

## Background

With the increase in people “staying in”, The Webb Group wanted to evaluate the opportunity for introducing DVD rentals into convenience stores as well as understanding the behaviour of consumers towards DVD rentals and how their viewing habits have evolved.

## Research Objective

To understand the consumers behaviour and attitudes towards movie rentals and their movie viewing habits in general, as well as the extent of the opportunity for c-store retailers to offer a DVD rental service.

## Methodology

400 shoppers interviewed online. All respondents had either watched a movie at the cinema or their/someone else's home in the last 3 months.

50 telephone interviews were conducted with store managers at each of the following retailers; Costcutter, Londis, Spar and Nisa, 200 interviews in total. All retailers had to currently not be offering a DVD rental service.

## Topic Areas Addressed

### Shoppers

- How do they watch movies, i.e. TV, online, etc – has it changed in last 12 months?
- How often they watch movies
- Awareness and usage of online movie rental companies
- Reasons for not renting movies from nearby stores
- What would encourage them to rent movies from nearby stores
- What type of stores they would consider renting movies from
- What would they be prepared to pay for movie rentals
- What other categories would they purchase with a movie rental

### Retailers

- Reasons for not currently offering a movie rental service
- Awareness of sales & footfall increases as a result of offering such a service
- What other categories they think will be purchased with a movie rental
- How much do they think customers would be prepared to pay for a movie rental
- Would they be interested in offering a movie rental service
- What do they see as the benefits and drawbacks to offering a rental service

## Client Testimonial

“There’s certainly useful insight in there and I’ve already used some in presentations that have gone well”, *David Robinson, Group Marketing Director, The Webb Group*