

Cashing in on the Easter spirit

Easter is a busy time for retailers. It is also an important opportunity to capitalise on consumer demand and customer loyalty.



In March, Field Agent assigned a survey across six major retailers to gain further insights into preferences and experiences of Easter shoppers. We assigned agents to answer questions, rate retailers and take photos while shopping for their favourite Easter products.

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.

Factors affecting the consumer experience include the matching of shopper expectations against convenience, presentation, quality, availability, pricing, ease of selection and the overall in-store experience.

Customers place their loyalty where needs and wants are best addressed. Understanding the above can play an important role in finding that edge to consumer satisfaction and retention. Many consumers buy exciting Easter-egg products over this period. If consumer perceptions cannot be met, a change must be made by the retailer to meet their customers' needs and wants.

Total scores

	Retailer	Display	Ratings	Attributes	Total
1	Woolworths	29	215	171	415
2	Pick n Pay	26	220	164	410
3	Checkers	27	211	167	405
4	Clicks	23	197	176	396
5	Spar	24	208	163	395
6	Shoprite	26	226	134	386

Goodies per retailer

Retailer	Eggs & chocolates	Hot cross buns	Greetings cards
Checkers	14	9	0
Pick n Pay	14	7	0
Shoprite	14	7	0
Spar	15	9	2
Woolworths	15	6	0
Clicks	17	0	0

Display per retailer

Retailer	Were prices clearly Displayed?	Did the display catch your eye?	Were there any items broken?	Total score
Checkers	16	12	1	27
Pick n Pay	16	13	3	26
Shoprite	16	13	3	26
Spar	16	11	3	24
Woolworths	15	15	1	29
Clicks	16	10	3	23

Store ratings

Retailer	Opening hours	In store experience	Pricing	Total score
Checkers	76	64	71	211
Pick n Pay	78	68	74	220
Shoprite	79	69	78	226
Spar	80	61	67	208
Woolworths	77	70	68	215
Clicks	68	57	72	197

Top-5 attributes

Retailer	Clean & tidy	Wide range	Availability	Convenience	Friendly staff	Total score
Checkers	54	29	29	42	13	167
Pick n Pay	47	32	31	33	21	164
Shoprite	40	31	33	14	16	134
Spar	60	27	23	23	30	163
Woolworths	74	28	20	28	21	171
Clicks	74	8	22	30	42	176

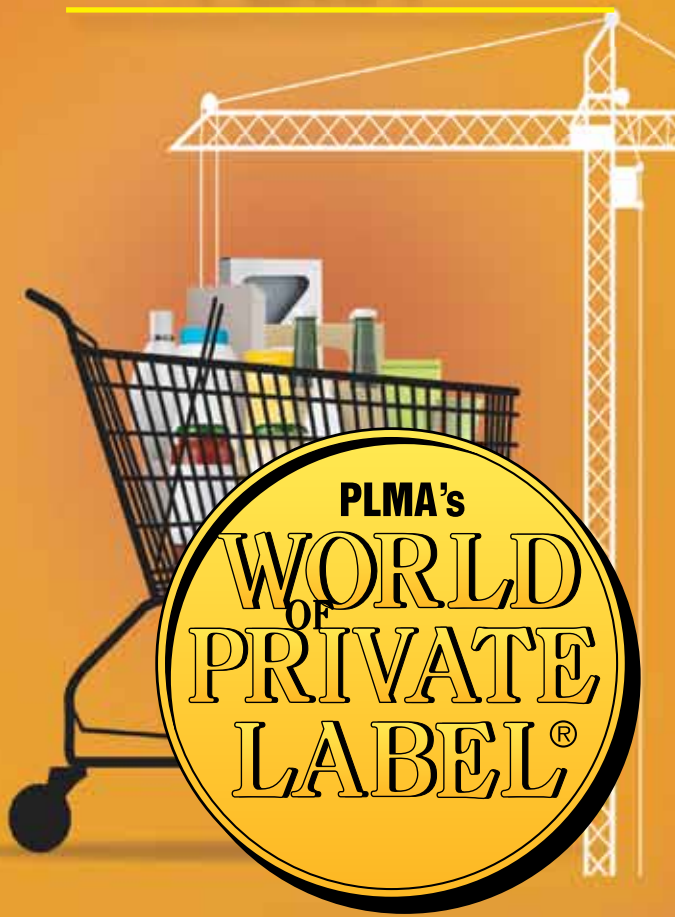


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In preparation for the survey, we screened 1 000 shoppers. The top-four retailers targeted for Easter shopping were Pick n Pay at 35%, Checkers at 19%, and Shoprite and Spar each at 15%. Other than price, the most notable reasons for these choices were convenience (Spar), and quality (Woolworths). We surveyed 102 random recipients, evenly spread across six supermarket chains in South Africa and Namibia (see map).

Overall scores given by shoppers rated Woolworths as the highest. Second and third were Pick n Pay and Checkers respectively. On display and presentation, Woolworths was rated the highest. On accessibility, in-store experience and pricing, Shoprite scored the best. When shoppers were asked to rank what they considered to be the most important attributes per retailer, Woolworths again was the leader with store cleanliness playing a dominant role. Outside of this, some notable attributes included:

- Shoprite (best availability & Easter egg range);
- Pick n Pay (shortest queues);
- Checkers (easiest to get to); and
- Spar (best hot cross buns).

Most of the shoppers that participated in this survey were female (64%) and between the ages of 25 and 34 years old (50%).

Some interesting feedback from participants included:

- Checkers – “I was in my Spar uniform, popped in to buy Easter eggs, hot cross buns and draw money”;
- Clicks – “I enjoyed the 3 for 2 Easter deals at clicks”;
- Spar – “Hot cross buns warm, fresh and out on display at front of store”;
- Woolworths – “Awesome store. Always full of stock” “This was a great experience. The display of the Easter eggs range was colourful, exciting and appealing. I loved it. Looking forward to Easter!” “Love shopping at Woolworths Tygervally” “Easy to locate and Easter specials were super close to the entrance and very eye catching, good range of Easter items, just maybe need a promotion on some items as some of the items are quite small so one would need to purchase quite a few and that would become rather costly. Staff were super friendly and attentive”.

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