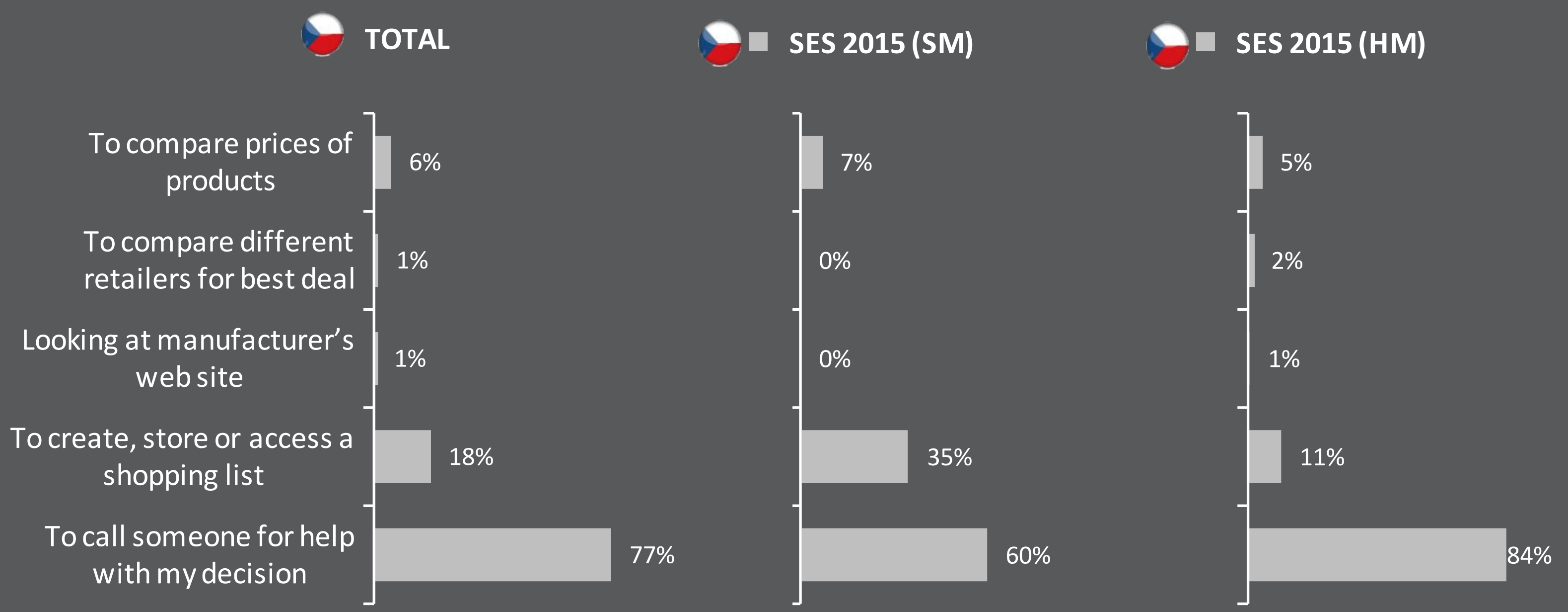
Base: all respondents

Significantly higher/lower frequency compared to TOTAL (95% CI)

MOBILE PHONE: Mobile phone is still used more often as the phone (to talk to someone) rather than a platform, app to directly support the shopping trip via eg. digital shopping list.

***Shoppers should be first educated** on advantages of the digital support of their shopping trips and, those who are digitally savvy **should be provided with simple yet effective applications** to help them plan and realize their shopping trips. Clarity, easiness and time saving are the attributes needed.*

MOBILE PHONE USAGE - SHOPPING PURPOSES



SP3. Have you used your cell phone or smart phone during shopping?
SP3a. How did you use it?

To find international comparison, click here

MOBILE PHONE USAGE

Base: all respondents who used mobile for shopping purpose (N=144)

Significantly higher/lower frequency compared to TOTAL (95% CI)

SHOPPING MISSIONS: Stock-up shopping missions are naturally more frequent in the hypermarkets, quick shopping trips are managed more often in the "closer" supermarkets.

Hypermarkets are used slightly less frequently compared to the supermarkets and, importantly, the shopper loyalty for hypermarkets is also somewhat lower. The relatively small frequency/loyalty difference is driven by an easy access to / high number of the hypermarkets - wide HM network in the Czech Republic.

TYPES OF THE SHOPPING MISSIONS	STOCK UP	FILL-IN	QUICK TRIP	INSPIRATIONAL TRIP
	Regular bigger purchase of products	*Purchase of products which are running out*	*Purchase of a few products that I want / need*	*Just looking for new products in the offer*

Base	TOTAL *3255*	SM *1609*	HM *1646*
SHOPPING MISSION			
STOCK UP	**12%**	5%	19%
FILL-IN	**35%**	35%	35%
QUICK TRIP	**46%**	55%	37%
INSPIRATIONAL TRIP	**6%**	4%	8%
SHOPPING TRIPS FREQUENCY OF THE WHOLE HOUSEHOLD			
Total Shopping Trips/Week	3,9	4,2	3,6
STORE LOYALTY			
% Shopping Trips in the same store	45%	48%	42%

TT1. How many grocery shopping trips are made by you or another household member in typical 2 weeks including all fill in, quick trip and stock-up trips?
S4. Which of the following statements describe the purpose of your shopping trip today? / S4a. Which one of them is the most important one?
PL1. How many of the last 10 purchases was done in this particular shop?

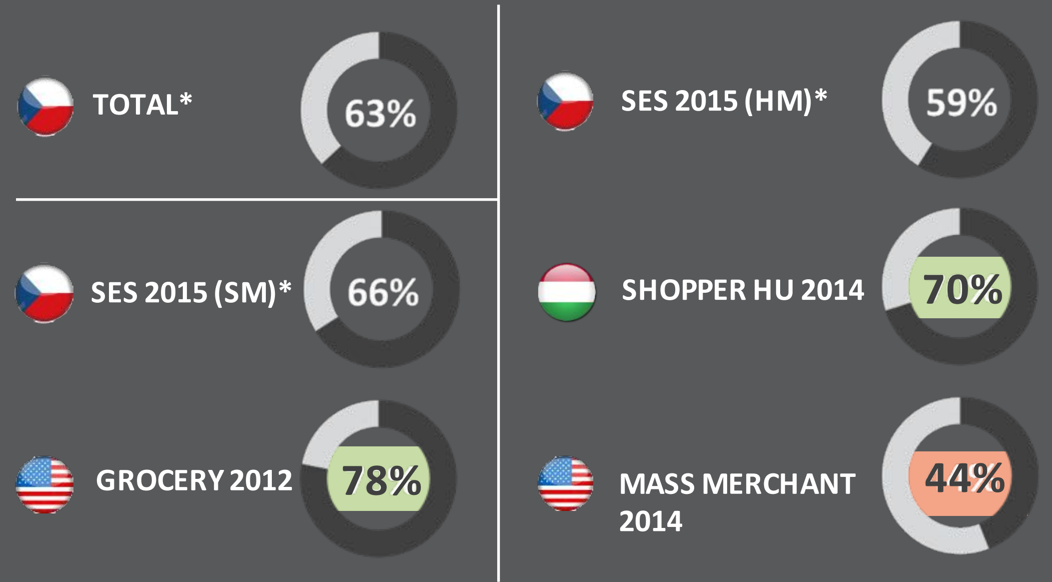
Base: all respondents

Significantly higher/lower frequency compared to TOTAL (95% CI)

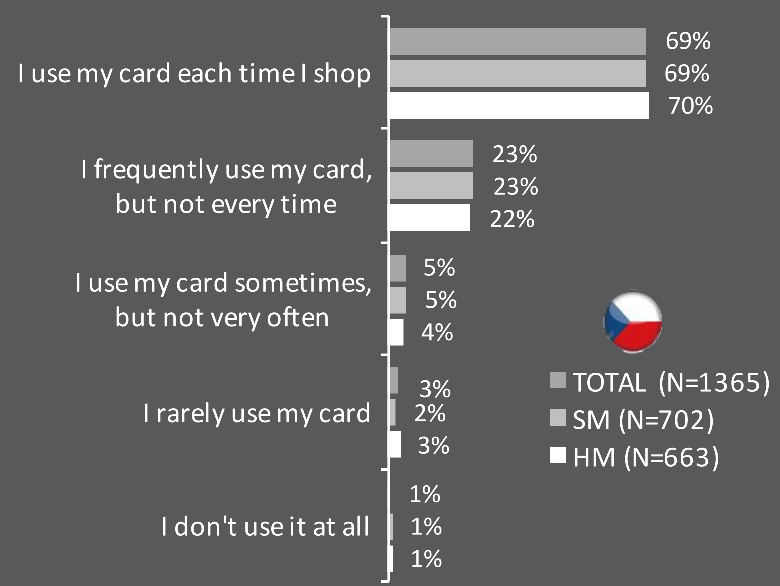
LOYALTY CARDS: Compared the US, penetration of the loyalty cards is lower in the SM channel and higher in the HM channel (but lower compared to Hungary).

*As majority of the Czech shoppers (2/3) have one or several retailer loyalty cards, **quality of the loyalty program and its user value has become more evident**. Along with the cumulated amount of the individual shopper data the retailers should start working more on the individualized value added.*

LOYALTY CARDS PENETRATION



FRQUENCY OF LOYALTY CARD USE



CD4. Do you have a loyalty card of this shop?
CD5. How often do you use your loyalty card?

***excluding Albert SM and Albert HM which don't have loyalty card program**

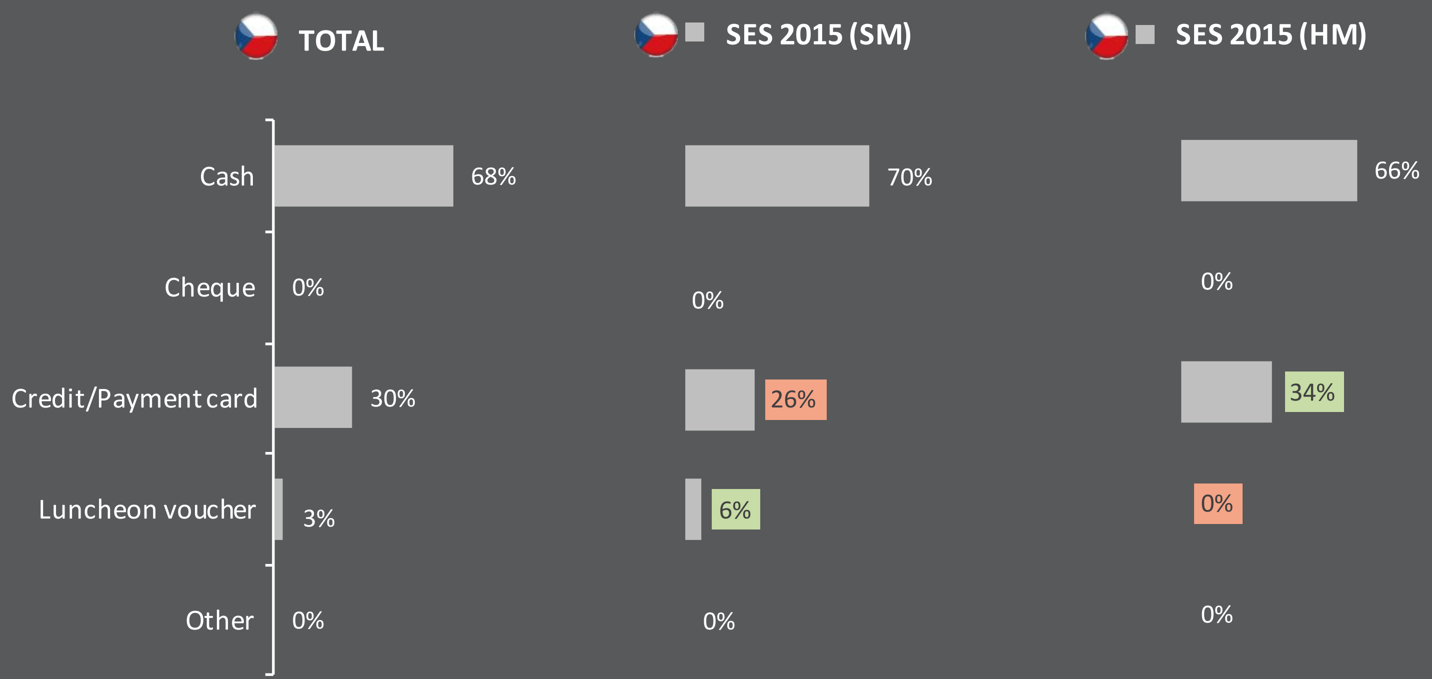
Base: all respondents in banners with loyalty card program (N = 2184)

Significantly higher/lower frequency compared to TOTAL (95% CI)

METHODS OF PAYMENT: 2 out of every 3 transactions are still realized in cash. Card payment is a bit more frequent in the hypermarkets, where the basket and mount paid are bigger.

During the SES study fieldwork, meal vouchers were used in the supermarkets only, representing just minority of the payment transactions.

METHODS OF PAYMENT



SP1. How did you pay for your purchase today?

