



Effective Retail Solutions

Understanding what your consumers want

By Kesslers International

Key Findings

In collaboration with

LM research & marketing consultancy



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Question 1 :

What makes your shopping experience more enjoyable?

Consumers want more in-store theatre

Over one third (35%) saying that having products differentiated by POP makes their shopping experience more enjoyable while 34% want retailers to inject more theatre into their displays



Question 2 :

What type of promotions are you likely/ least likely to respond to?

Nearly one third (28%) are 'more likely to respond to a promotion in store on a POP fixture than they are from any other form of communication'



Question 3 :

Do you find celebrity endorsements encourage or discourage you from buying?

Celebrity endorsement is a turn-off - except in Wales!

Only **7%** say that celebrity endorsement is an added attraction when buying a product. Beckham is the most spontaneously recalled celebrity endorser, closely followed by Victoria Beckham and Britney Spears!



Question 4 :

What attracts you to POP displays?

Over half (55%) say that POP helps decisions on impulse purchase by making it easier to choose products (average across all sectors)



Question 5 :

Do you think that POP is a more acceptable way of promoting to kids?

One in ten consumers in London believe that POP is a more acceptable way of promoting to kids than above the line advertising - but most remain undecided



Question 6 :

Should Brands spend more money on in store display and less on above the line?

Nearly one third (28%) think that brands should spend more money in store and less above the line - this figure rises to over one third in the Midlands



Question 6 (e) :

Do you still look at tv ads or do you
'flick' channels during commercial breaks?

Digital TV is not the death knell of the advertising industry:
only 6% claim that they do not look at ads anymore because
they flick channels in the commercial break



Question 6 (d) :

Where would you rather go to buy
your mobile phone?

Carphone Warehouse 1 Orange/Vodafone 0

Nearly three quarters (70%) of respondents would rather go to
a general retailer than a specialist to buy their mobile phone



Question 7 :

How has the Internet affected
the way you shop?

99% believe that the internet has had a significant impact on the way they shop. However, two thirds (63%) say that it has not reduced the amount of time they spend in store, although one quarter (27%) say that 50% of their shopping is now done on-line



Question 7 (b) :

How has the Internet affected
the way you bank?

Internet banks are regarded with suspicion - only 15% believe that internet banks offer better value than the high street, while only 7% believe that internet banks are less likely to take advantage of you



Question 8 :

Are you happy for POP units to carry hidden cameras (to identify theft)?

93% would be happy for POP units to carry hidden cameras to identify theft, and three quarters (74%) are happy that Big Brother is watching them, by gathering data from their credit or store cards



Question 9 :

What is your view of sales staff?

Sales staff have turned the UK service culture on its head - across all sectors - with DIY retailers topping the poll -

99% respondents say that sales staff enhance their shopping experience

97% say they show good product knowledge

94% say they are helpful and polite



Effective Retail Therapy

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