

## Invaluable insights from small supermarket shoppers

In 2009 him! launched a brand new tracking programme to understand and benchmark the needs and opinions of shoppers at small and medium sized supermarkets. **c.4,000 shoppers have been interviewed** at the following chains;

- **Tesco Metro**
- **Sainsburys**
- **Coop**
- **Asda**
- **Morrisons**
- **Waitrose**

The Small Supermarket Tracking Programme allows retailers to better understand some of **the 'who', 'what' and most importantly 'whys', which sales data simply cannot provide.**

As importantly it also allows **benchmarking between the different retailers?** Are shoppers in certain chains more or less satisfied with price? Availability? Range? Are different things important to shoppers in certain chains?

This invaluable insight will **help shape your commercial decisions and future strategies** and because this is a syndicated study, insight is available at a fraction of the price compared to funding your own research. But it also means your competitors may get their hands on it first!



**How do we do it?** c.4,000 face to face shopper interviews outside stores in September each year, at the 'moment of truth' ie within minutes of their shopping experience. 50% are interviewed on entry and 50% on exit so we can compare what shoppers intend to do vs what actually happened.

### ***Getting under the skin of shoppers, while they're actually at your stores***

#### **Who's shopping at different chains?**

Age	% single households
Sex	Working status
Class	Do you smoke
Living arrangement	Do you have a cat / dog

- Who's the most valuable shopper (visiting most often, spending most) – why are they visiting and what are they buying. How can retailers attract more of them?
- How far have shoppers travelled to reach this shop today?
- What % of shoppers are with kids? How old are they? How does this change by time of day? Does this impact what's bought, and whats important to them?

#### **Key drivers to stores**

##### **Shopping missions:**

- What proportion of shoppers are doing their main weekly shop? Or for 'food to go'? Or dinner that night? What % of these purely for the deals & promotions? When are your categories bought?
- Which shopping missions are most valuable to your categories? Whats important to shoppers on different missions? Is speed or price more important on one mission compared to another?

**Key category drivers:** what are the main categories driving shoppers to stores? Are certain chains more popular for different categories? Does this change by time of day / day of week? What % of shoppers are buying into different categories? (category penetration) And who are they?

## **Invaluable insights from small supermarket shoppers**

### **Shopper loyalty**

- Visit frequency to the store. Who's visiting most frequently?
- Trip spend here today (are certain chains managing a higher average visit frequency or spend?) Who's spending most?
- What % of household weekly groceries are bought at this store? Has this increased/decreased vs 12 months ago?
- What % of shopping is done online?
- What other chains have shoppers visited in the last month?
- Why do shoppers choose to use other stores? Eg price, location, product availability etc
- Why did shoppers choose certain chains rather than others in the area?
- What % of shoppers have a 'loyalty card'?
- What % have used them 'here today'? Do they spend more, visit more frequently? Which shoppers have loyalty cards but don't use them?

### **How far are retailers meeting their current shoppers needs? What would they like to see improved?**

- Identify shoppers' primary priorities... what are the 3 most important things that stores must deliver against? Ie cheapest prices, speed of service, shop cleanliness etc.
- How important are the following to the shopping trip:
  - Getting in and out of the shop as quickly as possible
  - Quality of products
  - Buying the cheapest possible prices
  - Buying the brands I want
  - Being able to buy all of the products I need
- Satisfaction ratings on the following criteria;
  - Appearance of store
  - Finding products easily
  - Availability of products
  - Range of fruit & veg
  - Range of fresh meat
  - Range & availability of bread
  - Speed of service
  - Staff friendliness
  - Value for money(how does one chain compare to another? Who's less satisfied? When are shoppers less satisfied?):
- How would shoppers rate the current choice of different categories in one chain compared to other supermarkets? (are your categories the ones they are most / least satisfied with?)
- Do self service checkouts lead to better shopper satisfaction ratings?
- Which type of checkout are shoppers using? Does this affect their satisfaction ratings? Are certain shoppers using certain checkouts?
- What % used trolleys vs baskets? How does this affect what they spend? Who's most likely to use trolleys vs baskets? (this can influence the most relevant trolley/basket advertising.)