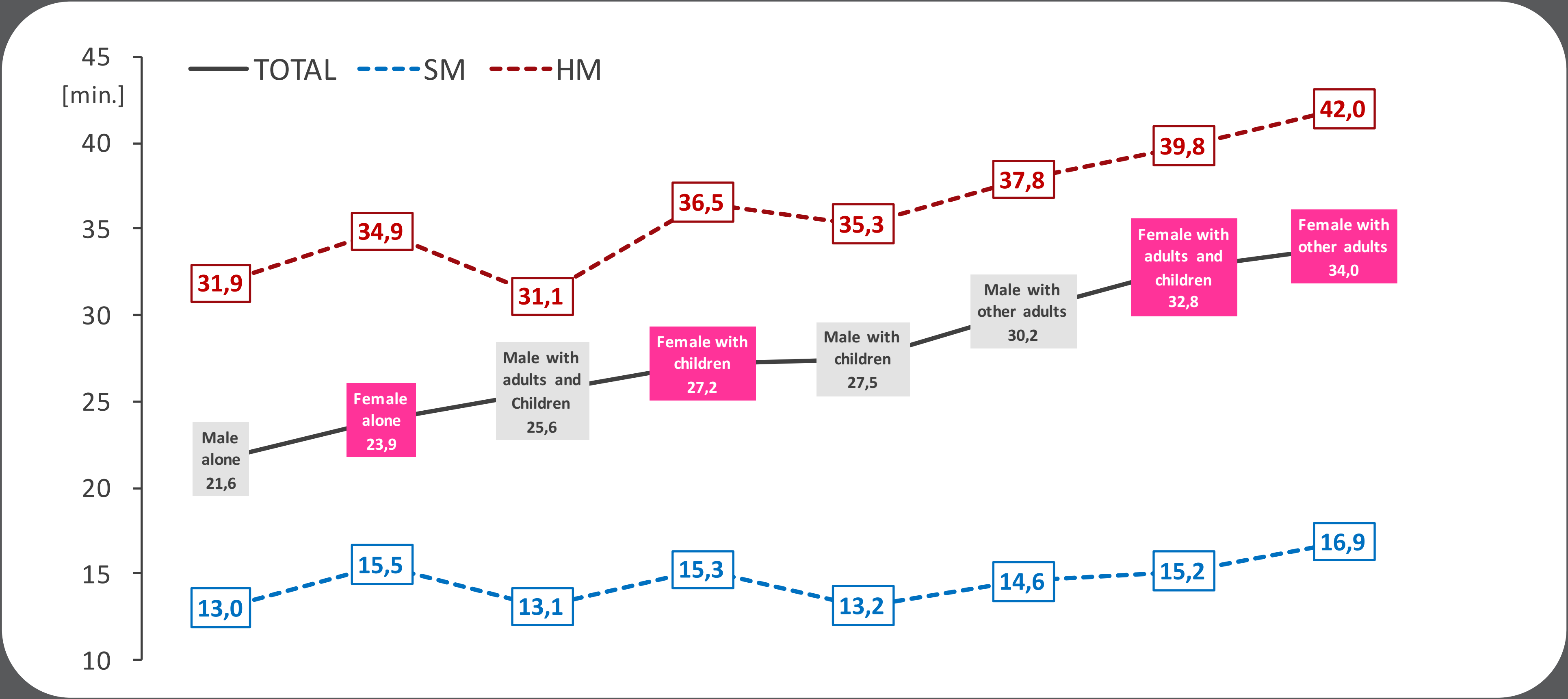
Base: all respondents (N=3255)

Significantly higher/lower frequency compared to TOTAL (95% CI)

TRIP LENGTH: Shopping take naturally much more time in a hypermarket; particularly when the female shoppers are accompanied by children, partner and/or friends.

25,7 minutes is the average length of a shopping mission

SM	HM
14,5	28,0

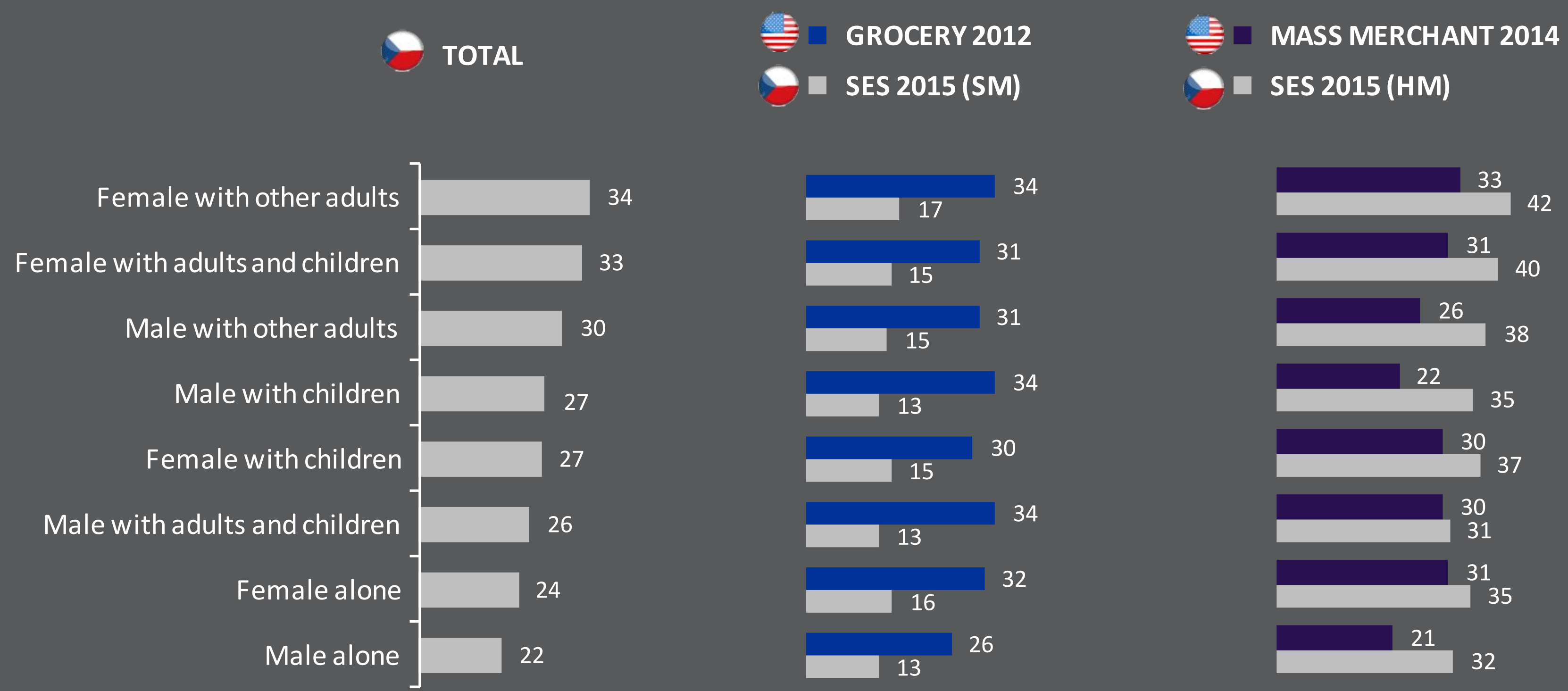


Base: all respondents (N=3211)

TRIP LENGTH: In the Czech Republic, there is a clear shopping time difference for the 2 channels: shorter time spent in SM, longer time in HM (which is not the case of the US).

The in-SM communication time limits are shorter for the marketers: The SM shopping time is naturally shorter which creates **a special need** on the quality, clarity, efficacy of the POP material for the supermarkets and its ability to attract the shoppers. Clever material as well as clever sec. placement count 2x.

LENGTH OF THE SHOPPING MISSION



Base: all respondents

PURCHASING THE CATEGORIES

Where the purchase decision is made?

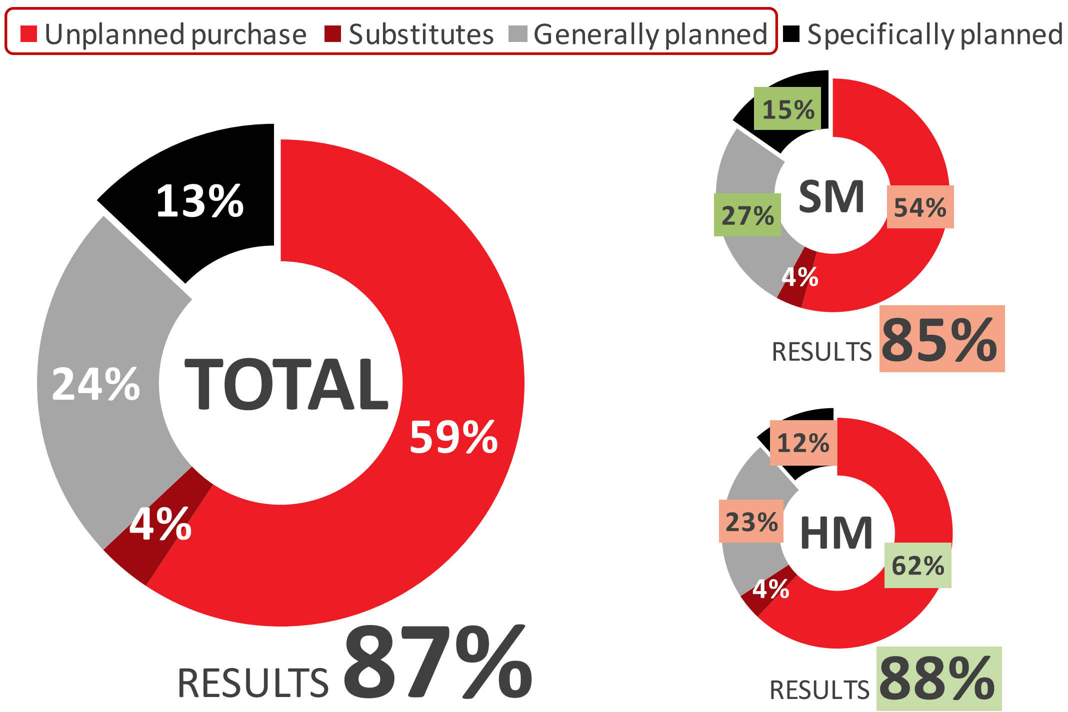
What prompts the shoppers to make unplanned purchase?

We are now talking about product base
It means that shoppers evaluated selected purchased products

IN-STORE DECISION RATE: Although the HM shoppers do more pre-store planning, in reality they purchase more often products based on in-store impulses than SM shoppers.

The higher in-store decision rate within HM channel is driven also by the fact, that shoppers tend to make bigger shopping missions there so they are in more shopping mood than SM shoppers. When they get in the store, they are influenced by all possibilities and products in promotions, which could "come in handy later".

IN-STORE DECISION RATE



Note: The in-store decision rate is calculated by taking the sum of the purchases that fall under Generally Planned, Unplanned, and Substitutes categories.

UNPLANNED PURCHASE

Purchases that were not mentioned in the pre-shopping interview and bought on impulse.

SUBSTITUTES

Purchases that were specifically identified by brand in a pre-shopping interview, but actual purchase reflected a substitute of brand or product.

GENERALLY PLANNED

Purchases that were referred to the level of product category, but not to the level of brand in a pre-shopping interview.

SPECIFICALLY PLANNED

Purchases the shopper specifically identified to the level of product category and brand in a pre-shopping interview.

Base: all purchased products (N = 34112)

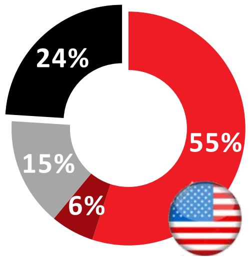
Significantly higher/lower frequency compared to TOTAL (95% CI)

IN-STORE DECISION RATE ACROSS COUNTRIES

Despite the increase of the in-store decision rate, it is important to **note the difference between channels**. The results across countries confirm that purchases **in mass merchant/hypermarket channel are more often based on pure impulse in-store decision**.

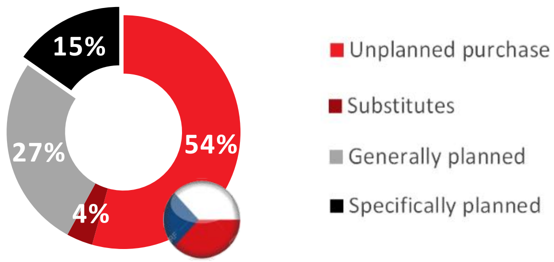
GROCERY/ SUPERMARKET CHANNEL

GROCERY: 2012



In-store decision rate: **76%**

SES CZ 2015 (SM)

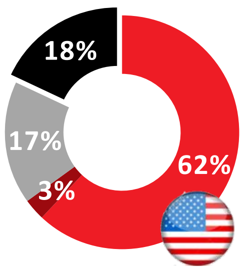


In-store decision rate: **85%**

For both the SM and HM channels, **Czech shoppers make specific shopping plans less often compared to the US.** Opportunity to influence the Czech shoppers directly at POP is very high!

