Analysis of Consumer Shopping Behaviour

October 2024

Summary

01 Objectives & Methodology

02 Detailed results

03 Conclusions

CONTEXT

- Currently, we at **Highlight Agency** are known in the market for the **successful BTL projects we have developed and implemented for clients from all industries**: from in-store trade campaigns or brand activations to memorable experiences for consumers at major festivals.
- The agency's **most important clients come from various industries but are concentrated in the FMCG sphere** with a focus on the categories: beer, beverages, snacks, dairy, chocolate, spirits, cosmetics.
- Consumer behaviour in general, but also in Retail, is constantly changing. Moreover, **Generation Z is a "game changer" and comes with specific beliefs**, attitudes and behaviours, different from those of previous Generations.
- In order to be able to come up with the most relevant proposals to FMCG clients, **we want to make sure that we are up to date with the latest trends in consumer behaviour and that we have the right insights, specific to each Generation.**
- In this context we aim to have **a better understanding of consumer behaviour** (by Generation segments: gen Z, Y, X, baby boomers) in the **Retail segment** (offline and online), for our clients in the FMCG. industry.

OBJECTIVES

In The Trade area:

In-store visibility

- Where? Which are the areas that generate the highest product sales [main shelf/end of gondola with decoration implemented? impulse purchases made from special alley placements/product displays in the checkout area

- How? Typologies of POSMS - simple, clean, non-information-laden elements/placements with special vs. additional visibility elements [lights, props, complex shapes]

Promotion mechanics:

- Trends regarding the types of registration in promotional campaigns. Own online registration platforms / WhatsApp? SMS? Instant Win

Prizes

- Trends regarding the types of prizes most desired by the participants in the promotional campaigns. Gadgets/money/experiences/products complementary to your own brand [e.g. chips-bowls, beer-pint]/digital prizes?

Consumer:

- Level/degree of receptivity regarding participation in the in-store campaigns

- Statistics regarding the perception of prizes/utility/accessibility values e.g.: hundreds of prizes perceived as tangible to be won vs. 1 prize with a very high perceived value – such as a car)

SAMPLE | METODOLOGY | TARGET

QUALITATIVE STAGE

SAMPLE

45 Ethnographic visits to stores

3 visits in each city in:
- Carrefour
- Mega Image
- Profi

METODOLOGY

Visit duration

20-60 minutes

TARGET

B2C

- Gender: mix women and men
- Age: generational mix Gen Z, Gen Y/ Millennials, Gen X
- Cities: București, Cluj-Napoca, Iași, Timișoara, Constanța

QUANTITATIVE STAGE

SAMPLE

1006 interviews

National representative sample

METODOLOGY

Online self-administered questionnaires

CAWI

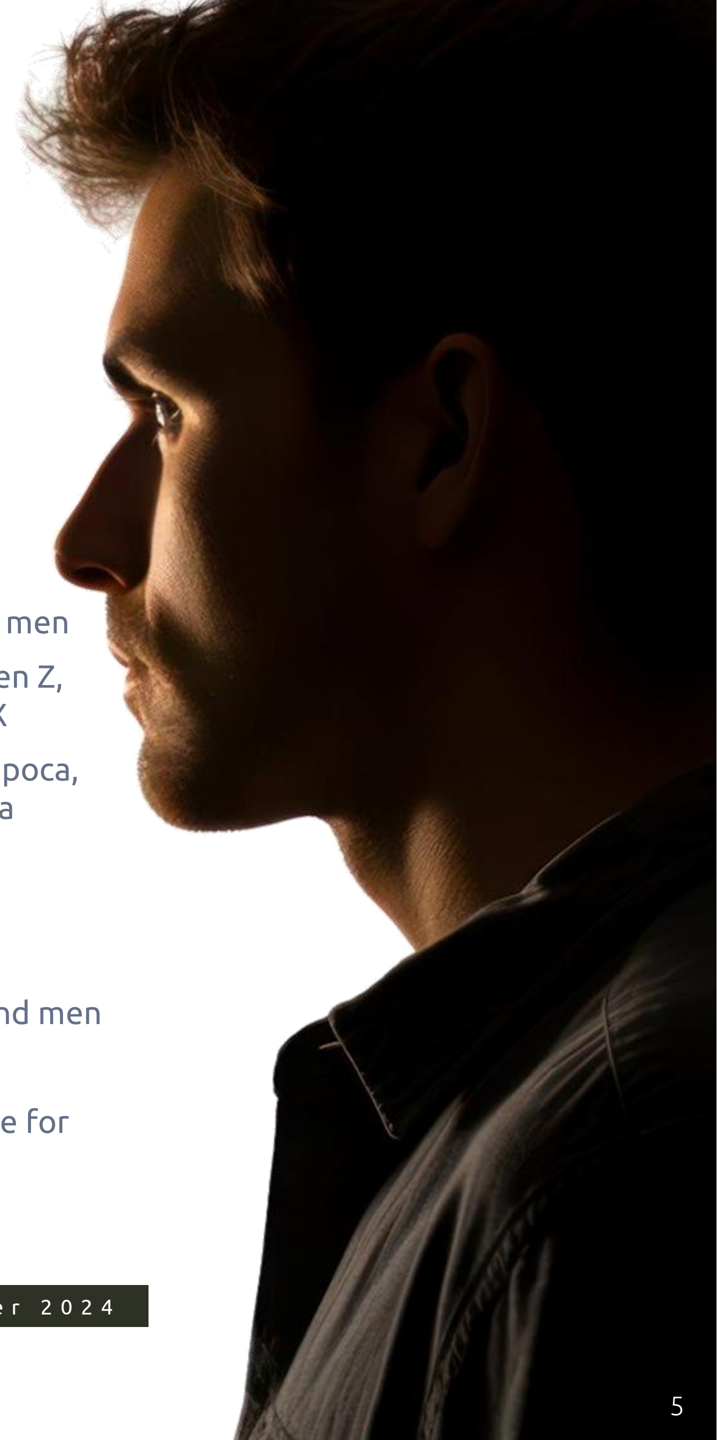
Average questionnaires duration

10-12 minutes

TARGET

- Gender: mix women and men
- Age: over 18 y.o
- Individuals, responsible for purchasing purchases

