## 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



	Chopped Tomatoes n = 455 A		Chocolate Cake n = 90 B		Frozen Pizza n = 240 C		Lasagne n = 104 D		Yogurt n = 155 E
1.	Best Quality		Best Quality		Familiarity- tried before & everyone likes it		Best Quality		Familiarity- tried before & everyone likes it
2.	Familiarity- tried before & everyone likes it	Fa	miliarity- tried before & everyone likes it		Best Quality		Familiarity- tried before & everyone likes it		Healthiest ingredients
3.	Good for the money	Lo	oks special / different		Good for the money		Healthiest ingredients		Best Quality
4.	Healthiest ingredients	Rep	outable Brand / Retailer	V	Healthiest ingredients		Good for the money		Good for the money
5.	Ideal Pack Size		Good for the money		Reputable Brand / Retailer		Ideal Pack Size		Ideal Pack Size
6.	Reputable Brand / Retailer		Ideal Pack Size		Ideal Pack Size		Reputable Brand / Retailer		Reputable Brand / Retailer
7.	Most Convenient		Most Convenient		Looks special / different		Looks special / different		Most Convenient
8.	Cheapest Price	F	lealthiest ingredients		Most Convenient		Most Convenient	X	Looks special / different
9.	Looks special / different	Mos	t attractive pack design		Cheapest Price	X	Most attractive pack design		Cheapest Price
10.	Most attractive pack design		Cheapest Price		Most attractive pack design		Cheapest Price		Most attractive pack design

## **HOW DO CONSUMERS MEASURE QUALITY? (Top 3)**

RANK	Chopped Tomatoes	Chocolate Cake	Frozen Pizza	Lasagne	Yogurt
1 <sup>ST</sup>	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 <sup>nd</sup>	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 <sup>rd</sup>	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



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

41% - Quite / Very Difficult

32% - Neither / Nor

26% - Quite / Very Easy

\*Based on Max-Diff Trade-Off analysis. Sample size: 498 Contact us for more info. Email: Alison@CambridgeMR.com Tel: 01223 492050





