

The right nappy



Nappies are an essential item in households with children below the age of five years. There are numerous nappy brands and variants on the market, and consumers are serious about finding the best quality at the best price.



In January, Field Agent ran a survey across a number of the major retailers to try and understand the impact of the different nappy experiences and buyer preferences. Agents were requested to answer questions based on their views and experiences of the various nappy brands they have previously used.

Crowdsourcing via smartphones provides an unbiased, real-time understanding of consumer shopping habits and frustrations, assisting retailers to focus on relevant operational issues and reinforce customer loyalty and shopper satisfaction. Feedback is collected through photos, videos, audio, timers, and barcode scanners, capturing consumer insights instantaneously.

In an effort to improve the customer experience of nappy shopping, stocking a large variety of nappy brands remains a priority for retailers. It is important to understand the needs, habits and perceptions of consumers to best fulfil their requirements and keep them returning.

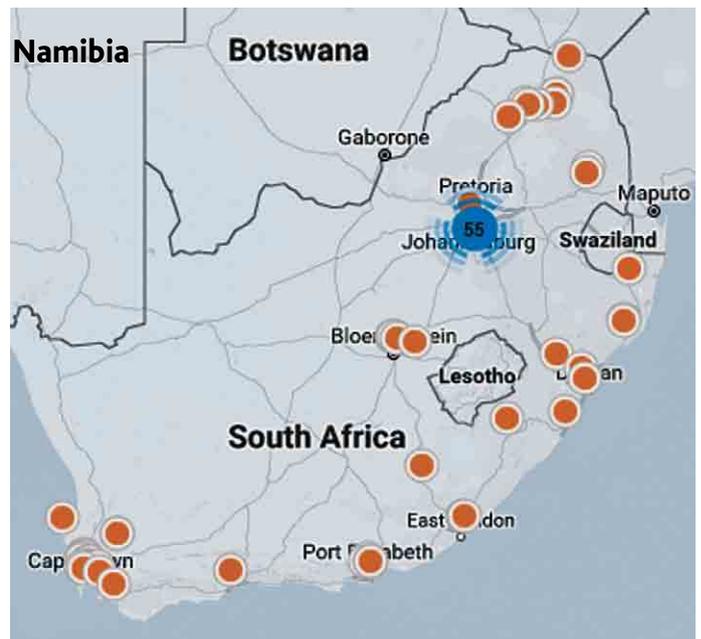
Understanding customer needs and perceptions can play an important role in finding that "edge" that will provide consumer satisfaction, and improve retention. Many consumers are interested in specific brands and if these are not available at a particular retailer, they are likely to change their shopping preferences.

Field Agent surveyed 107 random recipients, evenly spread across different supermarket chains in South Africa (refer to map below). Consumers were asked a series of questions in store, and collect photographs to corroborate their findings.

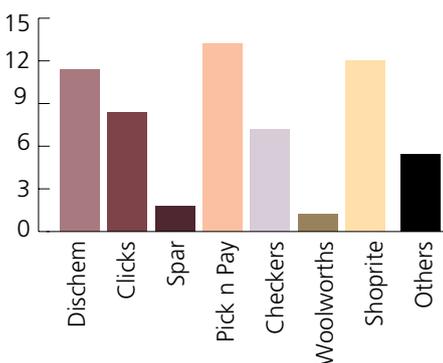
The survey feedback identified that there is a wide variety of nappy brands and variants being sold in the different retail stores. The most frequently-used nappy brand by a significant margin is Pampers.

A number of consumers that have tried store-brand nappies commented that they have experienced problems, such as the leaking, tearing and incorrect fitting.

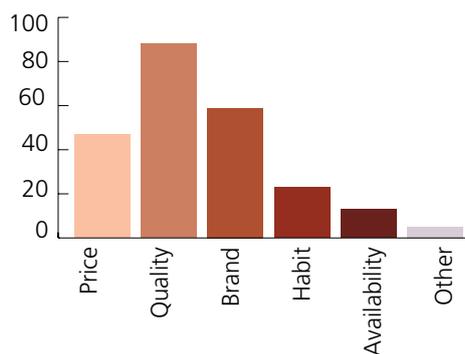
For more information, email us at: client@fieldagentsa.com.



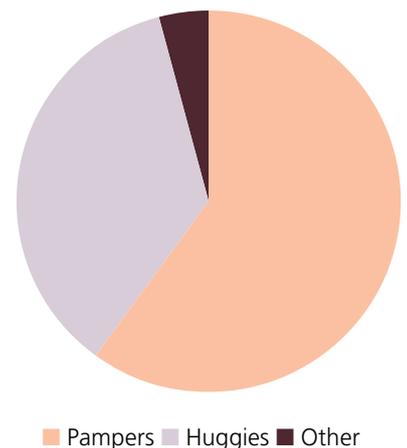
From which supermarket do you usually buy your nappies?



What factors drive you to select these nappies?



What is your favourite nappy brand?





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