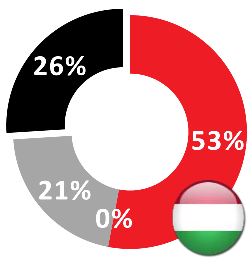
MASS MERCHANT/ HYPERMARKET CHANNEL

MASS MERCHANT: 2014



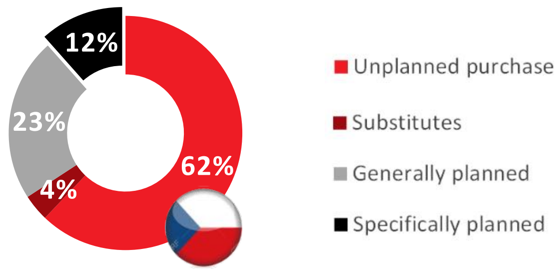
In-store decision rate: **82%**

SHOPPER HU 2014 (HM)



In-store decision rate: **74%**

SES CZ 2015 (HM)

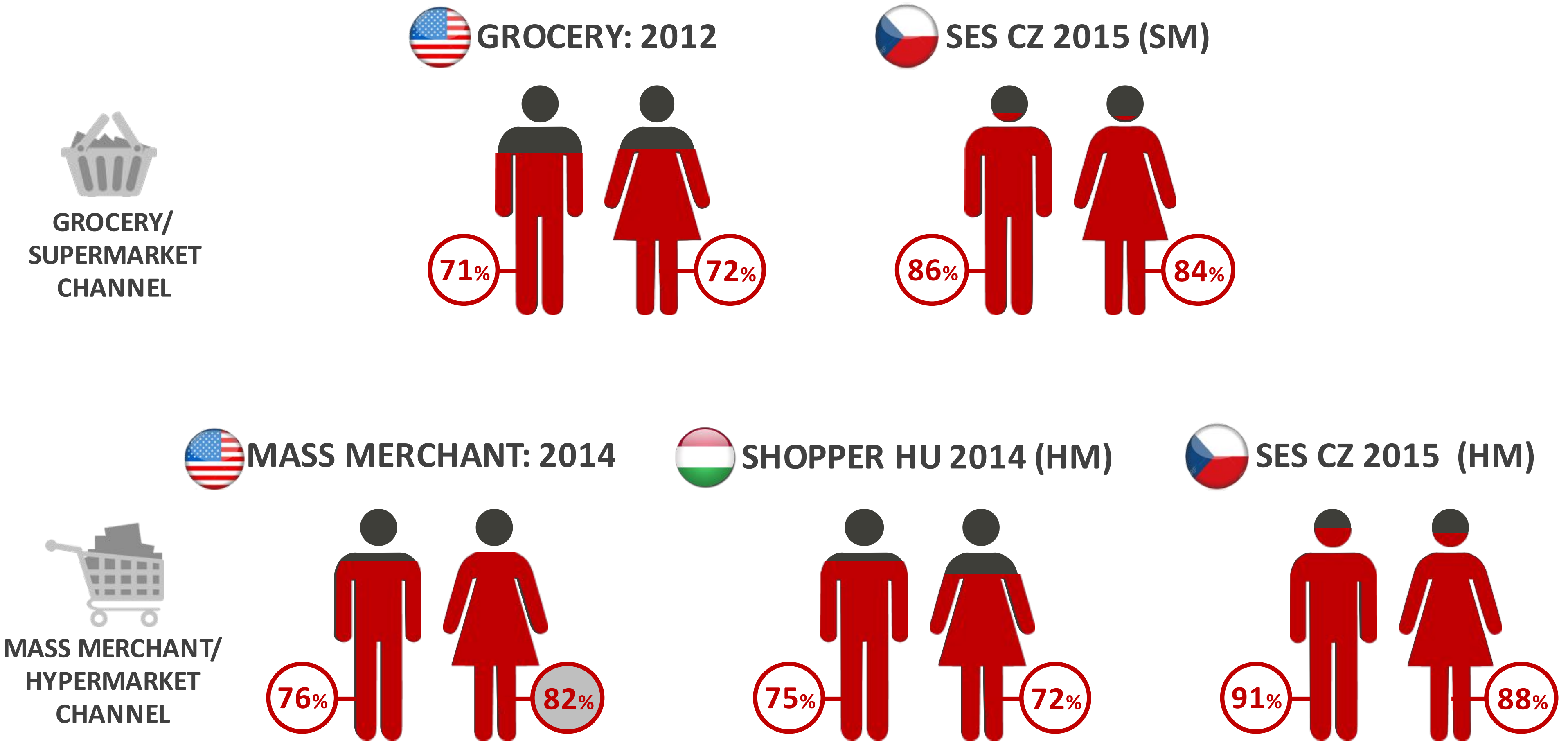


In-store decision rate: **88%**

Base: all purchased products

IN-STORE DECISION RATE BY GENDER

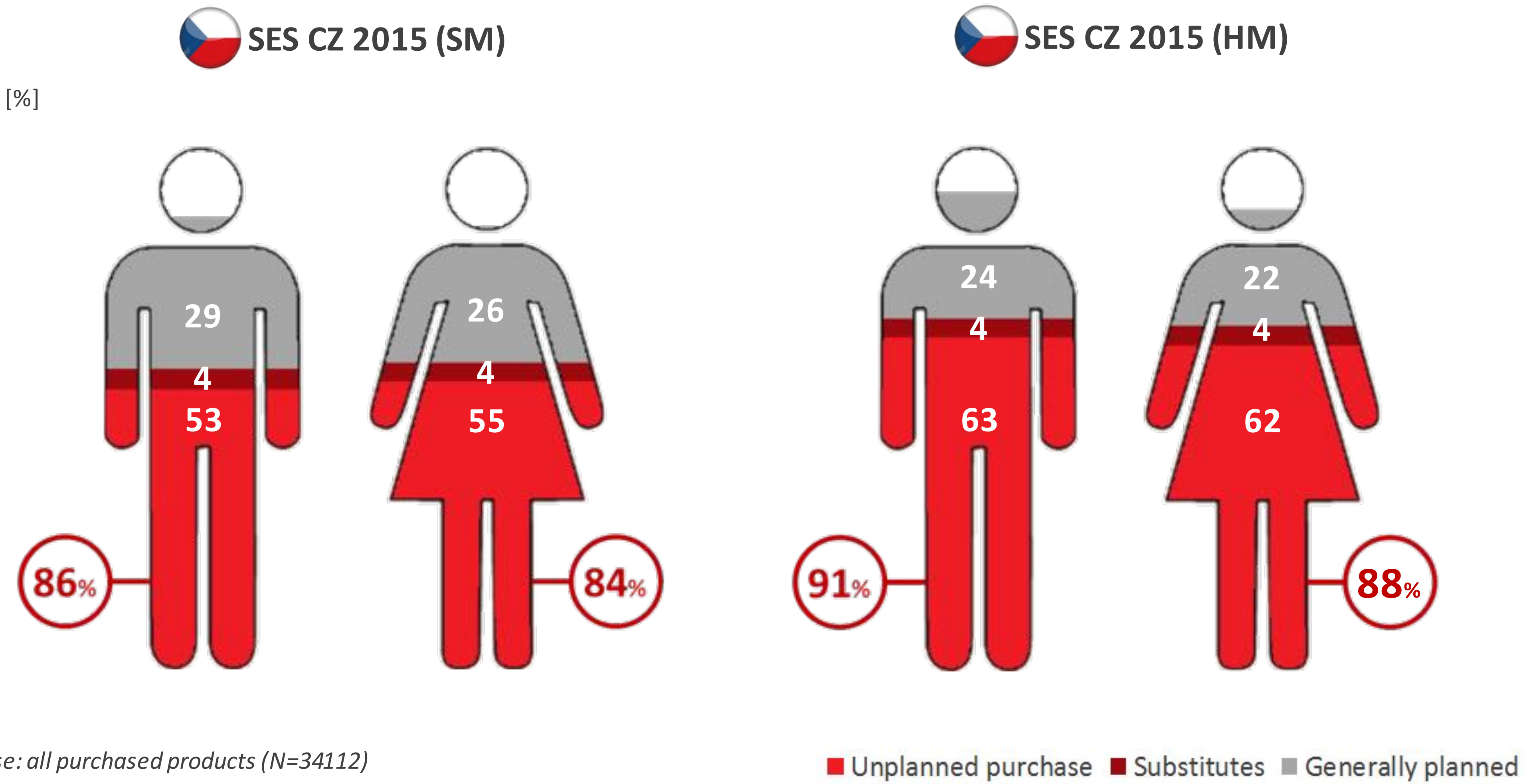
The in-store decision rates are generally the same for the female and male shoppers, apart from the US mass merchant channel *(female shoppers influenced more by the direct in-store experience in the mass merchant stores)*.



Base: all purchased products

IN-STORE DECISION RATE BY GENDER

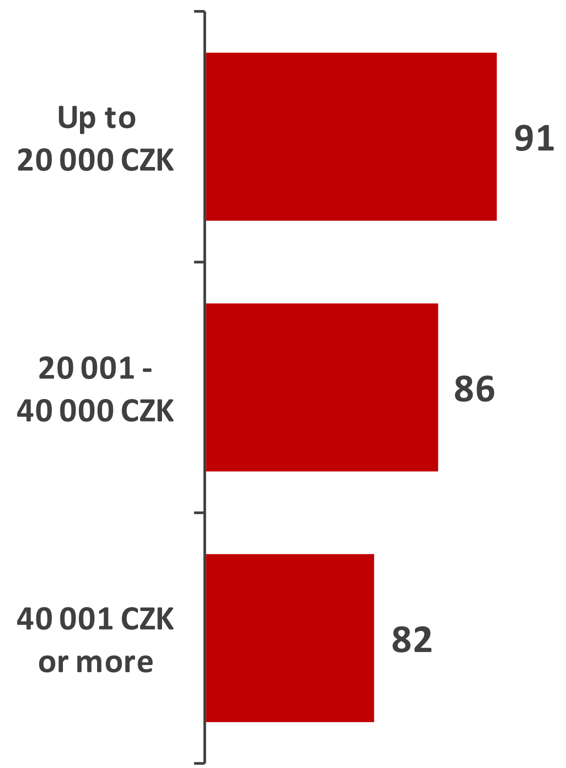
The in-store decision rates are generally the same for Czech female and male shoppers.



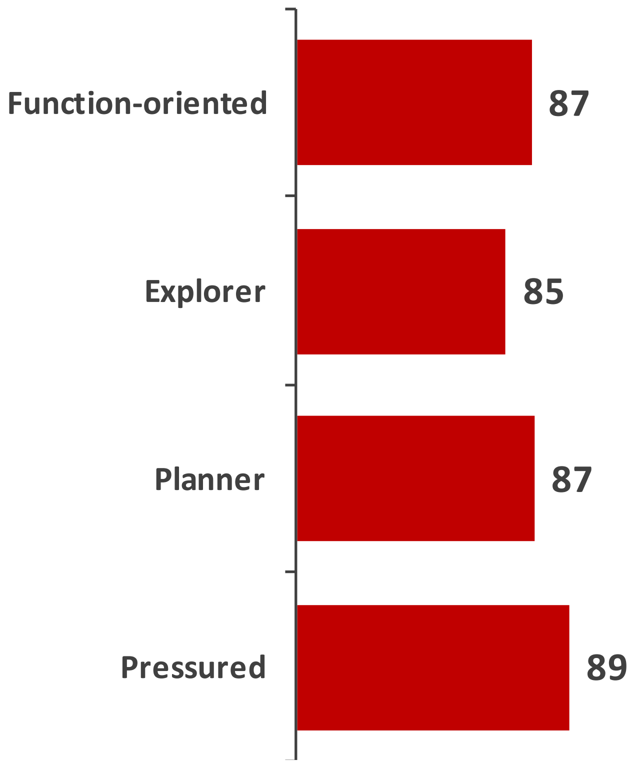
Base: all purchased products (N=34112)

The in-store decision rate is the highest in household with lowest income.
The rate is also slightly higher for the Pressured shopper segment, who are more impulsive and price and promotion sensitive.
The shoppers on inspirational trip purchase less often product based on general plans.
They appreciate to be rather inspired by the store itself.

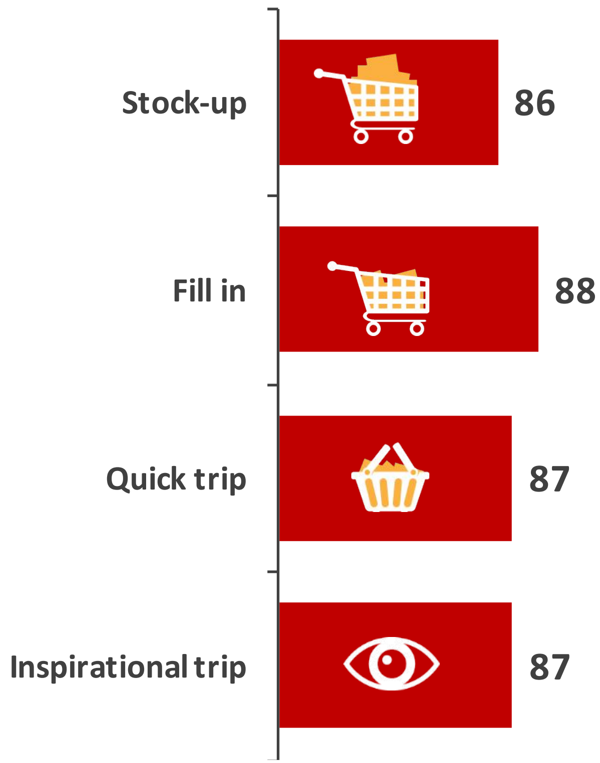
NET MONTHLY HOUSEHOLD INCOME



SHOPPER SEGMENTS



SHOPPING MISSIONS



Base: all purchased products (N=34112)

IN-STORE DECISION RATE: Spices, dressings, salty snacks and biscuits are purchased mainly because of decisions made in store. Unlike beer which more often specifically planned.