Collection period: September 2024

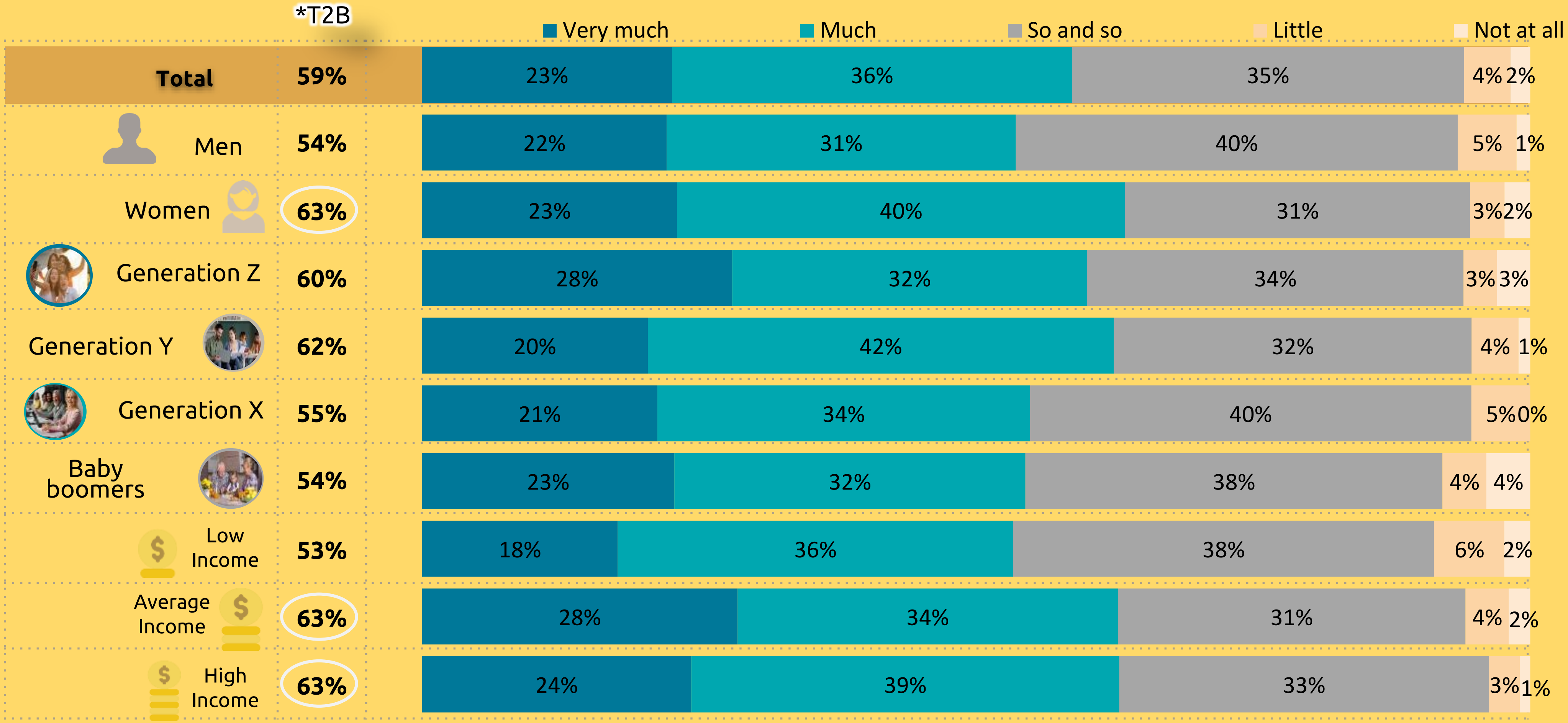


I. CONSUMPTION AND PURCHASING HABITS

The level of appreciation of the shopping experience

Database: Total sample
N = 1006 respondents

Q: How much do you like to go shopping?



T2B = Much + Very Much

Significantly higher than Total sample

Aspects appreciated when shopping

Database: Total sample
N = 1006 respondents

Q: What do you like most about going shopping in the supermarket/hypermarket?

	Total	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low income	Average income	High Income
Discounts and special offers	72%	72%	72%	67%	70%	73%	79%	75%	74%	72%
Product diversity (I find everything I need in one place)	67%	66%	69%	67%	63%	76%	67%	61%	68%	74%
The experience of exploring the aisles	21%	21%	21%	25%	24%	12%	22%	16%	22%	23%
The setting	7%	9%	6%	6%	11%	4%	6%	7%	6%	8%
Interaction with store staff	5%	6%	3%	8%	6%	3%	0%	6%	3%	5%

Significantly higher than Total sample

Unpleasant aspects when shopping

Database: Total sample
N = 1006 respondents

Q: What do you dislike most about going shopping in the supermarket/hypermarket?

	Total	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low Income	Average Income	High Income
Time wasted in queues	48%	52%	44%	53%	45%	42%	53%	47%	48%	48%
Crowding in stores	47%	40%	54%	46%	49%	48%	45%	38%	51%	49%
Prices too high	44%	46%	42%	36%	42%	47%	51%	47%	42%	47%
Finding parking spaces	14%	13%	15%	17%	12%	15%	14%	15%	14%	14%
Staff behavior	12%	14%	9%	10%	13%	14%	8%	10%	11%	11%
Lack of product diversity	7%	8%	5%	9%	8%	4%	5%	9%	7%	5%

Significantly higher than Total sample

Personal strategies and habits in shopping planning – route and shopping list

Database: Total sample
N = 1006 respondents

Q: When you enter the supermarket/hypermarket, do you have a predetermined route in mind that you follow?

	Total	Men	Women	Gen Z	Gen Y	Gen X	Baby boomers	Low Income	Average Income	High Income
Yes, I have a predetermined route	49%	55%	44%	46%	54%	46%	47%	57%	47%	47%
No, I let myself be guided by the organization of the store	42%	39%	46%	43%	39%	48%	43%	35%	46%	43%
It depends on the occasion, sometimes I have a route, sometimes I don't (depending on the time I have).	8%	6%	11%	11%	7%	6%	11%	8%	7%	10%

Q: Usually, when you go shopping, do you have a shopping list ready?

	Total	Men	Women	Generation Z	Generația Y	Generation X	Baby boomers	Low Income	Average Income	High Income
I don't have a list ready on paper or on my phone, but I know what I need (in my mind)	35%	36%	34%	30%	33%	43%	35%	27%	37%	40%
Yes, on my phone	34%	34%	34%	56%	37%	26%	17%	35%	29%	36%
Yes, on paper	24%	24%	25%	10%	24%	24%	39%	30%	26%	17%
No, I don't prepare a list, I decide on the spot what to buy	7%	6%	7%	4%	6%	7%	10%	8%	8%	6%

Significantly higher than Total sample

Shopping list and spontaneous purchases

Database: respondents who have a shopping list
N = 938 respondents

◯ Significantly higher than Total sample

Q: What products do you usually have on your shopping list?
Q: And what products do you usually add impulsively (that are not on your shopping list)?

