

# What drives impulse ice cream choice, purchase and sales?

Consumers will almost always add a 'little something' to their shopping trolley. On a hot day, this could well come from the impulse ice cream fridges.

Understanding their preferences and decision drivers can play an important role to finding an 'edge' to their satisfaction, retention and purchase. In October, Field Agent invited 70 shoppers – field agents from across South Africa – to complete a random in-store survey close to where they live. They were asked to identify and photograph ice cream display fridges.

The survey looked at the purchase decision and the key drivers behind it. This included feedback on displays, packaging, availability, acceptable pricing, preferences,

and behaviours. They were also required to purchase an impulse hand held ice cream from the store. Visits were verified using till slips, category photos, GPS and timestamps.

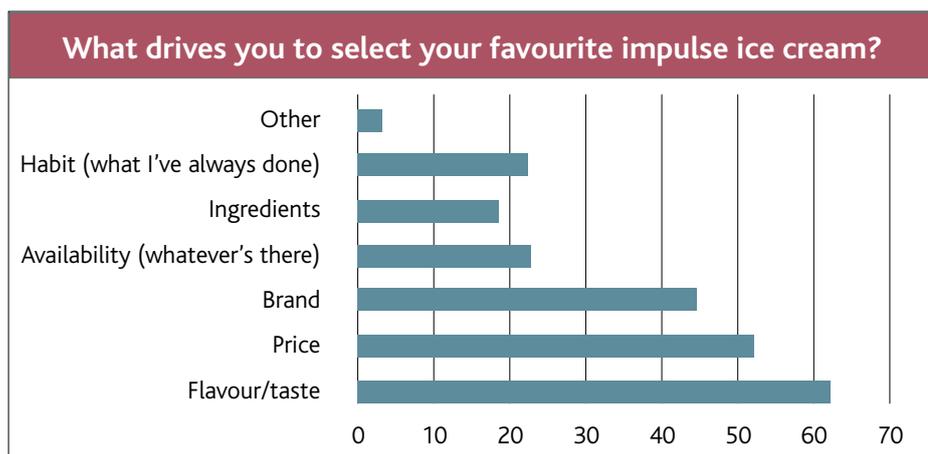
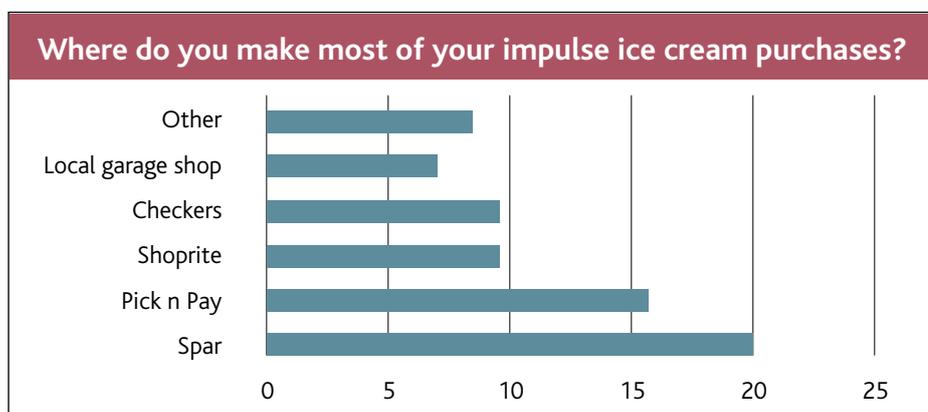
## Findings

Some 90% of the shoppers found the available range to be good. But, of concern, 30% of them found items out-of-stock.

Moreover, 71% of the shoppers believed that the store they visited could do better in display.



Field agents found the condition of ice cream cabinets, their positioning in the store and the stock in them was often wanting.



Some suggestions included:

- Better looking fridges
- More promotions
- Better placing of fridges at till points
- Keep fridges fully stocked
- Provide samples for tasting.

Only 3% of shoppers found ice cream stored at the incorrect temperature, and 20% of branded fridges were found to contain other brands. The most acceptable price range was found to lie between R10 and R30.

Magnum with its appealing, simple, vibrant, attractive, and high-end appearance was voted as having the best packaging. The worst was voted to be Paddle Pops. This was due to it being perceived as an old image, with poor wrapping and dark colours and plain looks. Additional information is included in the graphs.



## About Field Agent

Crowdsourcing via smartphones gives Field Agent an unbiased, real-time understanding of consumer shopping habits and frustrations. This assists retailers and marketers to focus on relevant operational issues and reinforce customer loyalty and shopper satisfaction. Feedback is collected through photos, videos, audio, timers, barcode scanners, and a general survey platform, capturing consumer insights instantaneously.

Through this Field Agent is changing the way the world collects business information. It now trends at 22 000 agents in SA. For more details, email: [client@fieldagentsa.com](mailto:client@fieldagentsa.com).