IN-STORE DECISION RATE

A high score on this measure reflects that shoppers **purchase more likely based on in-store decision**. Therefore, they are more influenced by the in-store communication and promotions.

	TOTAL	SM	HM
Spice and seasoning	100	100	99
Salty snacks	98	98	98
Dressings	98	98	97
Biscuits, wafers	97	96	98
Instant soups and savoury	97	100	86
Shower gels, hair care	97	90	98
Ice cream	96	97	95
Laundry	96	88	98
Deodorants	95	100	95
Butters, spreads	94	95	94
Yoghurts, yoghurt drinks	94	95	94
Pet food	93	98	91
Detergents	91	84	94
Chocolate tablets	91	93	90
Tooth pastes	91	91	91
Coffee, tea, cocoa	91	89	92
Nonalcoholic drinks	89	88	89
TOTAL	87	85	88
Spirits	81	79	82
Beer	78	78	78

Base: all evaluated purchased products (N =34112)

The in-store decision rate is calculated by taking the sum of the purchases that fall under Generally Planned, Unplanned, and Substitutes categories.

IN-STORE DECISION RATE

A high score on this measure reflects that shoppers **purchase more likely based on impulse.** Therefore, they are more influenced by the in-store communication and promotions.

IN-STORE TRIGGERS FOR THE UNPLANNED PURCHASES: Shopper's mind is the best place to make friends with in order to win her/his preference, followed by attractive look and - of course - promotions.

*General need for the brand/product in the **shopper's mind** is the main trigger to the offtake. **Product visibility** in the fixture, on the shelf, on the display as well as **clear and attractive packaging** are key instruments to win place in the shopping basket, … accompanied by the other pos impulses incl. promotions.*

TRIGGERS OF UNPLANNED PURCHASES

	TOTAL	SM	HM
Base (N)	*3021*	*1308*	*1713*
I remembered that I need it	39%	42%	36%
Promotion	23%	23%	23%
Product attracted me	20%	20%	20%
Display attracted me	2%	2%	2%
Influenced by person I was with	4%	4%	4%
I don't know	12%	9%	15%

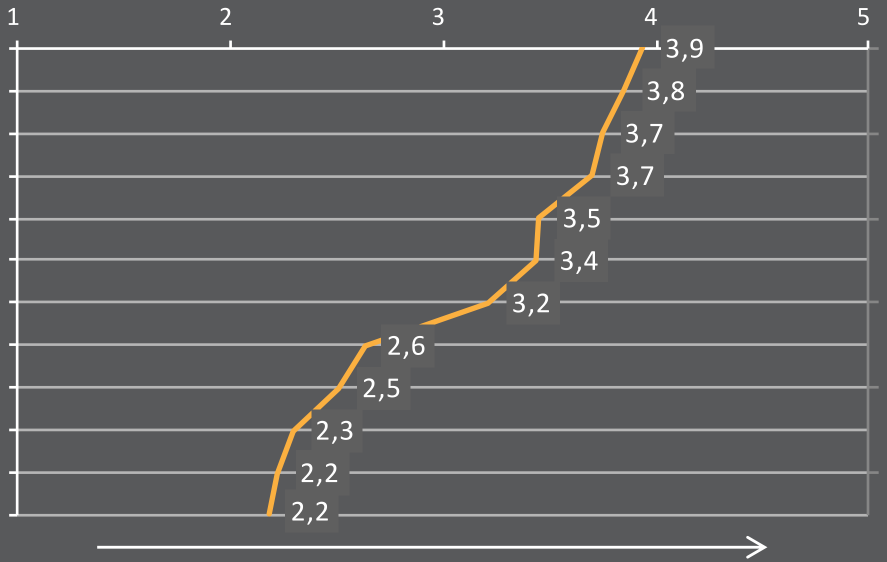
CS3. What was the main reason to buy PRODUCT once you were in the store?
Base: all evaluated unplanned purchased products

Significantly higher/lower frequency compared to TOTAL (95% CI)

FACTORS OF SELECTION: Consumer and the consumption occasion along with the brand and price are the top of mind product preference drivers, according to the shoppers.

*Hypermarket, with its overall greater number of the items on sale and therefore more and better options for the shoppers, **is evaluated more severely compared to a supermarket**. Note: Category specific data and recommendations are provided in the category and subcategory reports.*

FACTORS OF PURCHASE SELECTION



	TOTAL	SM	HM
Base (N)	*5141*	*2365*	*2776*
For whom the product is intended	3,9	4,0	3,9
Price (including discounts)	3,8	3,6	4,0
Brand	3,7	3,6	3,8
For which occasion the product is intended	3,7	3,7	3,7
Product composition / nutritional value	3,5	3,4	3,5
Package size	3,4	3,2	3,6
Product practicality	3,2	3,0	3,4
Recommendation from friends, family	2,6	2,4	2,8
Package design	2,5	2,4	2,6
In-store promotional material	2,3	2,1	2,4
Novelty	2,2	2,1	2,4
Ad seen outside the shop	2,2	2,0	2,3

Importance

CS9. Thinking back to how you chose PRODUCT today there are several factors you might have considered when making your purchase selection. Using the scale 1-5, where 1 means "not at all important" and 5 "extremely important", please rate how important each of them was to you when selecting this product.

Base: all evaluated purchased products

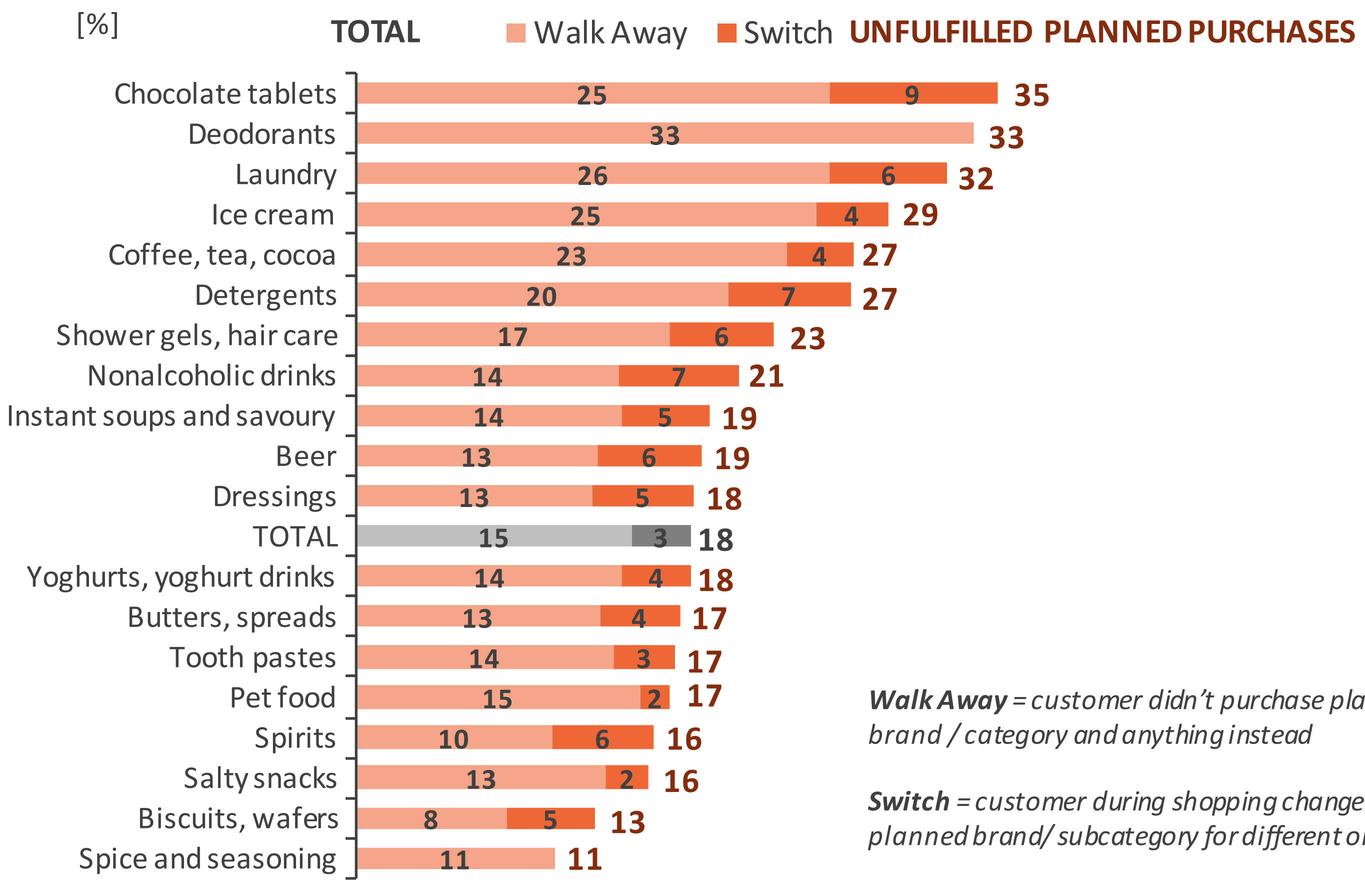
Significantly higher/lower frequency compared to TOTAL (95% CI)

UNFULFILLED PLANS:

1/5 of category/brand purchase plans have not been fulfilled while switching to another product happened in just minority of cases.

UNFULFILLED PLANNED PURCHASES

% brand/ category plans which haven't been fulfilled as planned (brand switch, category not purchased etc.)
A high rate on this measure reflects that shoppers **more likely don't purchase the category/ brand as they planned**



***Walk Away** = customer didn't purchase planned brand / category and anything instead*

***Switch** = customer during shopping changed the planned brand/ subcategory for different one*

Base: all brand/category plans (N = 9362)

Significantly higher/lower frequency compared to TOTAL (95% CI)

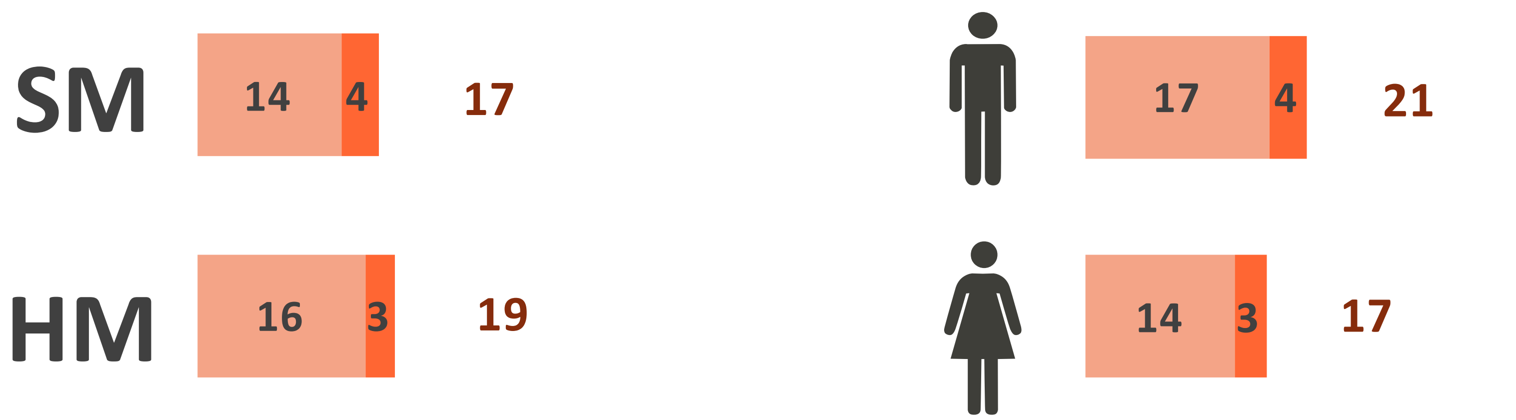
UNFULFILLED PLANS in detail

UNFULFILLED PLANNED PURCHASES

% brand/ category plans which haven't been fulfilled as planned (brand switch, category not purchased etc.)
A high rate on this measure reflects that shoppers **more likely don't purchase the category/ brand as they planned**

[%]
- **Walk Away** = *customer didn't purchase planned brand / category and anything instead*
- **Switch** = *customer during shopping changed the planned brand/ subcategory for different one*

CHANNEL | **GENDER**



Base: all brand/category plans (N = 9362)

Significantly higher/lower frequency compared to TOTAL (95% CI)

WALK AWAY REASONS: Change of mind before coming into section is the most frequent purchase barrier. Goods out of stock (esp. if it's promotion) is the barrier in the SM channel.

WALK AWAY REASONS

	TOTAL	SM	HM
Base (N)	*416*	*190*	*226*
I changed my mind before I see the goods	20%	21%	20%
Product was not available	19%	24%	14%
It was too expensive	18%	19%	18%
I forgot	17%	15%	19%
When choosing goods I have realized that I don't need it	10%	10%	10%
The shelf was confusing	1%	2%	1%
My companion at the store has discouraged me	1%	1%	1%
The display have discouraged me	0%	0%	0%
I do not know	19%	14%	23%

CS10. Although you planned to purchase PRODUCT, you didn't do it. What were the main reasons why you didn't buy that product?