	Cumpărături din impuls	Listă cumpărături	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low Income	Average Income	High Income
Fruits or vegetables	19%	88%	84%	92%	89%	81%	91%	97%	86%	87%	91%
Dairy products	13%	82%	76%	88%	79%	76%	87%	91%	80%	83%	84%
Cleaning products (detergents, disinfectants, air fresheners, etc)	16%	68%	61%	74%	63%	64%	76%	70%	68%	66%	69%
Sweets (chocolate, candies, biscuits, etc)	50%	56%	57%	55%	59%	57%	51%	55%	58%	60%	52%
Carbonated soft drinks (juices, etc)	27%	48%	54%	42%	55%	44%	51%	43%	47%	48%	51%
Cosmetics and personal care products (shampoo, conditioner, etc.)	21%	47%	42%	52%	47%	45%	53%	45%	41%	51%	49%
Snacks (chips, puffed snacks, peanuts, etc)	37%	42%	49%	37%	50%	44%	44%	31%	36%	48%	46%
Frozen products (pizza, ice cream, frozen vegetables, etc.)	23%	42%	45%	39%	44%	45%	38%	40%	44%	40%	47%
Alcoholic beverages (beer, wine, spirits, etc)	22%	35%	47%	22%	25%	36%	44%	32%	28%	37%	42%
Sauces and condiments (ketchup, mayonnaise, etc)	17%	34%	39%	29%	38%	36%	31%	27%	31%	35%	37%
Children's toys or products	11%	12%	10%	15%	14%	19%	5%	8%	15%	12%	11%

□ Listă cumpărături
■ Cumpărături din impuls

Factors that influence impulse purchases

Database: respondents with a shopping list
N = 938 respondents

Q: What makes you impulsively add these products to your shopping cart?

	Total	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low Income	Average Income	High Income
Discounts or promotions	64%							62%	67%	68%
Momentary craving	57%							47%	62%	61%
Placement of products in the store	12%							9%	11%	14%
Attractive packaging	9%							9%	11%	9%
Other people's recommendations	6%							7%	6%	5%

Data available on request

Significantly higher than Total sample

Frequency of consumption: cosmetics, soft and alcoholic beverages, snacks

Database: Total sample
N = 1006 respondents

Q: How often do you generally consume/use the following product categories?

Please answer on a scale of 1 to 5, where 1 means "I don't consume at all" and 5 means "I consume a lot".

1 - I don't consume at all | 2 | 3 | 4 | 5 - I consume a lot

	*T2B	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low Income	Average Income	High Income
Cosmetics and personal care products (shampoo, conditioner, etc.)										
Carbonated soft drinks (juices, etc.)										
Snacks (chips, puffs, peanuts, etc)										
Alcoholic beverages (beer, wine, spirits, etc)										

Data available on request

**T2B=4+5 I consume a lot*

Significantly higher than Total sample

Frequency of purchase: cosmetics, soft drinks and alcoholic beverages, snacks

Database: Respondents Who Consume/Use Product Categories

Q: And how often do you buy the following product categories from the supermarket/hypermarket?

Please answer on a scale of 1 to 3, where 1 means "Not at all", 2 means "Occasional" and 3 means "Frequent".

Not at all | Occasionally | Freguent

		Frequent	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low Income	Average Income	High Income
N=994	Cosmetics and personal care products (shampoo, conditioner, etc.)										
N=915	Carbonated soft drinks (juices, etc)										
N=950	Snacks (chips, puffs, peanuts, etc)										
N=845	Alcoholic beverages (beer, wine, spirits, etc)										

Data available on request

Significantly higher than Total sample

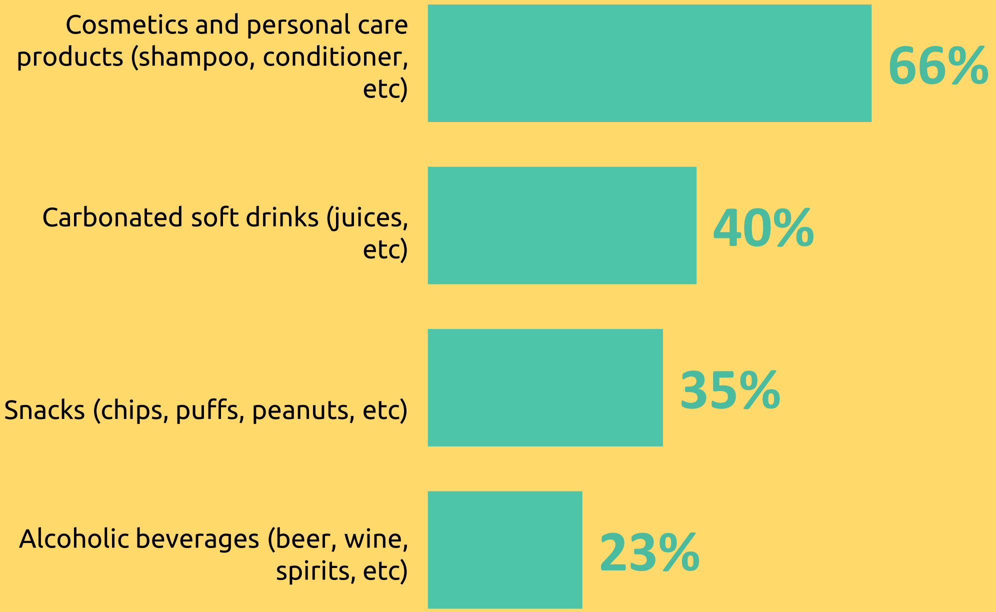
Consumption vs. purchase: cosmetics, soft drinks and alcoholic beverages, snacks

Database: Total sample
N = 1006 respondents

Q: How often do you generally consume the following product categories?

Please answer on a scale of 1 to 5, where 1 means "I don't consume at all" and 5 means "I consume very, very much".

