What do consumers look for when deciding which products to buy?

TRADE-OFF* ANALYSIS REVEALS THE KEY DRIVERS

- Decision making is influenced by different factors depending on product type, but overall consumers want the best quality they can afford.
- They don't necessarily look for the cheapest on shelf, but the product that is 'good for the money'.
- Quality is a subjective measure but factors such as freshness and familiarity, as well as branding, are often used as a reassurance of quality.



Value can of sweetcorn n = 157	Premium box of chocolates n = 202	Frozen everyday pizza n = 162	Chilled premium ready meal n = 170	Loaf of bread n = 213
Good for the money	Best Quality	Familiarity- tried before & everyone likes it	Best Quality	Looks freshest
Ideal Pack Size	Reputable Brand / Retailer	Best Quality	Healthiest ingredients	Best Quality
Best Quality	Good for the money	Good for the money	Familiarity- tried before & everyone likes it	Familiarity- tried before & everyone likes it
Familiarity- tried before & everyone likes it	Looks special / different	Looks freshest	Looks freshest	Good for the money
Healthiest ingredients	Familiarity- tried before & everyone likes it	Reputable Brand / Retailer	Good for the money	Healthiest ingredients
Reputable Brand / Retailer	Ideal Pack Size	Ideal Pack Size	Reputable Brand / Retailer	Reputable Brand / Retailer
Cheapest Price	Most attractive pack design	Healthiest ingredients	Ideal Pack Size	Ideal Pack Size
Most Convenient	Looks freshest	Looks special / different	Looks special / different	Looks special / different
Looks freshest	Most Convenient	Most Convenient	Most Convenient	Most Convenient
Looks special / different	Healthiest ingredients	Cheapest Price	Most attractive pack design	Cheapest Price
Most attractive pack design	Cheapest Price	Most attractive pack design	Cheapest Price	Most attractive pack design

HOW DOES THAT DIFFER BY PRODUCT TYPE?

- Quality is essential across all categories, but most particularly for a Premium line, whether that be a Box of Chocolates or a Chilled Ready Meal.
- Healthiest Ingredients is a key consideration for Chilled Premium Ready meals, as is freshness and familiarity.
- Freshness is paramount for Bread, with branding, indulgence and presentation more important for a Premium Box of Chocolates.
- A Value can of Sweetcorn is influenced by pack size, while for a Frozen Everyday Pizza often bought for the family, the fact it's been bought before and 'everyone likes it' is a crucial factor in deciding which variant to buy.