Base: all unpurchased planned products

Significantly higher/lower frequency compared to TOTAL (95% CI)

WALK AWAY REASONS: Categories above average

I changed my mind before I see the goods 20%

Nonalcoholic drinks
Yoghurts, yoghurt drinks
Beer
Ice cream

Product was not available 19%

Detergents
Laundry
Yoghurts, yoghurt drinks
Butters, spreads

It was too expensive 18%

Shower gels, hair care
Coffee, tea, cocoa
Spirits
Chocolate tablets

I forgot 17%

Coffee, tea, cocoa
Salty snacks
Ice cream

When choosing goods I have realized that I don't need it 10%

Detergents
Shower gels, hair care
Butters, spreads
Spirits

My companion has discouraged me 1%

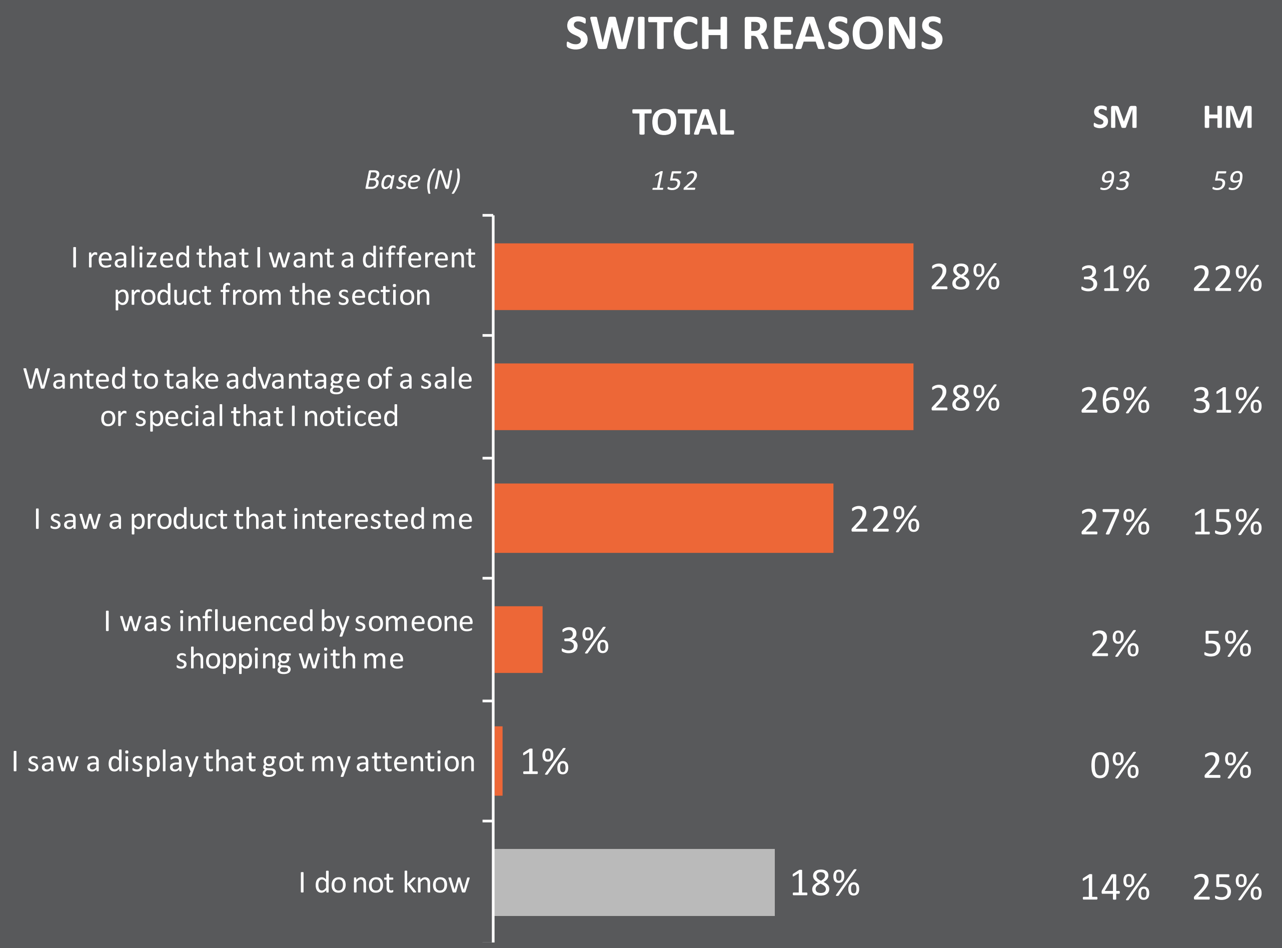
Spirits
Ice cream

The shelf was confusing 1%

Butters, spreads
Spirits

Note: Only categories with N > 10 are shown and results are only indicative

SWITCH REASONS: Exposure to a product that fits better the need as well as nearby discounted goods were the most frequent reasons to switch, followed by fascination by an alternative product which was not on the short list before



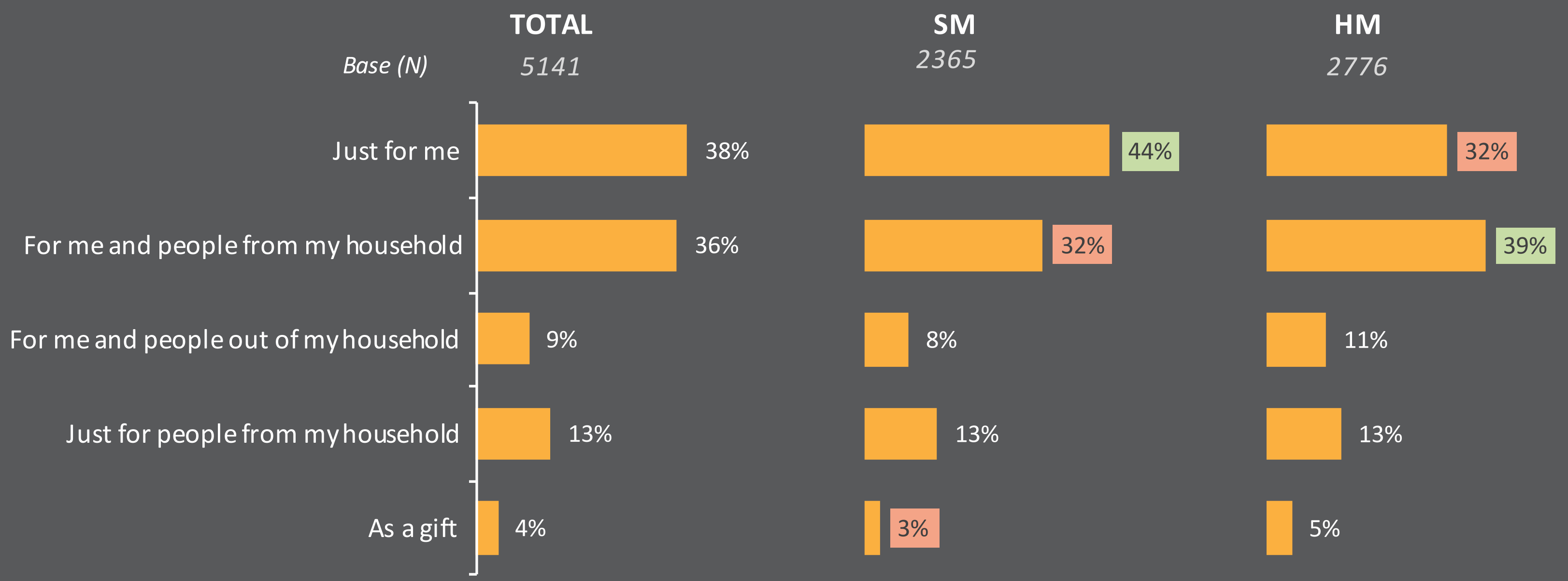
CS3. What was the main reason that made you buy the item in the shop?

Base: all evaluated switched products

Significantly higher/lower frequency compared to TOTAL (95% CI)

FINAL CONSUMERS: Supermarket represents a bit more the “for me” shopping trips (single shoppers, lunch breaks) while hypermarkets do represent more the “for us” shopping trips.

RECIPIENTS OF PURCHASED PRODUCT



CS4. For whom did you buy this product?

Base: all evaluated products purchased

Significantly higher/lower frequency compared to TOTAL (95% CI)

EXPERIMENTATION: Some product categories, such as toothpastes, spirits, shower gels, spices etc., which are not purchased daily attract the shoppers to experiment which is a great opportunity for the marketers who can experiment, too, in their pos supportive actions and events.

% PRODUCT PURCHASED FOR THE FIRST TIME

A high proportion on this measure reflects that shoppers **more likely try new products within the category**, which they haven't tried yet.

[%]

	TOTAL	SM	HM
Tooth pastes	17	17	17
Spirits	16	16	16
Shower gels, hair care	16	17	16
Spice and seasoning	15	19	12
Instant soups and savoury	14	15	13
Laundry	14	11	15
Salty snacks	12	12	12
Deodorants	11	13	11
Ice cream	10	11	8
Dressings	10	9	10
Biscuits, wafers	9	9	10
Detergents	9	12	7
TOTAL	9	9	9
Yoghurts, yoghurt drinks	8	7	8
Butters, spreads	7	`9	6
Pet food	7	5	9
Coffee, tea, cocoa	7	7	8
Chocolate tablets	7	13	3
Beer	6	5	6
Nonalcoholic drinks	6	6	5

CS5. Have you ever purchased this item or this is the first time you purchase it?

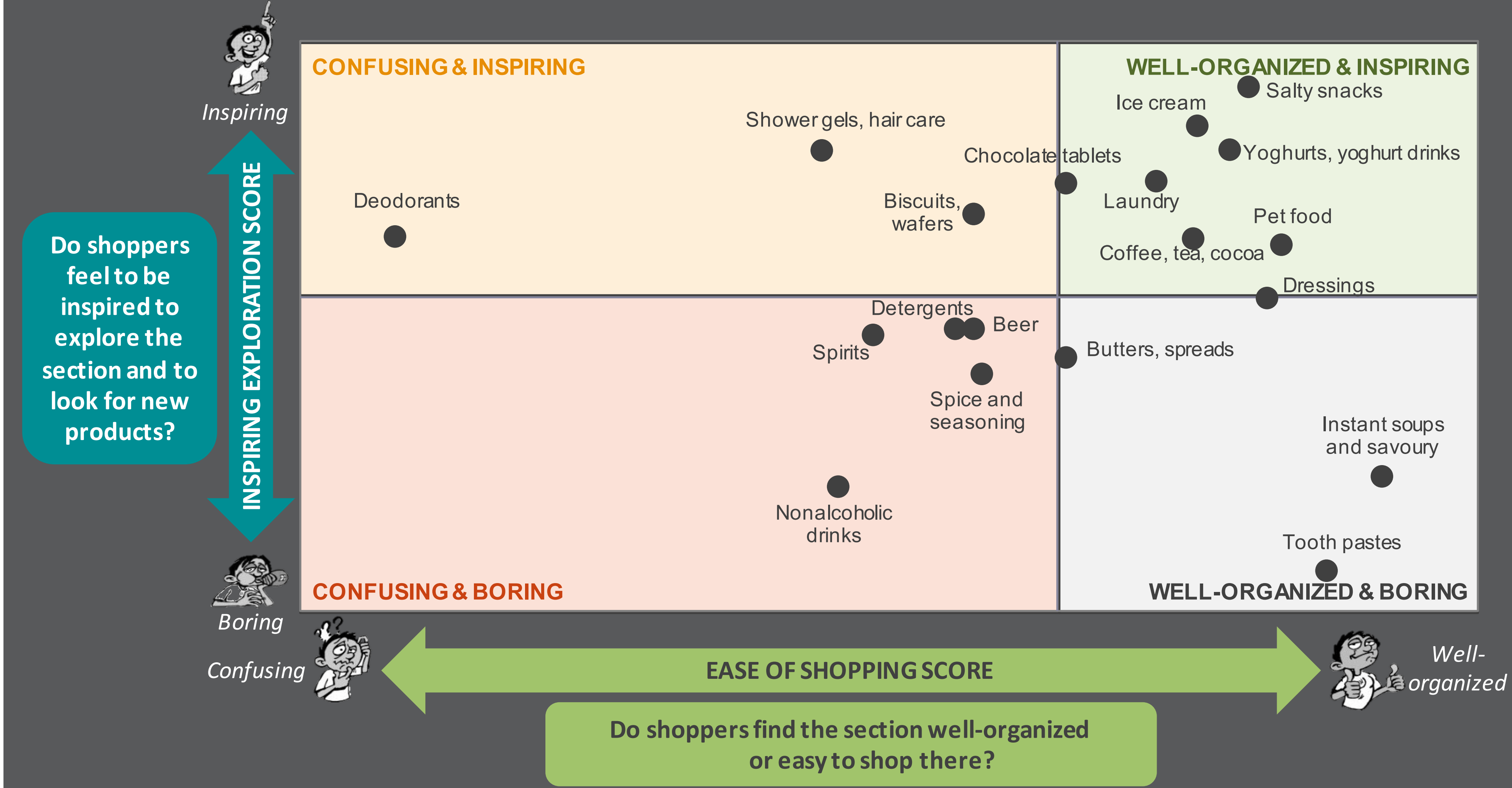
Base: all evaluated products purchased (N=5141)

OVERALL PERFORMANCE

How do shoppers evaluate the shopping in the category section?