*Consumption



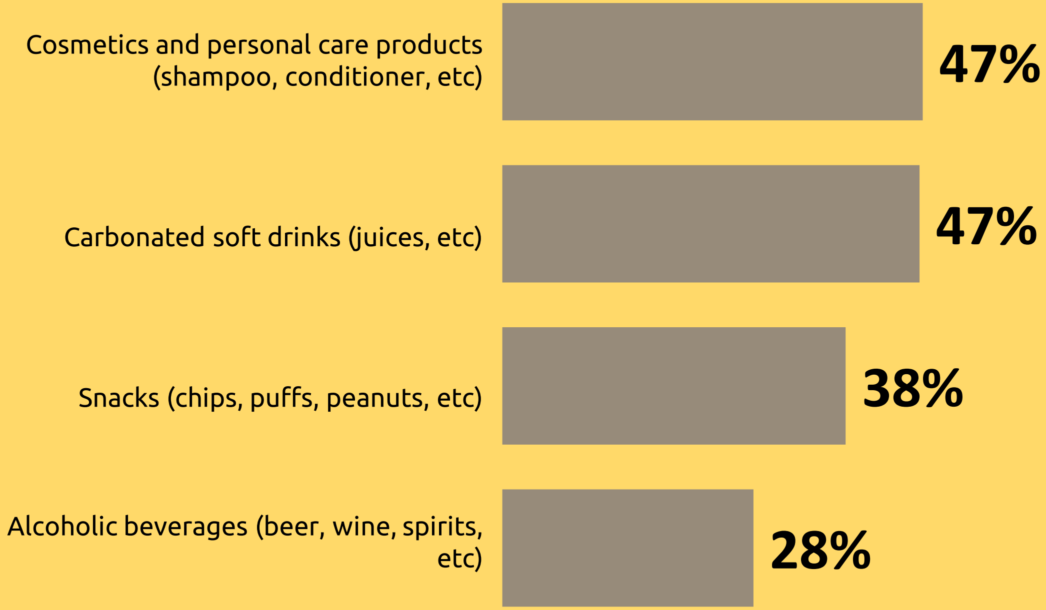
data are represented for T2B (4 + 5 - very high consumption).

Database: Respondents Who Consume/Use Product Categories

Q: And how often do you buy the following product categories from the supermarket/hypermarket?

Please answer on a scale of 1 to 3, where 1 means "Not at all", 2 means "Occasional" and 3 means "Frequent".

*Acquisition



Data is represented for frequent purchase mentions.

The attractiveness of the products displayed at the cash registers

Database: Total sample
N = 1006 respondents

Q: To what extent do the products displayed in the cash register area attract your attention?

*T2B

Always | Mostly | Sometimes | Seldom | Never

Total

Men

Women

Generation Z

Generation Y

Generation X

Baby boomers

Low Income

Average Income

High Income

Data available on request

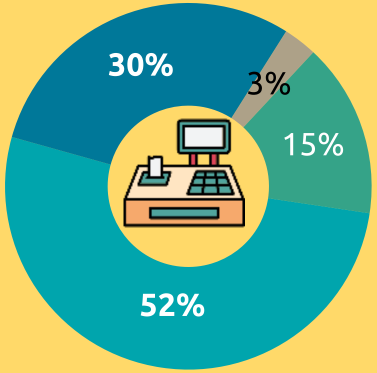
*T2B= Mostly + Always

Significantly higher than Total sample

Frequency of purchase of products from the cash register area

Database: Total sample
N = 1006 respondents

Q: Have you ever bought products from the cash register area?



	Total	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low Income	Average Income	High Income
*T2B (Yes, frequently + Yes, occasionally)	67%	66%	68%	70%	72%	69%	53%	68%	65%	68%
Yes, frequently	**15%**	15%	16%	17%	17%	14%	12%	14%	16%	17%
Yes, occasionally	**52%**	52%	52%	53%	55%	55%	42%	54%	50%	50%
Yes, but very rarely	**30%**	32%	27%	28%	26%	30%	37%	27%	32%	30%
No, never	**3%**	2%	4%	2%	1%	1%	10%	5%	3%	2%

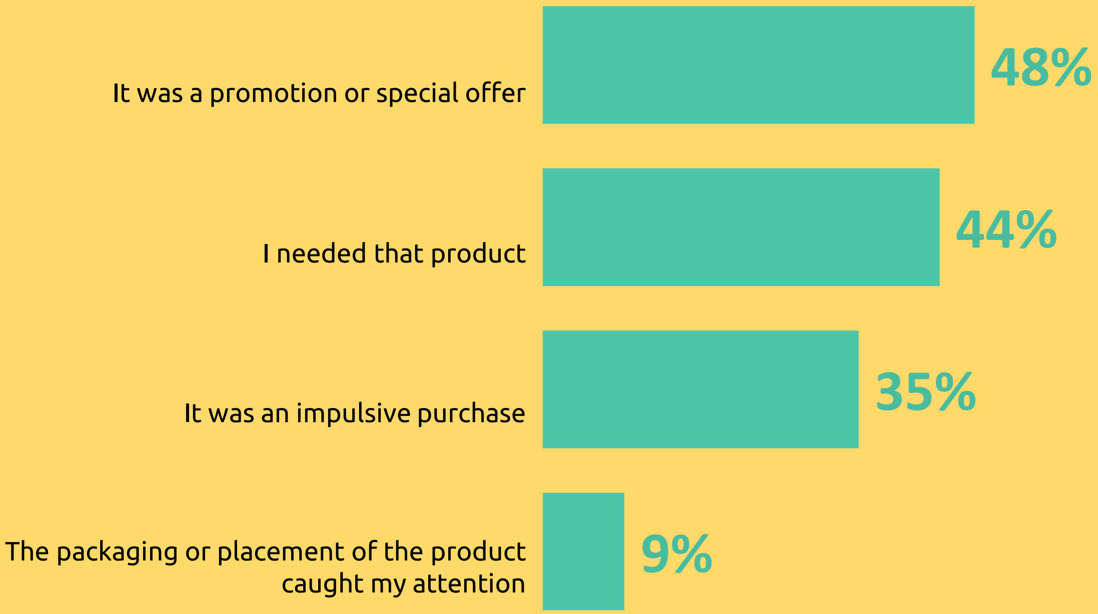
Significantly higher than Total sample

Reasons for purchasing products in the area of cash registers and barriers

Database: respondents who bought products from the cash register area
N = 976 respondents

Q: What were the main reasons why you bought products from the cash register area?

