

Christmas Shopping Insights Research Proposal



Introduction

The last few months of the year are always a major retailing challenge with brands and retailers alike vying for shopper attention and a share of their wallet.

Despite a slowdown in the economy in 2008, the major food retailers performed well with strong like for like increases seen in December '08 for Morrisons, Waitrose and Sainsbury. The discount retailers performed particularly well as shoppers continued to downgrade. The key trend for last years Christmas lead up was far and away the trend for Sales, in various guises, and from early on in the game. Retail sales for the last quarter reached an estimated £33.6 bn, 0.8% lower than 2007. Projections for 2009 indicate a further downturn but who will be the big winners and how did they approach the shopper and how did they translate that approach into a successful sale?

With continuing difficult economic times, getting it right this year in terms of product, price and communication is vital. The best way of judging that success is to talk directly to the shopper.

Who stands out on the High Street for sensational windows? Where do shoppers find gift categorisation works well? How do they make their Christmas shopping decisions? What role does display have on their decisions? How does this differ on males and females and does lifestage play the expected role? How can sales results be contextualised in January and brought to life? Are the physical retail insights available for strategic planning for 2010?

Retail Why are conducting an in-depth qualitative research initiative with a cross section of shoppers through November and December and into the January Sales to truly understand the impact of retail communications this Christmas. Both brands and retailers are able to benefit from these valuable insights. Full details of the objectives and methodology are detailed in the following proposal as well as information on participation.

Research objectives

To gain a detailed understanding of Christmas shopping – both gift and food and drink related purchases as well as the approach to decorations and enhancements.

Specifically looking at the differences and overlaps between planned and impulse buys in terms of

- Calls to action
- Price
- Promotion

- POS

To understand the role, within these purchase decisions, of:

- retailer windows
- retail theming
- promotional communication
- pricing communication
- POS
- gift category management
- online
- catalogues

To identify examples of best in class communication in:

- Window displays
- Store theming
- POS support
- Category management
- Promotional communication
- Innovation

The Research Solution



The detail...

- Immersive, cohesive, detailed qualitative project
- Work carried out across November, December & January in 2 urban UK locations
- 'Spine' of 12 shoppers used for multiple elements
- Results available mid/end Jan via tailored visual & interactive debriefs

FULL DETAILS AVAILABLE FROM hdavies@retailwhy.co.uk 07720 598176.

