

# Consumer Behaviour and Opinions at the POS

## VEPOS

Consumer Surveys at the **Point of Sale**

By Konzept & Markt



We probe – under real-life conditions

### Method

Survey of buyers of a certain product or of products of a merchandise category at the site where the purchase decision is made: ***in front of the shelves!***

### Benefits

Spontaneous, direct polling of what motivates a consumer's ultimate purchase decision. ***Close to the purchase, unfiltered and without mistakes.***

This offers industry and retail immediately feasible optimisation approaches for POS measures. Konzept & Markt VEPOS studies are applicable to different distribution chains as well.

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## Consumer Survey at the Point of Sale

The Point of Sale is the place where decisions are made about the success or failure of a product, the place where marketing and communications strategies are approved or rejected – decisions made by the consumer.

Nevertheless, the POS is also the place where the consumers still have their decision criteria in mind, where they still know why they decided as they did, what they liked and what influenced their decision. Taking place right at the time of purchase, this situation is thus ideally suited for observing the consumer, for asking questions about the product, the packaging, advertising, the competition, occasions for the purchase, etc., under real-life conditions.

## Survey Topics

- ✓ What are the reasons for the purchase or non-purchase of a particular product?
- ✓ Does my product even attract attention on shop shelves?
- ✓ How did the consumer become aware of my product?
- ✓ Who actually buys my product (buyer structure), and am I reaching the target group?
- ✓ How does the consumer assess the product's (competitor products') image?
- ✓ Where is there potential for distinguishing my product (e.g. against private label products)?
- ✓ What is the significance of the price?
- ✓ How aware are buyers of the product of the price?
- ✓ How does new packaging appeal to people, and to whom does it appeal?
- ✓ Are sales-promotion measures even being noticed?
- ✓ Did use of POS media for my product pay off?
- ✓ What promotional activities go down well with the consumer?
- ✓ What is the effect of using displays?

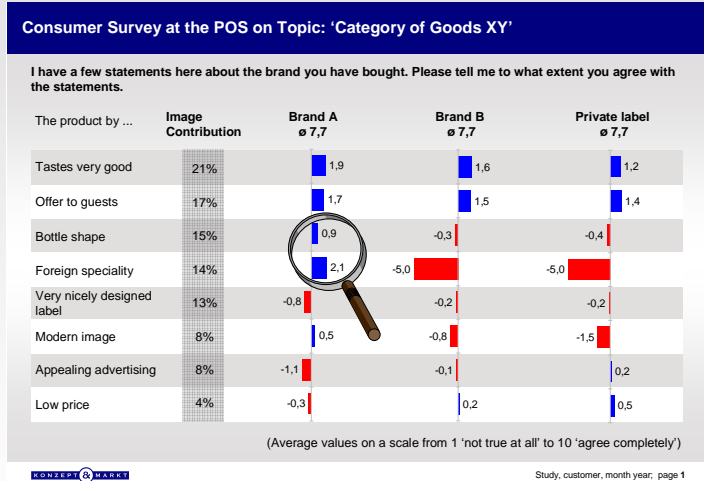
## Benefits

- Survey in a real-life situation in which the purchase decision is made
- Pointing out the relevance of factors influencing the purchase decision
- Enables directly related development of measures
- High information content
- Individually tailored survey design
- Can be used in different outlets and types of sales settings
- Rapidly available results

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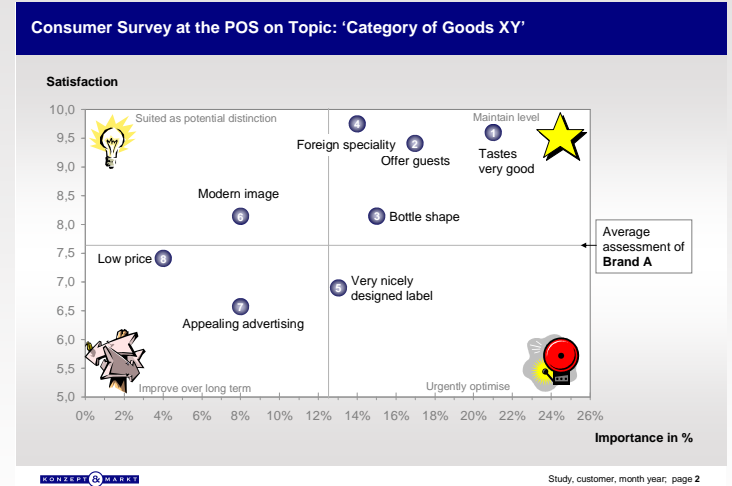
## Some Examples