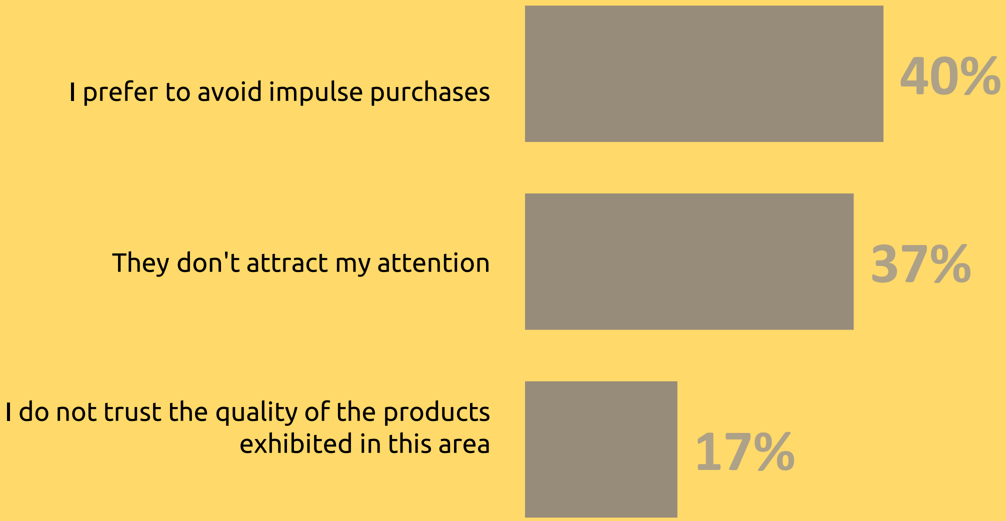
Reasons for purchase



Database: respondents who did not buy products from the cash register area
N = 30 respondents

Q: What were the reasons why you never bought products from the cash register area?

Acquisition barriers



KEY INSIGHTS

I. CONSUMPTION AND PURCHASING HABITS

Overall conclusion

Consumers respond strongly to visual stimuli and in-store promotions!

The analysis of **buying behaviour** shows that **discounts and promotions** continue to be **highly effective** in attracting consumers' attention (72%) and determine impulse purchases (64%).

Key insights (I)

Degree of appreciation of the shopping experience:

- **Over half of respondents (59%)** appreciate the experience **of going shopping, especially women.**
- **Generation X and Baby Boomers** are **less enthusiastic about shopping** compared to the other age groups.
- **People with medium and high incomes** have a **higher degree of appreciation** for **going shopping** (63%), indicating that income can play a role in the perception of the shopping experience.

Aspects appreciated when shopping:

- **Discounts and special offers** are the **most popular aspects of shopping**, mentioned by about three-quarters of respondents.
- **Product diversity** is also an **important aspect**, with a significant percentage **(67%)** of all respondents appreciating the wide availability of products.

Unpleasant aspects when shopping:

- **Time wasted in queues and crowding in stores are disturbing aspects** for shoppers, with almost **half of respondents** expressing **dissatisfaction.**
- **44%** of respondents consider **high prices to be an important negative factor.**

OVERALL CONCLUSION:

The shopping experience is generally appreciated, with a focus on **special offers and product diversity** that appeal to consumers.

Logistical aspects such as queues and congestion, along with **high prices**, remain the main **points of dissatisfaction**.

Key Insights(II)

Route supermarket/ hypermarket:

- About **half of respondents** (49%) enter the supermarket/hypermarket with a **predetermined route**, especially **men** (55%) and people with **low incomes** (57%).
- A **large proportion of respondents (42%)** let themselves be **guided by the organization of the store**, which suggests an openness to exploring new offers and arrangements.

Shopping list:

- More than **half of respondents** (58%) said they use a shopping list, either on paper or on their phone.
- **Gen Z** respondents use **lists on their phones** more than other segments (56%).

Shopping list and spontaneous purchases:

- **Fruits and vegetables** are predominantly on the shopping list, with **88%** of respondents including them regularly.
- **Dairy** are also **largely planned** (82%), indicating a constant need.
- **Sweets** (50%) and **snacks** (37%) are the products **bought impulsively most often**.

OVERALL CONCLUSION:

There is a balance between structure and flexibility, there are no major differences between those who have a well-established route in the supermarket and those who are influenced by the arrangements in the store.

The clear trend for impulse purchases, especially for sweets and snacks, suggests **opportunities** for **optimizing product placement** and promotions.

Key Insights(III)

Factors that influence impulse purchases:

Data available on request

Frequency of consumption and purchase (cosmetics, soft and alcoholic beverages, snacks):

Data available on request

OVERALL CONCLUSION:

Data available on request

II. SPECIAL PLACEMENTS

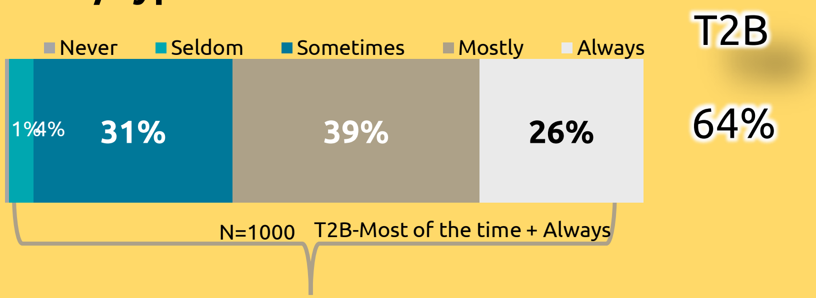
- the special shelves on the central alleys, end of gondolas, at the end of each category or the products displayed in the cash register area -

Special placements in the supermarket/hypermarket: the degree of observation and attractiveness

Database: Total sample
N = 1006 respondents

Q: How often have you noticed special product placements when you went shopping in a supermarket/hypermarket?

Q: What special placements catch your attention the most in the supermarket/hypermarket?



	Total	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low Income	Average Income	High Income
Special placements in store alleys	45%	44%	46%	52%	44%	39%	45%	45%	46%	45%
End of gondolas	40%	41%	39%	31%	39%	44%	48%	39%	41%	40%
Display of products in the cash register area	15%	15%	15%	17%	17%	17%	8%	15%	13%	14%

Significantly higher than Total sample

Attractive elements of special placements in stores

Database: respondents who noticed special placements
N = 1000 respondents

Q: When you notice special product placements in the store, what attracts your attention the most?