TOTAL SECTION EVALUATION (OVERALL SHOPPABILITY SCORE): TOTAL sample

Some of the categories are more clear and inspirational. The score is influenced by a number of the factors: fixture clarity, assortment, navigation as well as the overall consumer appeal.

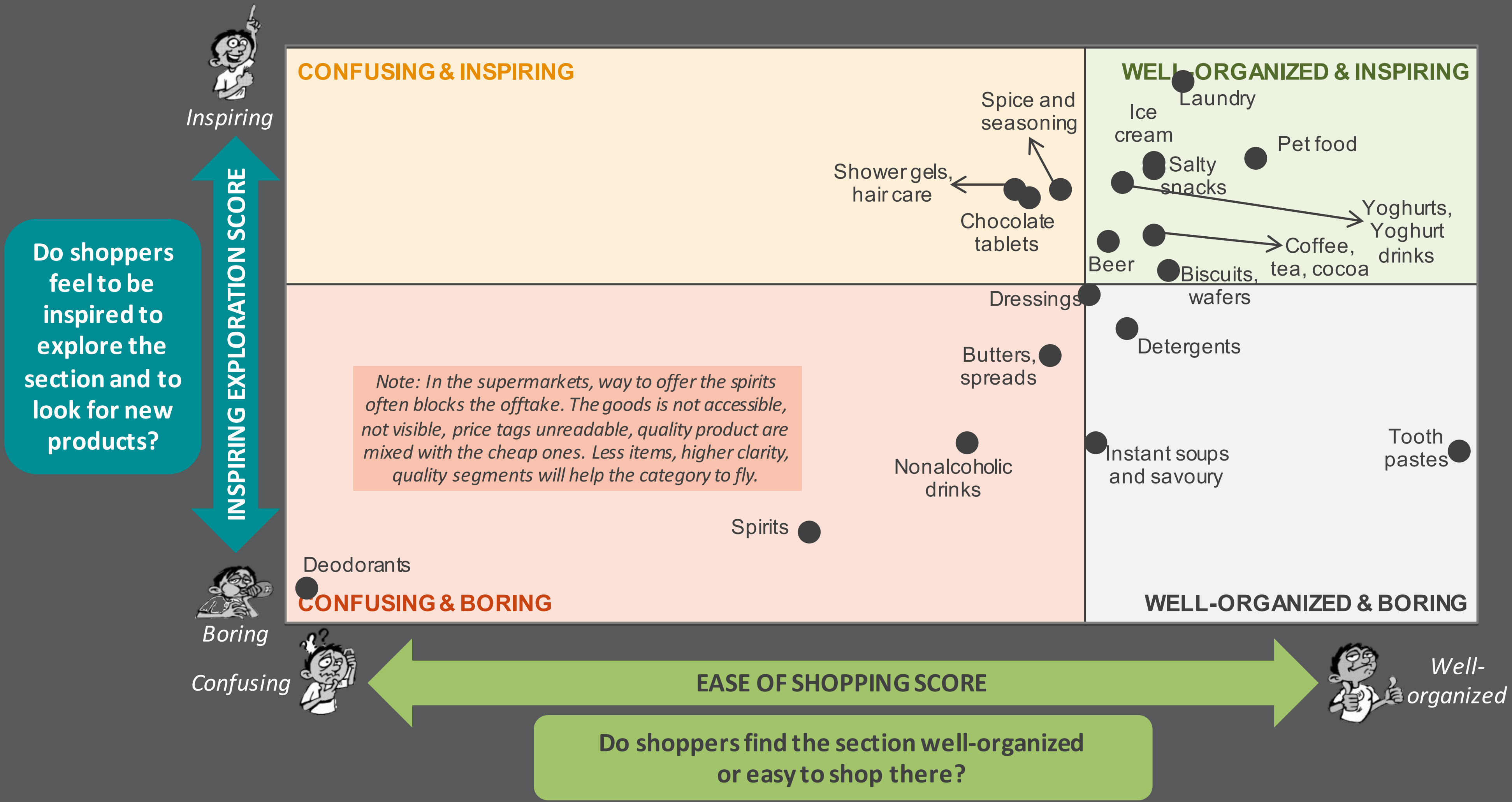


Base: all evaluated products purchased within evaluated categories (N = 4049)

Based on evaluation of store's sections where shoppers purchase the products, the scores reflecting overall ease of shopping and how much a section encourages exploration have been calculated

TOTAL SECTION EVALUATION (OVERALL SHOPPABILITY SCORE): SM channel

Spice/seasoning, choco tables as well as shower gels/hair do inspire the shoppers, however the offers are somewhat confusing which blocks higher offtake. Opportunity for clarity and choice?

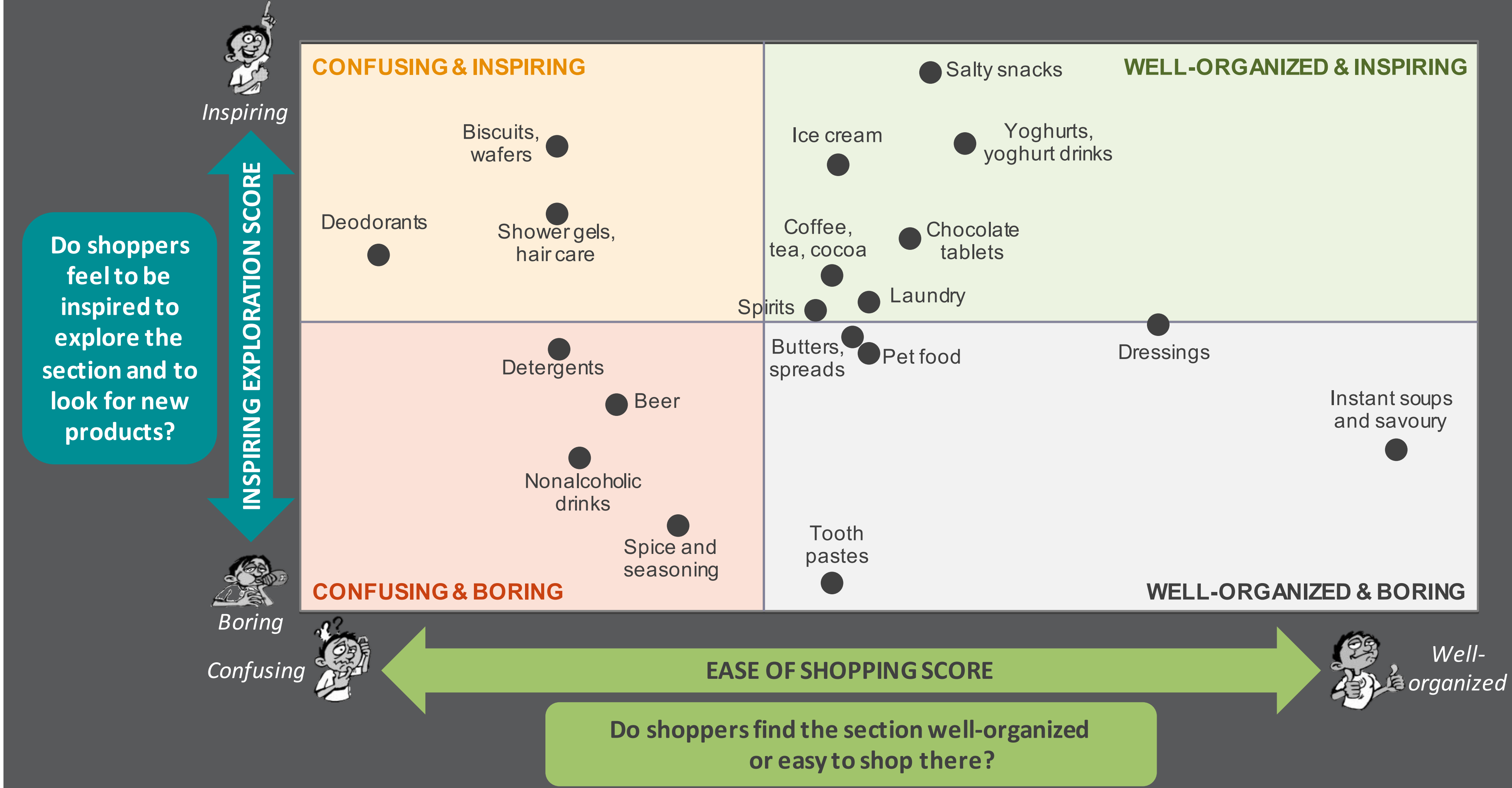


Base: all evaluated products purchased within evaluated categories (N = 1988)

Based on evaluation of store's sections where shoppers purchase the products, the scores reflecting overall ease of shopping and how much a section encourages exploration have been calculated

TOTAL SECTION EVALUATION (OVERALL SHOPPABILITY SCORE): HM channel

Biscuits/wafers, shower gels/hair care as well as deodorants are pretty attractive for the shoppers, however are a bit lost in front of the offers. Opportunity for more shopper-friendly solutions?



Base: all evaluated products purchased within evaluated categories (N = 2061)

Based on evaluation of store's sections where shoppers purchase the products, the scores reflecting overall ease of shopping and how much a section encourages exploration have been calculated

DISPLAY ANALYSIS

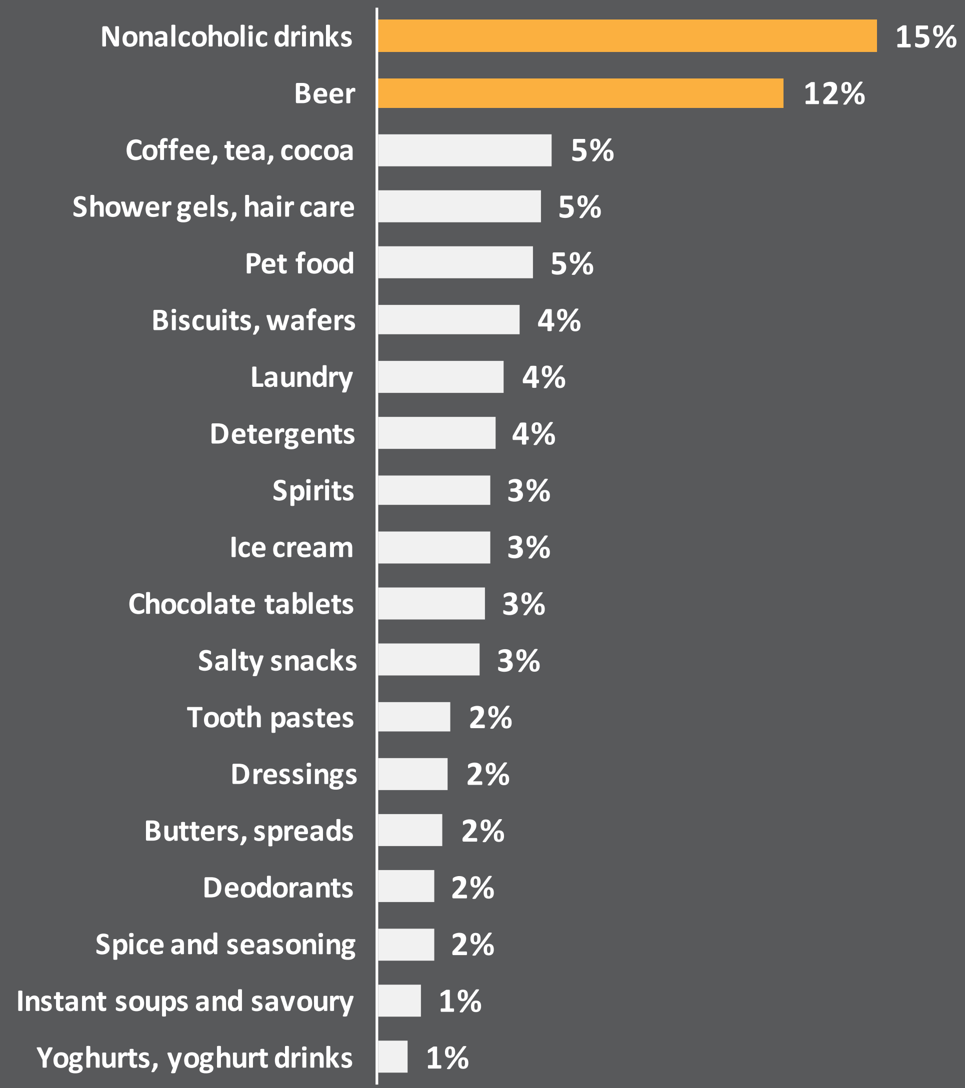
How many POP media are currently in stores?

What impact do they have on shoppers?

ALL POP MEDIA – PENETRATION:

Non-alcoholic drinks shortly followed by beer are supported most by POP media.