### Analysis of Strengths and Weaknesses



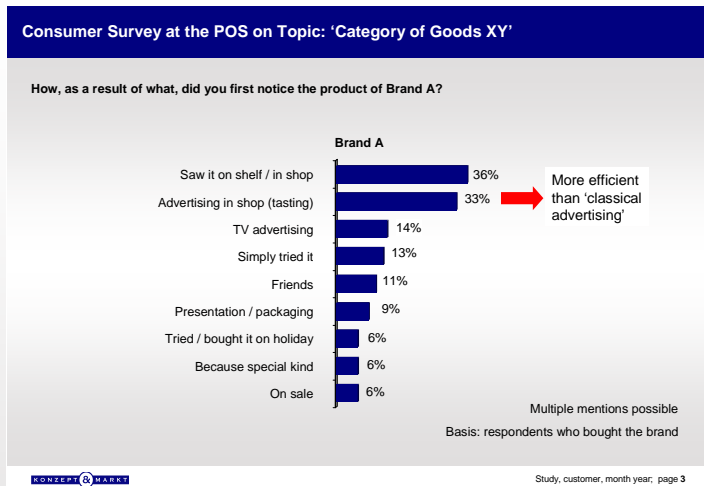
The example demonstrates: None of the brands can distinguish itself using the most important characteristics. But in the consumers' view, Brand A can set itself apart from the competition in terms of 'Bottle shape' and 'Foreign speciality'.

### Image Portfolio for Brand A



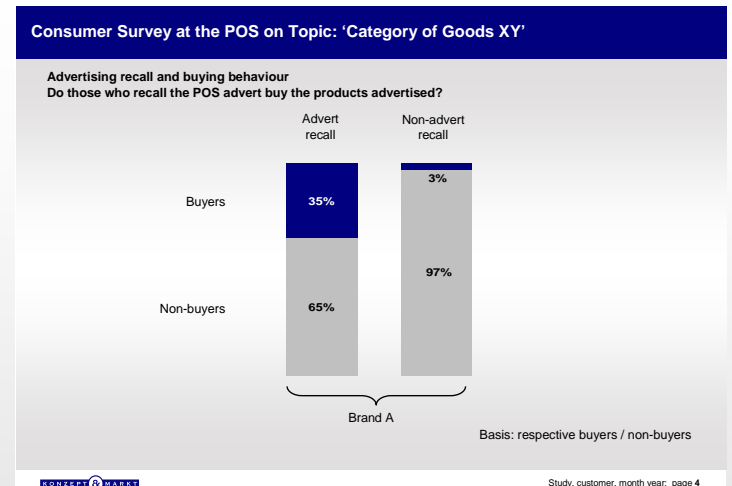
The Image Portfolio represents a link between the importance of certain image characteristics and the assessment these characteristics receive. It is broken down into four areas from which recommendations for action can be derived. In this example, the label design should urgently be revised.

### Attention Getters



Quite clearly, classical advertising made a relatively small contribution to attracting consumers' attention to the product of Brand A. Much more efficient was the opportunity to taste it in the shop.

### Efficiency of POS Advertising



Consumers who can recall POS advertising for Brand A are markedly more numerous among buyers than consumers who did not register the POS promotional measures.

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## Random Sample

The sample size is determined based on the aims and content of the study in question. We recommend carrying out a minimum of 80-100 interviews per product with the appropriate target persons. In any event, it is advantageous to include shops in different retail organisations in the study.

## Costs

The costs are contingent on how frequently a product is sold per day and per shop. The higher the purchase frequency, the less costly the study. On average, Konzept & Markt VEPOS studies are in the EUR 7,500 range.

## Timing

The findings can be presented approximately three weeks after completion of fieldwork.

## Reports

The survey results are compiled in graphics form, verbally summarised and commented. In addition, a Management Summary is drawn up with the bottom line and recommendations for action.

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