	Total	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low Income	Average Income	High Income
Discounts or promotions displayed	69%	64%	74%	62%	64%	73%	81%	62%	68%	76%
Placement of products at eye level	25%	25%	25%	27%	22%	31%	21%	22%	29%	25%
Markings or signage around products	22%	24%	21%	23%	24%	21%	20%	22%	21%	26%
Large quantity of products on display	15%	16%	14%	13%	17%	14%	14%	12%	20%	13%
Product packaging	15%	17%	13%	18%	21%	7%	9%	14%	14%	15%

Significantly higher than Total sample

Impact of special placements on buying decisions

Database: respondents who noticed special placements
N = 1000 respondents

Q: To what extent do such special placements (on central aisles, end of gondola, cash register area) influence your decision to buy a product?

*T2B

Very much | Much | So and so | Little | Not at all

Total

Men

Women

Generation Z

Generation Y

Generation X

Baby boomers

Low Income

Average Income

High Income

Data available on request

T2B = Much + Very much

Significantly higher than Total sample

Perceptions of store special placement goals

Database: Total sample
N = 1006 respondents

Q: What do you think is the purpose of special product placements in the store?

	Total	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low Income	Average Income	High Income
Promote products on sale or promotion	55%	53%	57%	52%	54%	55%	59%	51%	60%	55%
Draws attention to specific products	45%	39%	50%	49%	43%	40%	50%	40%	45%	49%
Encourage impulse purchases	41%	43%	38%	37%	41%	42%	43%	37%	37%	49%
Facilitates identification of New Products	19%	20%	17%	20%	18%	23%	15%	19%	21%	16%

Significantly higher than Total sample

Factors influencing the rebranding of products in stores

Database: Total sample
N = 1006 respondents

Q: When you are in a supermarket/hypermarket, to what extent does each of the following criteria influence your decision to change the brand of products you usually purchase?

Please answer on a scale of 1 to 5, where 1 means "It doesn't influence me at all" and 5 means "It influences me a lot."

*T2B

Men | Women | Generation Z | Generația Y | Generația X | Baby boomers | Low Income | Average Income | High Income

1 - Doesn't influence me at all | 2 | 3 | 4 | 5 - It influences me a lot

Price

Quality

Previous experience with the product

Promotions

Promotional campaigns

Brand

Recommendations or reviews

Promotional materials on the shelf

How they are arranged on the shelf

Packaging

Data available on request

**T2B=4+5 – It influences me a lot*

Significantly higher than Total sample

KEY INSIGHTS

II. SPECIAL PLACEMENTS

- the special shelves on the central alleys, end of gondolas or the products displayed in the cash register area -

Overall conclusion

Special placements catalyse quick purchases by exploiting spontaneous trends of consumers!

Strategic placement elements, such as end of gondola placements or in the cash register area, not only **attract attention** but also **shape brand loyalty**, encouraging impulse purchases (67%).

Key Insights (I)

Special placements in the supermarket/hypermarket: degree of observation and attractiveness:

- **The majority of respondents frequently notice special placements** in stores, with 64% indicating that they notice them most of the time or always.
- **Special placements on central aisles** and **end of gondolas** are **the most appealing to consumers** (mentioned by more than 40% of respondents).

Attractive elements of special placements in stores:

- **The discounts or promotions displayed** are the **most attractive elements** for **69%** of consumers, to a greater extent **for women** (74%).
- Both **strategic placement** (at eye level) and **markings or signage around products** play an important role in **attracting attention** for about **a quarter** of consumers.

Impact of special placements on purchasing decisions:

Data available on request

OVERALL CONCLUSION:

Data available on request

Key Insights (II)

Perceptions of the goals of special placements in stores:

- **The majority of respondents** (55%) perceive special placements as **strategies to promote products on offer or promotion**, which underlines the effectiveness of these tactics in attracting consumers' attention.
- Almost half of respondents believe that the **main purpose of special placements** is to **draw attention to certain products** (45%) and **encourage impulse purchases** (41%), indicating the importance of visibility in purchasing decisions.

Factors influencing the rebranding of products in stores:

Data available on request

OVERALL CONCLUSION:

Data available on request

Key Insights (III)

The attractiveness of the products displayed at the cash registers:

- **40% of respondents** said they are often **attracted to products displayed at cash registers,** to a greater extent respondents with medium and high incomes.

Frequency of purchase of products from the cash register area:

Data available on request

Reasons for purchasing products in the area of cash registers and barriers:

