



DRIVERS AND BARRIERS

Why do consumers start or stop buying your products? We use targeted research to unpick shopping behaviour, find out what's going on, and quantify the opportunities and risks for your brand.

Stop guessing what influences your consumers' purchasing decisions. We'll identify people who've actually started or stopped buying your brands. And then we'll ask them why.

- Find out what sort of people tend to be repeat customers
- Gauge satisfaction levels and know what matters most to people
- Check if consumer engagement is moving in the right direction

FIND OUT WHY PEOPLE BUY — AND WHY THEY DON'T

Cut through category noise to identify what influences whether people buy your product. Then work out what, exactly, makes loyal consumers look elsewhere.

We'll pinpoint the key factors that you can influence. This knowledge helps you run effective campaigns that encourage customers to try your products or stay loyal.

This research answers questions like:

- 1 Why do consumers buy your product **for the first time**?
- 2 Why do people **stop buying** your product?
- 3 Do people buy because **they want to**, or because they have to?
- 4 What would make people **more likely to buy again**?
- 5 How could you make **people more satisfied** with your product?



HOW WE PERFORM DRIVERS AND BARRIERS RESEARCH

Data on the shopping habits of over **17 million** consumers lies at the heart of barriers and drivers research. We use this data to identify a sample of people who are relevant to your business.

NATIONALLY-REPRESENTATIVE CONSUMERS

With the UK's largest continuous panel* and over five million contactable consumers to call on, our research subjects are representative of the entire UK, in every way.



ACCURATE TARGETING

Our sampling is based on hard data about how people shop and what they buy — not just what they tell us.



A CONNECTED VIEW

The ability to reach so many consumers means that we can talk to people who buy even the smallest brands. Then we can connect what they tell us to what they actually do, giving you a complete consumer view.



Our targeted approach requires minimal screening and we can talk to customers just days after they buy your product. Based on your research objectives, we would work across one or a combination of the following techniques:

- Online surveys
- Focus groups
- Telephone surveys
- Face-to-face interviews

How we investigated...

COOKED MEATS

After changing its multi-buy promotion and packaging, a major retailer found sales of its premium cooked meats had declined. It wanted us to investigate.

THE QUESTIONS:

1. What were the **main causes** of this drop in sales?
2. Were consumers **switching to other cooked meat products** or brands instead?

THE OBJECTIVES:

1. Determine the **best way to position** premium cooked meats.
2. Find a way to **increase sales** and justify keeping products on the shelf.



WHAT WE DID:

Our shopping habits database confirmed that many purchasers of these premium cooked meat products had moved to similar, non-premium products. To discover why, we identified a sample of consumers for follow-up research.

They told us that, in general, they didn't think the premium range was better quality than standard meats. This was particularly true among families.

However, it was a change in promotional pricing that most caused shoppers to switch. The research revealed people prefer discounts on single packs over multi-buy offers.



THE RESULTS:

This work gave the retailer a firm understanding of why sales were in decline. It commissioned follow-up focus groups to learn how to position its premium range as being of higher quality.

The retailer also asked its supplier to change the packaging, highlighting health benefits more prominently. And it ran a targeted media campaign to encourage people to repeat their purchases.

*When compared to Kantar Worldpanel, Nielsen Homescan, Kantar TGI and Nectar Canvass