

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

TRADE-OFF* ANALYSIS REVEALS THE KEY DRIVERS

- Consumers want the **best quality** they can afford
- And find familiarity the best reassurance of quality, especially when buying on-line
- Other factors vary by product type



HOW DO CONSUMERS MEASURE QUALITY? (Top 3)

RANK	Chopped Tomatoes	Chocolate Cake	Frozen Pizza	Lasagne	Yogurt
1 ST	If I have tried it before	If I have tried it before	If I have tried it before	If I have tried it before	If I have tried it before
2 nd	If it looks good for the money	If it looks good for the money	If it looks good for the money	Mix of ingredients used	Healthiest option
3 rd	Healthiest option	It's Premium tier / known brand	Mix of ingredients used	If it looks good for the money	If it looks good for the money
Sample Size	455	90	240	104	155

How easy do consumers find it to judge quality when shopping online?

- 41% - I buy from what I know about the product
- 35% - It's harder as you can't handle the packaging



★★★★★
REVIEWS

How easy do consumers find it to define quality from an online review?

- 41% - Quite / Very Difficult
- 32% - Neither / Nor
- 26% - Quite / Very Easy