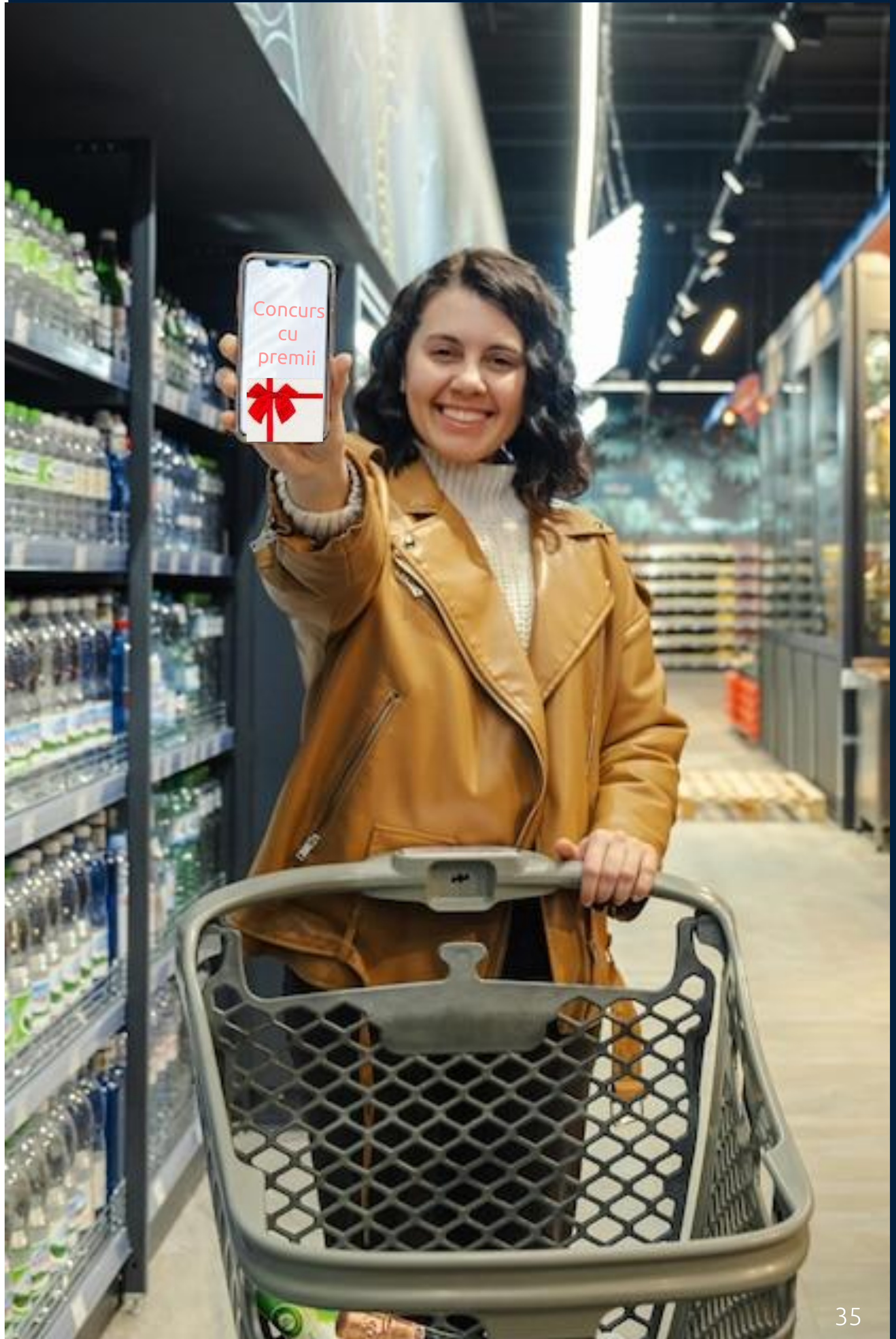
Data available on request

OVERALL CONCLUSION:

Data available on request

III. PROMOTIONAL CAMPAIGNS

- Products participating in the contest -



How do consumers define promotions?

Easy to obtain ⟷ *Hard to obtain*

Promotion Type	Buy and win an instant prize	(temporary) price reduction; Bonus Package; Multiple Acquisition; Gift; Combo Package	Collect and get; Contest with prizes
Mechanic	Win an instant prize when purchasing a product	The product has a % discount on the price; Additional quantity for the same price; More products from the same category at a lower price (2 for the price of 1); Additional product or a gift	Collect points or codes and enter the contest for a prize; Send codes via SMS/enter codes on an online platform to enter the contest for a prize
Strengths	+ **Instant** reward**;** + **Efficient** (time), **reliable** (everyone wins); + Increase **loyalty.**	+ **Common** and "**useful**" promotions**;** + Prizes are **guaranteed.**	+ Attractive prizes with a **high perceived value** (e.g. cars, holidays, household appliances, etc.).
Weaknesses		– The additional product may be **unnecessary** or **irrelevant** to the consumer.	– **Old** mechanism, quite unattractive; – **Long** and **complicated** process; – It consumes a **lot of energy**, requires **additional effort** (e.g. collection, storage of receipts, sending/entering codes); – **Lower chances** of winning; – **Lack of transparency** (if winning the prize involves the lottery system).

High engagement ⟷ *Low engagement*

Preferences and reluctance to participate in promotional campaigns

Database: Total sample
N = 1006 respondents

Q: What is your preferred way to enter promotional campaigns (products that can be entered into a contest)?

	Men	Women	Generation Z	Generation Y	Generația X	Baby boomers	Low Income	Average Income	High Income
Online platforms	Data available on request								
Instant win (to find out on the spot if you have won)									
WhatsApp									
SMS									
I never enter competitions									

Q: What are the reasons why you have never signed up for promotional campaigns (products that can be entered into a contest)?

Database: respondents who do not register for competitions
N = 62 respondents

I don't trust promotional campaigns, I think "whoever they want wins"	39%
I'm not interested in awards in general	32%
It's just a technique to collect personal data for the subsequent promotion of products	26%
I don't have time to deal with such registrations	24%
It's too complicated to sign up/ I'm not informed by a person about how to participate	10%

Significantly higher than Total sample

Preferences for prize types in promotional campaigns

Database: Total sample
N = 1006 respondents

Q: What types of prizes do you find attractive and would motivate you to participate in a promotional campaign (products that can be entered in a contest)?

Men | Women | Generation Z | Generation Y | Generation X | Baby boomers | Low Income | Average Income | High Income

Digital rewards (online vouchers)

Household appliances and household items

Experiences (trips, events)

Promotional materials (e.g. clothing and textiles, household and garden items, small promotional items)

Gadgets

I do not participate in promotional campaigns regardless of the type of prize

Data available on request

Significantly higher than Total sample

Impact of awards on brand loyalty

Database: Total sample
N = 1006 respondents

Q: To what extent can each of the following types of prizes in promotional campaigns (products that can be entered into a contest) influence your decision to change the brand of products you usually purchase?

Please answer on a scale of 1 to 5, where 1 means "It doesn't influence me at all" and 5 means "It influences me a lot."

*T2B | Men | Women | Generation Z | Generation Y | Generation X | Baby boomers | Low Income | Average Income | High Income

1 - Doesn't influence me at all | 2 | 3 | 4 | 5 - It influences me a lot

Gadgets

Experiences (trips, events)

Household appliances and household items

Digital rewards (online vouchers)

Promotional materials (e.g. clothing and textiles, home and garden items, small promotional items)

Data available on request

T2B=4+5 – It influences me a lot

Significantly higher than Total sample

Key Insights

Preferences and reluctance to participate in promotional campaigns:

- ❑
- ❑

Data available on request

- ❑ **The main reason** why **respondents avoid entering competitions** is **distrust in their transparency** (39%), suggesting a significant trust barrier from potential participants.

Preferences for the types of prizes in promotional campaigns:

- ❑

Data available on request

Impact of awards on brand loyalty:

- ❑

Data available on request

OVERALL CONCLUSION:

Transparency in the organization of **contests**, together with the **offer of valuable rewards**, can **turn initial reluctance into long-term loyalty**, amplifying consumer engagement with the brand and stimulating active participation.