POP media penetration for categories included in the SES study



Base: all POP materials and secondary placements (N=1309)

ALL POP MEDIA STATISTICS

	TOTAL	SM	HM
Total displays in sample	*1309*	*249*	*1060*
Placement			
Home section	31%	27%	32%
Rest of the store	69%	73%	68%
Location			
In home section	31%	27%	32%
In other section	20%	31%	18%
Corridor	42%	36%	44%
Cash zone	6%	6%	6%
Type			
Floor stand	45%	51%	44%
Front Shelf - without brand	22%	30%	21%
Pallet island - without brand	11%	10%	11%
Parasitic display	8%	6%	8%
Shelf stopper	4%	1%	4%
Pallet island - branded	2%	-	3%
Front Shelf - branded	2%	1%	3%
Total shelf decoration	2%	-	2%
Stands and banners	1%	1%	1%
TOP card	1%	-	1%
Action promo-shelf	1%	0,4%	1%
Floor graphics	1%	-	1%
Shopping cart	0,2%	-	0,3%
Promo tables, tastings	0,2%	-	0,3%
Digital screen	0,2%	-	0,2%
Gateway	0,2%	-	0,2%

To find the typology of POP materials, click here PDF POP media

Legend: - means that there wasn't any secondary display of particular type in the store/category section

Base: all POP materials and secondary placements

Significantly higher/lower frequency compared to TOTAL (95% CI)

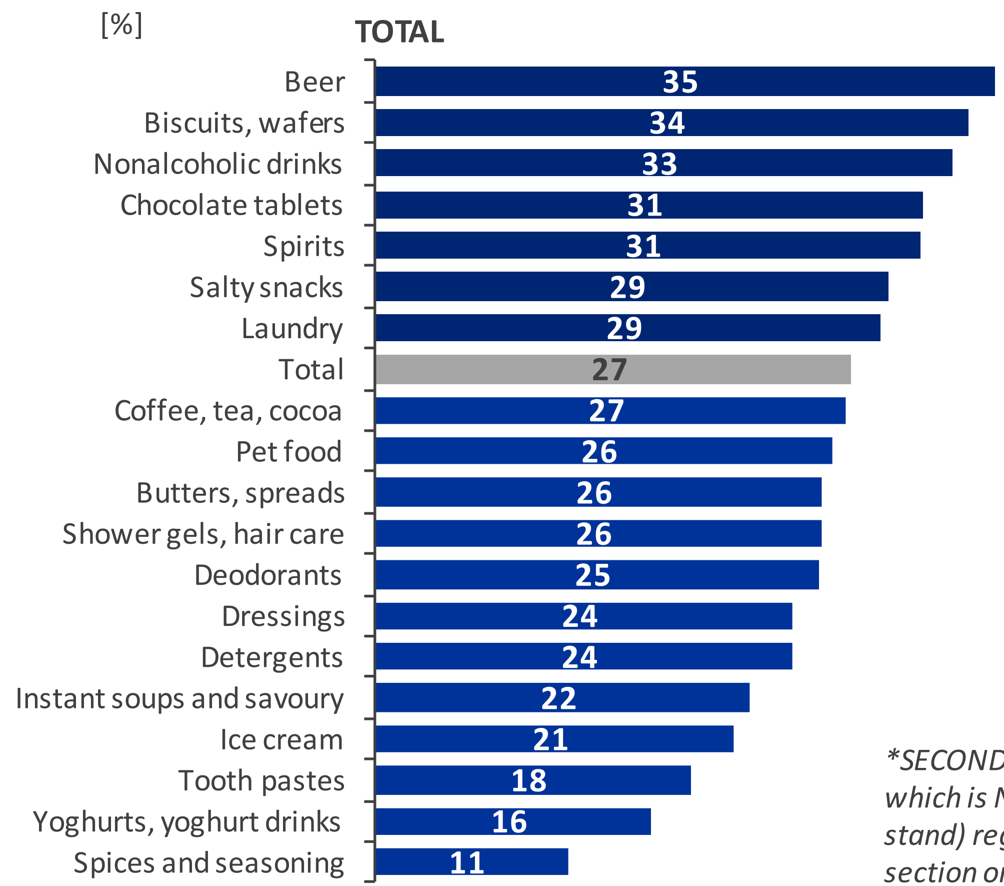
PURCHASE FROM SECONDARY DISPLAYS:

Beer, biscuits/wafers, nonalcoholic drinks, chocolate tablets, spirits, salty snacks as well as laundry detergents score above the average.

% SECONDARY DISPLAY USE

% products which have been taken from secondary display (according to questioning)

A high score on this measure reflects that shoppers **purchase products more likely from secondary display.**



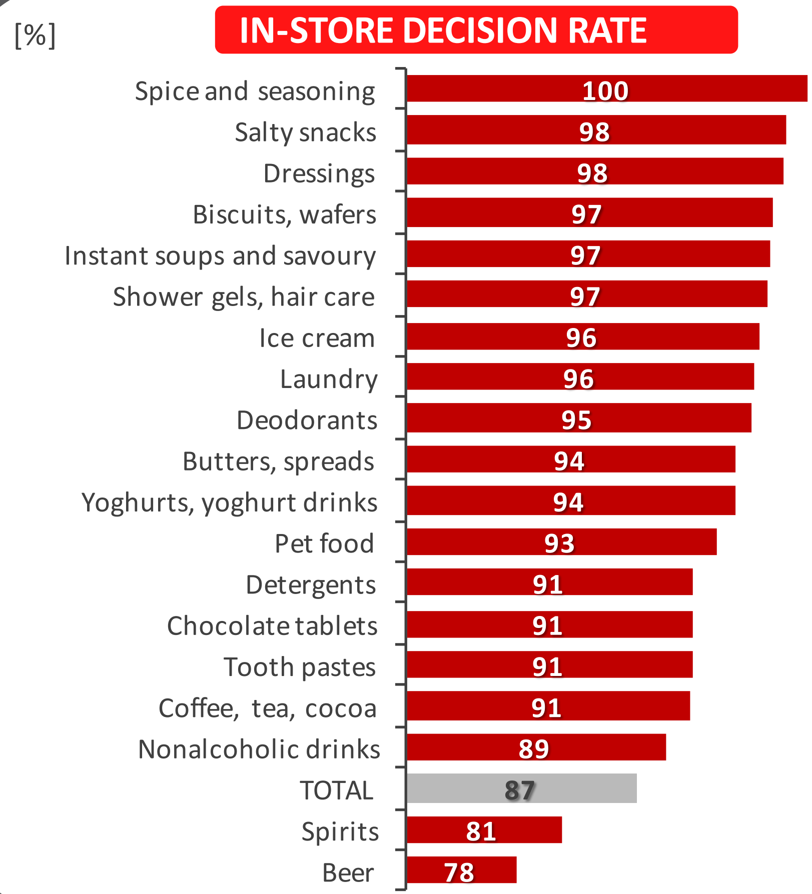
**SECONDARY DISPLAY = additional display which is NOT a home shelf (e.g. pallet, floor stand) regardless if it is located in the home section or elsewhere in the store*

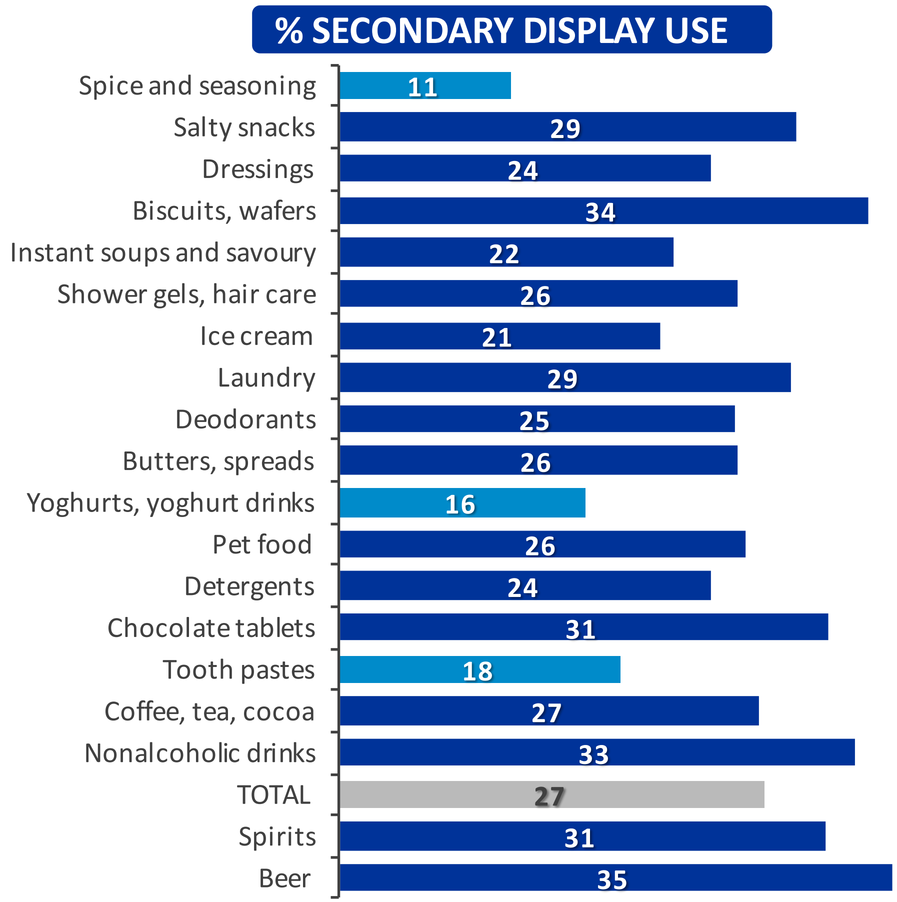
CS6. Where in store did you buy PRODUCT?

Base: all evaluated purchased products (N=5141)

IN-STORE DECISION VS. SECONDARY DISPLAY USAGE:

Beer and spirits are two categories with the relatively lowest in-store decision rate, however both of them below to the group of categories with the highest secondary placement impact.





Base: all purchased products (N =34112)

Base: all evaluated products (N = 5141)

SECONDARY DISPLAY PURCHASES: Bigger floor spaces, more secondary placements in HM. Secondary displays (in the middle of the corridors) help male shoppers to escape from boring and time consuming primary offers.

% SECONDARY DISPLAY USE

% products which have been taken from secondary display (according to questioning)

A high score on this measure reflects that shoppers **purchase products more likely from secondary display.**

[%]

CHANNEL	
SM	19
HM	35

NET MONTHLY HOUSEHOLD INCOME	
Up to 20 000 CZK	28
20 001 - 40 000 CZK	28
40 001 CZK or more	25

GENDER	
Male	30
Female	26

AGE	
18 - 34 years old	28
35 - 54 years old	24
55+ years old	31

**SECONDARY DISPLAY = additional display which is NOT a home shelf (e.g. pallet, floor stand) regardless if it is located in the home section or elsewhere in the store*

CS6. Where in store did you buy PRODUCT?

Base: all evaluated purchased products (N=5141)

Significantly higher/lower frequency compared to TOTAL (95% CI)

FIRST TIME PURCHASE: Secondary placement has help most the first-time purchase of the laundry products as well as toothpaste, followed by deos, hair care and dressings.

10% products taken from **secondary display** were purchased for the first time

SM	HM
8%	10%

8% products taken from **home shelf** were purchased for the first time

SM	HM
9%	8%

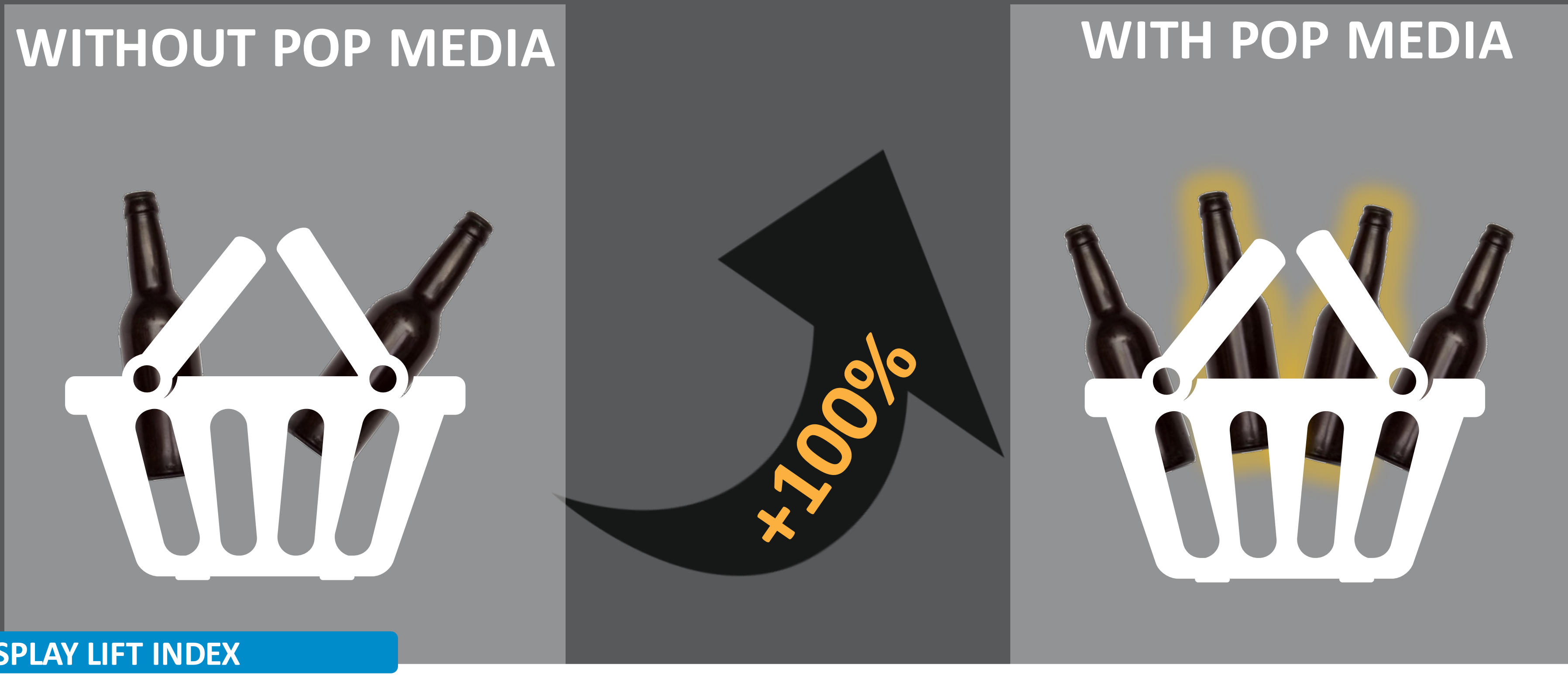
CS6. Where in store did you buy PRODUCT?
CS5. Have you ever purchased the PRODUCT you bought or is this the first time trying it?

