



## USAGE AND ATTITUDES

When a consumer buys your product, that's only the start. Go beyond the basket to learn how your products fit into peoples' lives.



We analyse the UK's largest shopping behaviours dataset and connect this with consumer attitudes, asking searching questions of people we know buy your products to build a detailed picture of how, when and why they use them.

- **Learn what drives consumers to choose particular products**
- **Identify your primary and secondary audiences**
- **Make sure your brands target the right consumers in the right way**

## UNDERSTAND THE WHY BEHIND THE BUY

You might think you know your consumers. But how many of your assumptions are based in fact? Usage and attitudes research provides a solid understanding of target consumers so you can shape products, experiences and campaigns that connect with them.

We'll join the dots of the entire consumer lifecycle, from the moment people discover your product through to choosing, buying and using it.

You'll get the answers to questions like:

1

**How often** do people use your product?

2

Who are these people and why do they **use your product?**

3

Are they **satisfied with your product's performance?**

4

How can we improve the **consumer experience?**

5

How should you **position your brand or product?**



# HOW WE PERFORM USAGE AND ATTITUDES RESEARCH

Usage and attitudes research utilises our extensive database covering the buying habits of over **17 million** consumers. We use this to identify highly-relevant people for research.

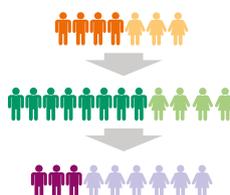
## NATIONALLY-REPRESENTATIVE PANEL

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.



Based on your research objectives, we then use a variety of methods to gain insights from your consumers:

- Online or telephone surveys
- Targeted face-to-face interviews
- Ethnographies
- Focus groups
- Online forums and discussion groups

*Understanding why people buy...*

## SMOOTHIES

Following its launch of a new smoothie, a leading brand wanted to know why people buy the new product and how they use it.

We targeted consumers in order to define and understand the path to purchase.

### THE QUESTIONS:

1. Who was **buying** the new product?
2. Who was **actually consuming it**?
3. In **what situations** were smoothies being consumed?
4. How did it compare to **similar products** from the same brand?

### THE OBJECTIVES:

1. Understand what **drives shoppers** to buy the smoothie
2. Identify ways to **grow the brand**



### WHAT WE DID:

We analysed our shopping behaviours dataset to identify people who had bought the new smoothie. We also picked out those who had purchased it more than once.

These people were invited to take part in a survey. It asked why they'd purchased, how they'd consumed the smoothies — and what they thought of the product overall.



### THE RESULTS:

The survey showed consumers were very satisfied with the new smoothie.

Encouragingly, we proved that the range appealed to people who were not already buying the brand's other products.

With 44% of people learning of the product in store, shelf location was clearly key. And as the smoothie was being consumed in many different situations, we recommended trialling the product in other store areas to capture people on a range of shopping missions.

With 26% of shoppers buying on the recommendation of family or friends, the research indicated that an advocacy campaign could work well for the brand.

Finally, we identified an opportunity for brand diversification, as 43% of respondents wanted to see a wider range of flavours.

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