



Global Consumer Views

“Value” Tops Shopping Lists in the Aisles of CPG Consumption

Taste Important in Food Decisions, Convenience in Household and Personal Products Decisions

What the Data Says

Ipsos Marketing, Consumer Goods asked consumers from around the world what thoughts crossed their minds when making decisions to purchase food, household and personal products on their most recent grocery shopping trip. For food product purchasing decisions, global consumers were most likely to consider value and taste, with nearly two-thirds of them citing these as decision-making factors. Following value and taste, consumers were most likely to consider the quality (55%) and expensiveness (50%) of the food product and then healthy ingredients (44%).

The factors considered when making decisions to purchase household and personal products were nearly identical to those for food: nearly two-thirds of consumers considered value when making the decision to buy a household or personal product, followed by quality (54%) and expensiveness (49%). Convenience was a more important factor in household and personal product purchase decisions than in food purchase decisions (48% vs. 34%).

Implications for Marketers



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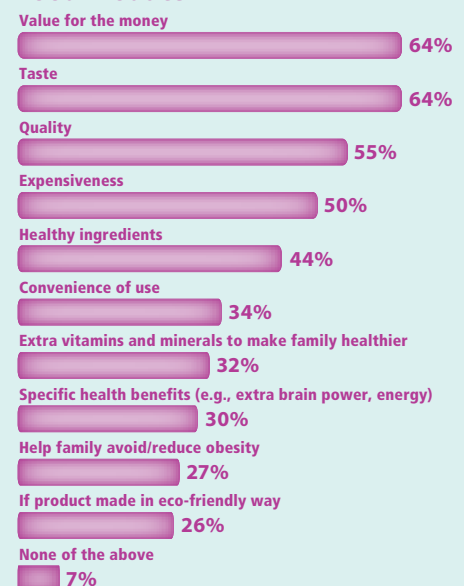
According to Gill Aitchison, President, Ipsos Marketing, Shopper & Retail, “For consumers at large, value is foremost on their minds when shopping for consumer packaged goods products—whether it is a food, household or personal product. And, it is really not surprising that quality and expensiveness would be cited as major drivers in the purchase decision as well since value is, in essence, a trade-off between quality and price. However it is interesting to note the differences that we saw between countries. For example, compared to other countries, more consumers in France (81%) and Canada (79%) were likely to mention “Value” as a decision-making factor when shopping for food. In contrast, consumers in Russia (51%) and Brazil (52%) were least likely to mention “Value” as a decision-making factor.

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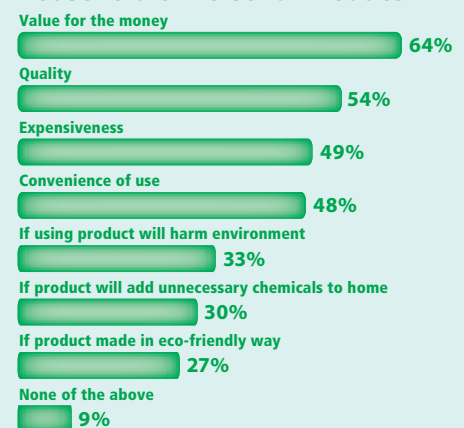
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What Global Consumers Think about When Deciding to Buy a...

Food Product



Household or Personal Product





it appears that convenience is a strong persuader. These, of course, are general platforms which Marketers can use as springboards for marketing and merchandising strategies. It is important to dive deeper and gain insights – at the global and regional levels – into what aspects of taste, health and convenience are most important to consumers in a particular category or market. The key is to identify which specific factors most influence the purchase decision for your product – and how well you communicate these factors vs. your competition.”

Methodology

This report contains data from the Ipsos Global @dvisor, an online survey of citizens around the world. The questions in this Ipsos Marketing, Consumer Goods Alert were asked in 22 countries: Argentina, Australia, Belgium, Brazil, Canada, China, Czech Republic, France, Germany, Great Britain, India, Italy, Japan, Mexico, The Netherlands, Poland, Russia, South Korea, Spain, Sweden, Turkey and the U.S.

Interviews were carried out between October and November 2008. Approximately 1,000 interviews were carried out in each country.

Where possible, Ipsos online panels were utilized – in cases where this was not possible the survey was administered through carefully vetted partnership alliance panels.

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Complimentary Access to Market-Level Data

Consumer responses to these questions are available for 22 countries, with a sample size of 1,000 respondents per country. Contact your Ipsos representative for complimentary access to this data.