Base: all evaluated products (N = 5141)

Significantly higher/lower frequency compared to TOTAL (95% CI)

HOW TO READ DISPLAY LIFT INDEX

We were comparing sales of products on a brand level WITH or WITHOUT POP MEDIA. Then we calculated the difference in sales between these two situations in the store.

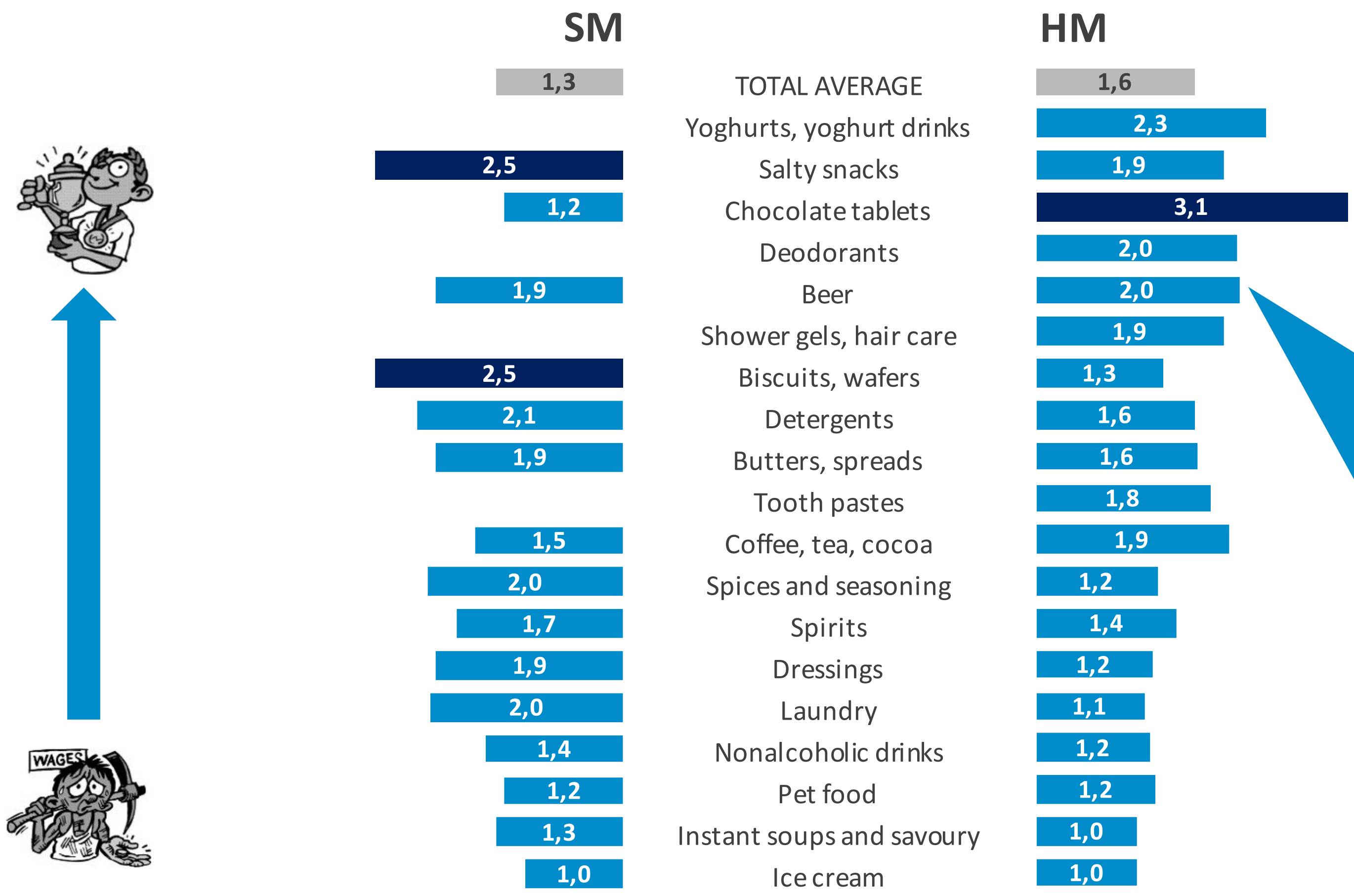


DISPLAY LIFT INDEX

Display Lift Index shows us in which categories displays lift the purchases the most effectively (the higher value, the more effective). Display Lift Index is calculated as a ratio of product share per shopper when a display is in the store versus otherwise.

Example: If shopper buys 1 product in the store without POP media and 2 products in stores with POP media Display Lift Index = 2 (there is an increase of 100% thanks to POP media)

DISPLAY LIFT INDEX: POP media have increased most the offtake of the salty snacks and biscuits in SM and chocolate tablets in HM (June ‘15).



DLI of 2 means:

- **1 product** purchased by a shopper in the store <u>without</u> POP material

- **2 products** purchased by a shopper in the store <u>with</u> POP material

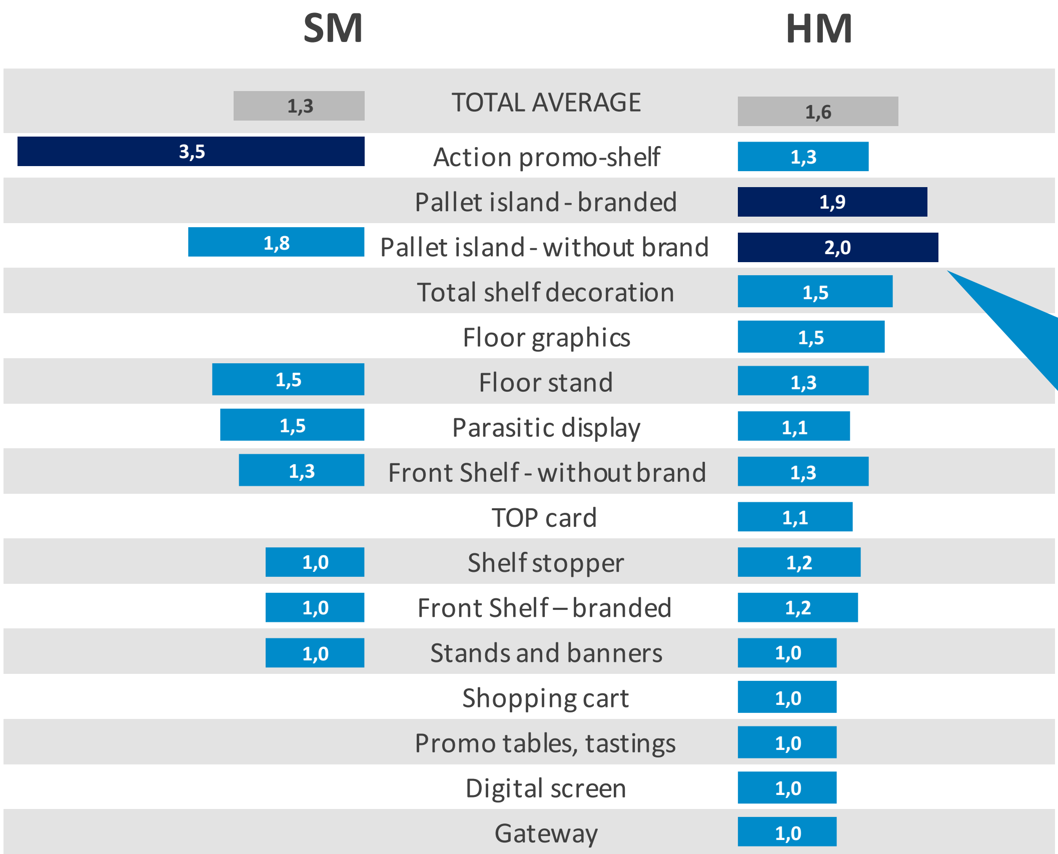
=

increase of 100% thanks to POP material

**Missing values mean that for that category products there weren't used any POP media in observed stores.*

Base: all evaluated purchased products (N = 34112)

DISPLAY LIFT INDEX PER TYPE: Pallet islands were the most effective POP media in the hypermarket channel.



DLI of 2 means:

- **1 product** purchased by a shopper in the store without POP material

- **2 products** purchased by a shopper in the store with POP material

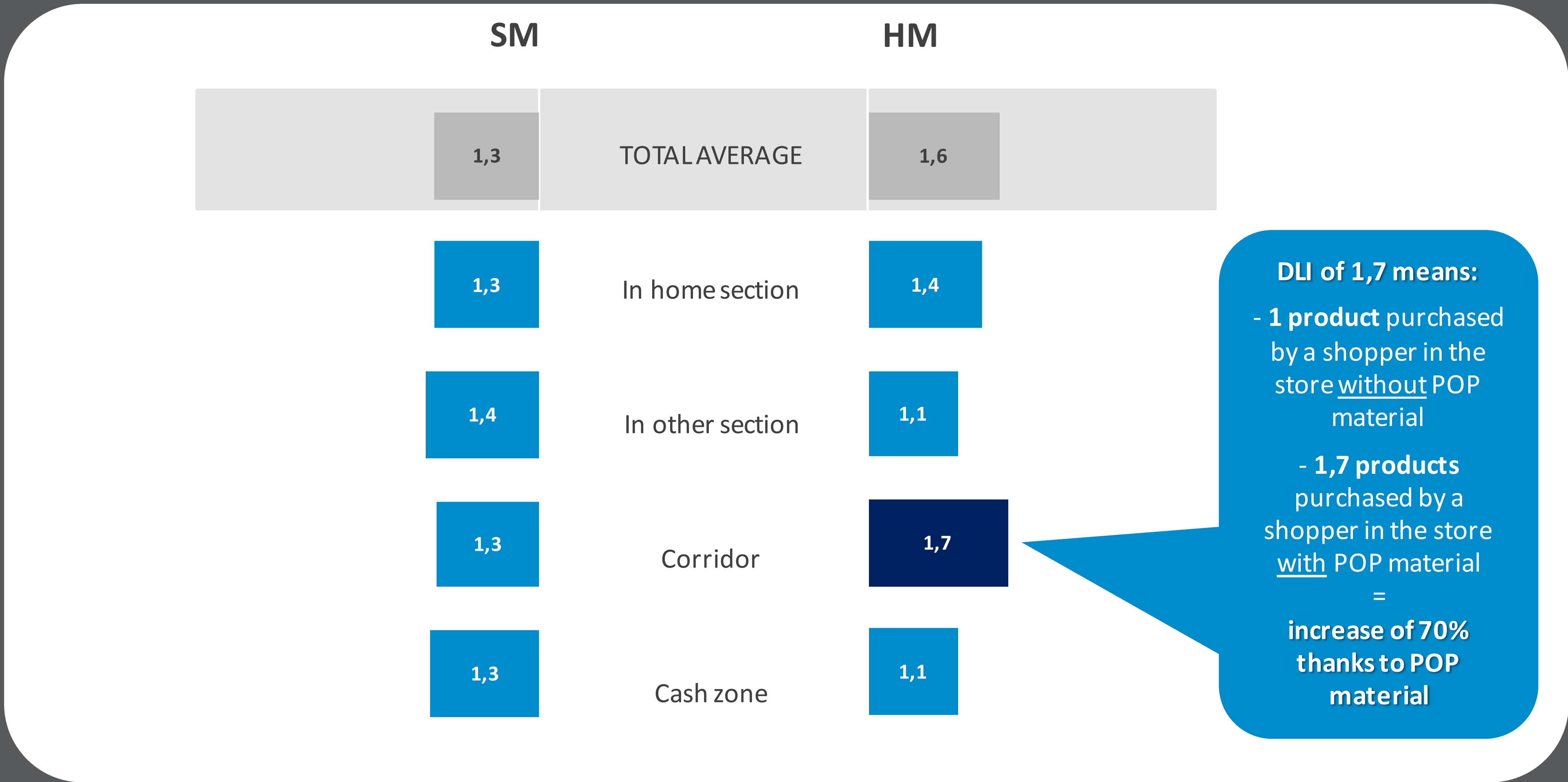
=

increase of 100% thanks to POP material

**Missing values mean that for that category products there weren't used any POP media in observed stores.*

Base: all evaluated purchased products (N = 34112)

DISPLAY LIFT INDEX PER LOCATION: The POP media located in the hypermarket corridors help increasing the offtake most effectively.



**Missing values mean that for that category products there weren't used any POP media in observed stores.*

Base: all evaluated purchased products (N = 34112)

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