### ***Spend wisely. Understand where your time and money is going to have the most impact on your sales***

#### **Insight to influence your Pricing and Promotional strategies**

- Trip spend here today (vs competitors)
- How do shoppers get to the stores? (Implications for how much they're able to carry?)
- If a product has a rounded price point does it encourage / discourage purchase?
- Do shoppers assume rounded price points are more / less expensive than normal store price?
- If a product has a price marked pack does it encourage / discourage purchase?
- Do shoppers assume price marked packs are more / less expensive than normal store price?

## Invaluable insights from small supermarket shoppers

- How price aware are shoppers? Do they know what they've just paid for products? Does it differ by category?
- What % buy something on promotion? How many items?
- Which categories are most bought on promotion?
- How do shoppers find out about promotions? (in-store or before store? Are promotions the drivers to store?)
- Where did they pick up the promotions from? Ie are they noticing at gondola end but picking up on shelf? (Implications for out of stocks? POS?)
- Are shoppers aware where the following is available;
  - Loyalty card
  - Evening meal deal
  - Lunch meal deal
- Did shoppers notice any of the following in-store;
  - Rounded price points
  - Price marked packs

### **Insight for a more effective Communications strategy**

- How far have shoppers travelled to reach the shop (how relevant is local marketing strategy? How far should leaflet drops span?)
- **Range & service awareness** – Are shoppers aware where the following are sold / available;
  - Butchers counter
  - Fresh bakery products baked in-store
  - Fish counter
  - Salad bar
  - Hot food counter
  - Clothing range
  - Kitchenware
  - Electrical goods
  - Lottery / scratchcards
  - Cigarettes
  - Newspapers
  - Magazines
  - Loyalty card
  - Evening meal deal
  - Lunch meal deal
- Did shoppers notice any of the following in-store;
  - Rounded price points
  - Price marked packs
  - An increase in own label products in store

### **Insight for optimising store layout & in-store signage**

- Which categories are most likely to be found in the same basket (cross purchases) – can we merchandise these products together & drive impulse purchasing?
- Do shoppers think that everything is where I would expect to find it in stores? Can they easily locate the products they're looking for? How does this differ by chain?
- Which products do they find difficult to locate?

### **Driving impulse purchases in-store**

- What % of shoppers are buying on impulse? Who? When? What? Why?
- Is impulse all about promotions?
- How does this differ by chain? BY shopping mission? By shopper profile?

## Invaluable insights from small supermarket shoppers

### Identifying lost sales and the continued cost of out of stocks

#### Are shoppers buying and spending all that they intend?

- What % of shoppers are failing to buy something in store? Who? When? What?
- What prevented shoppers from buying the product
- What do shoppers do when they fail to buy an item? Ie do they purchase a different brand? Packsize? Go without?
- Which products have shoppers noticed out of stock in the last month?

### Optimum products & ranges? Insight for your range reviews & customer conversations based on FACT, not assumptions.

#### Own label

- What % of the items bought are brands vs own label?
- Do they arrive intending to buy OL or brand? Are they switching in-store?
- How do shoppers rate your own label products on the following criteria compared to nationally known brands;
  - Quality of product
  - Price
  - Overall value for money
- And how does this differ by chain?

#### Satisfaction with current offer

- How would shoppers rate the current choice of different categories compared to other supermarkets? Are certain customer profiles more / less satisfied?
- Impact of certain categories / depts in-store; would shoppers visit more or less frequently if stores no longer offered (where currently offered);
 

<ul style="list-style-type: none"> <li>▪ Butchers counter</li> <li>▪ In-store bakery</li> <li>▪ Fish counter</li> <li>▪ Deli counter</li> </ul>	<ul style="list-style-type: none"> <li>▪ Salad bar</li> <li>▪ Clothing range</li> <li>▪ Kitchenware</li> <li>▪ Hot food counter</li> </ul>
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#### Role of services

- What % used 'services' (where available);
  - Cash machine
  - Cashback at till
  - Mobile phone top up
  - Electronic utility bill payment
- Do stores with 'services' attract different shoppers? Have a higher average spend? Or visit frequency?

And further category deep dive questions, for example:

- Which categories are shoppers failing to buy?
- Which chains are attracting a higher % of their customers to your categories?
- Who's buying your categories?
- When is your category bought?
- On which shopping missions is your category bought?
- Which categories are most likely to be found in the same basket/trolley (cross purchases)
- Who are the shoppers in each chain eg what % of shoppers are with kids? This will impact which products are most relevant in-store.

This list is a guide to the areas of focus within the 2009 questionnaire. If you have specific focus areas or insight needs then please let us know. We may well already have the answer to your questions.

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