

MRSI SHOPPER AND RETAIL RESEARCH SEMINAR 2011



INSIGHT INTO THE
WORLD OF SHOPPERS

SALES

30%

BARGAIN

20%

SAVE





RETAIL RESEARCH

The advent of Modern Trade and the concurrent improvement in shelving and display infrastructure in Traditional Trade has made it possible for marketers to activate their brands more effectively at the point of sale. While traditionally, retail effectiveness has been evaluated in terms of distribution metrics, 'shopper engagement' is the new buzz word.

Given the scale of operations across the country, the cost of mounting retail activation campaigns and therefore risks are significant. Marketers are increasingly looking to evolve their metrics to assess retail effectiveness through accurate measurement of reach, shelf space occupancy and compliance to standards. Additionally, timely feedback is critical in a highly competitive space.

Further, Modern Trade is looking to build stronger marquees, through careful store branding, site selection, assortment planning, pricing and service delivery.

The methodologies sought for such measurement span Retail Audits, Trade Satisfaction Studies, Shopper Interviews, Mystery Shops, Compliance Audits and Retail Tracks.

Technological advances in data collection, hosting and visual data analysis have opened new vistas for measuring some POP dimensions efficiently, which was not possible a few years ago.





SHOPPER RESEARCH

The shopper is exposed to a multitude of influences during a shopping trip. The influences range from the sheer number of sku's observed – both passively and actively, shelving, consumer offers, special displays, POS communication, retailer advice among several other factors. It is in this seemingly complex environment that the shopper makes choices, trading off brands and categories to fulfill her functional and emotional needs.

As shoppers make many more choices at the point of sale, brand marketers increasingly see shopper understanding as critical to their success. The challenge for the marketer is to understand the buying process as it unfolds and the possible influences at various stages of the buying process that can be leveraged by the brand.

Questions such as

- How do shopper's make choices
- What factors impact choice of store
- What is the hierarchy of factors that impact choices made at the POS – are there different segments where different rules operate
- To what extent & how many can be influenced at the POS
- How do contextual factors

such as occasions etc. impact the decision making process

- Likely impact of a suggested assortment plan or planogram on noticeability and sales
- Likely impact of packaging, special display or promotions are increasingly being researched. The challenge for the Market Research industry is to provide accurate solutions to these POS related business questions. There are questions around sampling, methodology for shopper observations, integration with ePOS, use of appropriate qualitative and quantitative techniques to discern elements of the buying process and shopper segments. Further, use of technology for accurate and non-obtrusive tracking shopper path/eye movement and actions are emerging areas that need to be addressed. Calling for case-studies, specific innovations in methodology/approach/execution and collaborative efforts merging different data streams that showcase our best work and the resultant value created for the marketer. Innovative methodologies and/or analysis frameworks will be given suitable weightage.



50%



₹ DEAL

SALES

30%

20%

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Registration

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2	7.5	14800	12950	16650	14800
3	7.5	22440	19425	24975	22200
4	10	29120	25200	32400	28800
5	10	36400	31500	40500	36000
6	12.5	42480	36750	47250	42000
7	12.5	49560	42875	55125	49000
8	12.5	56640	49000	63000	56000
9	15	61920	53550	68850	61200
10	15	68800	59500	76500	68000
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12	15	82560	71400	91800	81600
13	15	89440	77350	99450	88400

Last date to avail early bird discounts is 7th of July 2011

All cheques to be drawn in favor of 'The Market Research Society of India'

For any enquiries please do call AR Rajgopalan on Office : +91 226400060, Mobile : +919967713349

MRSI SHOPPER AND RETAIL RESEARCH SEMINAR 2011

ITC Grand Central, Mumbai, July 29, 2011

Registration Form

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- Research Organisation
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