

CASE STUDY

identifying opportunity through custom research

Ethnographic Research

The Issue:

A retailer wanted to improve customer loyalty and increase sales for its store brands. The retailer identified “best in class” competitors with strong store brands and wanted to understand how the mix of product offerings, store experience and price impacted customer loyalty and the success of these brands.

The Solution:

MRSI designed a research program that included a series of shop-alongs at key competitor stores across the country. The shop-alongs were conducted with female heads of household that were primary grocery shoppers. These consumers shopped most often at the stores where the research was taking place and they were also frequent purchasers of store brand products. Insight was gathered first-hand on purchase drivers, emotional connection with the store and its brands, and overall store experience.

Business Implication:

The research uncovered that customers truly valued customer service, ambiance, store amenities, and cleanliness; and that it was those key triggers that led to an emotional connection with the store and its brands. Therefore, it was not necessarily just product offering or price, but also this emotional connection that ultimately led to increased customer loyalty and purchase of store brands. The retailer used these research insights to improve the overall customer experience at their stores to achieve loyalty and sales objectives.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.