Highlight
drawing attention

IV. Promotional activities

- campaigns where there is a representative/promoter from the promoted brand -

Attractive elements of promotional campaigns with an in-store representative

Database: Total sample
N = 1006 respondents

Q: . What attracts you most to in-store promotional campaigns? (campaigns where there is a representative/promoter from the promoted brand)

	Total	Men	Women	Generation Z	Generation Y	Generation X	Baby boomers	Low Income	Average Income	High Income
Price reductions	66%	69%	63%	57%	65%	68%	73%	67%	66%	66%
Prizes offered	61%	60%	63%	57%	56%	67%	69%	56%	67%	63%
Campaign mechanism (e.g. contests, points collection)	17%	18%	16%	20%	19%	14%	14%	14%	17%	21%
The brand that organizes the campaign	14%	12%	15%	14%	15%	13%	13%	13%	16%	13%
The atmosphere or experience created in the store (seems more cheerful, more animated)	11%	12%	10%	15%	13%	8%	7%	14%	6%	13%

Significantly higher than Total sample

Impact of Promotional Campaign Awards on Brand Loyalty

Database: Total sample
N = 1006 respondents

Q: To what extent can each of the following types of prizes in in-store promotional campaigns (campaigns where there is a representative/promoter from the promoted brand) influence your decision to change the brand of products you usually purchase?

Please answer on a scale of 1 to 5, where 1 means "It doesn't influence me at all" and 5 means "It influences me a lot."

*T2B

1 - Doesnt influence me at all | 2 | 3 | 4 | 5 - It influences me a lot

Men | Women | Generation Z | Generation Y | Generation X | Baby boomers | Low Income | Average Income | High Income

Instant Win (to receive the prize on the spot), even if it is of small value

Large number of small prizes (in the order of hundreds/thousands)

A single prize of great value (e.g. a car)

Data available on request

**T2B=4+5 – It influences me a lot*

Significantly higher than Total sample

Key Insights

Attractive elements of promotional campaigns with an in-store representative:

- **The price reductions and prizes offered** remain the most influential, attracting the attention of over 60% of respondents for promotional campaigns in the store, where there is a promoter.
- **The brand that organizes the in-store promotion does not have an important role** in attracting customers, **only 11%** of respondents **mentioned this aspect**.

Impact of Promotional Campaign Awards on Brand Loyalty:

Data available on request

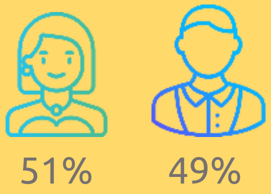
OVERALL CONCLUSION:

Data available on request

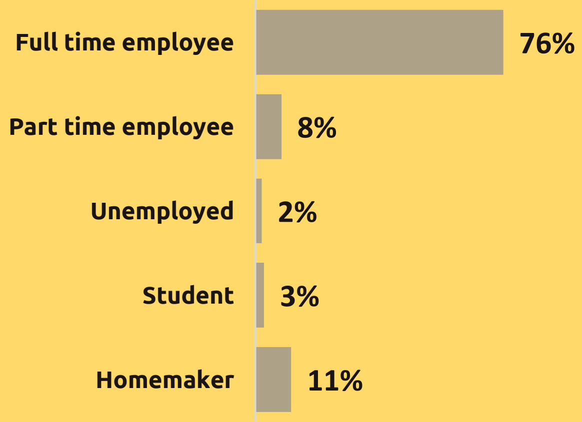
Particularities of the sample

Database: Total sample
N = 1006 respondents

Gender

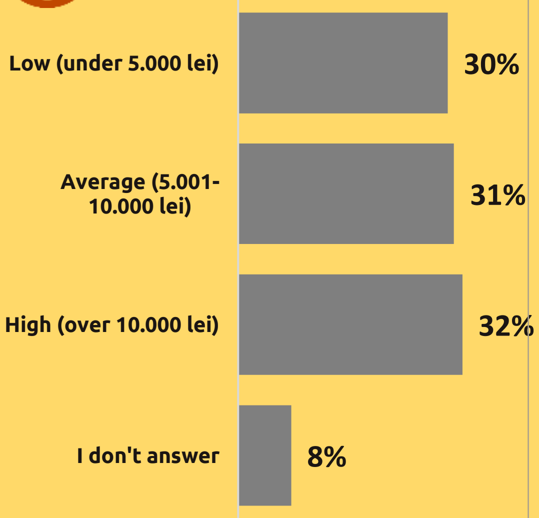


OCCUPATION

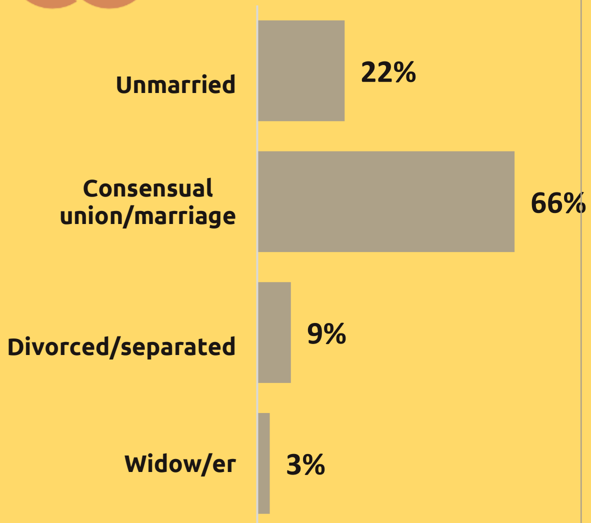


MINOR CHILDREN

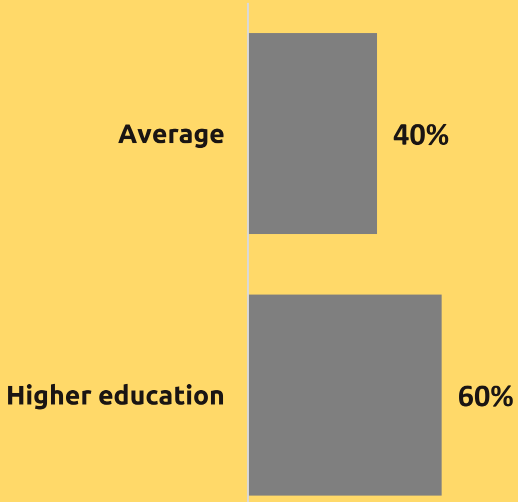
MONTHLY INCOME/HOUSEHOLD



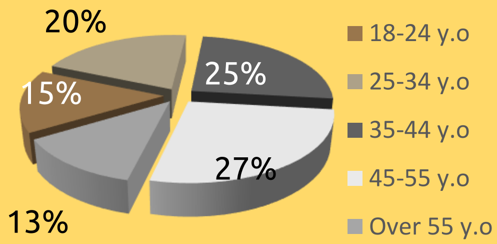
MARITAL STATUS



EDUCATION



Respondents AGE



Highlight

drawing attention

Thank you!