

"Value" Tops Shopping Lists in the Aisles of Consumer Packaged Goods Consumption

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

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New York, NY – Value is a top priority when purchasing consumer packaged goods products, according to findings from a study conducted by Ipsos Marketing, Consumer Goods. When asked what thoughts crossed their minds when making decisions to purchase food, household and personal products on their most recent grocery shopping trip, almost two-thirds (64%) of global consumers indicated value for the money.

“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,” says Gill Aitchison, President, Ipsos Marketing, Shopper & Retail. “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.”

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%).

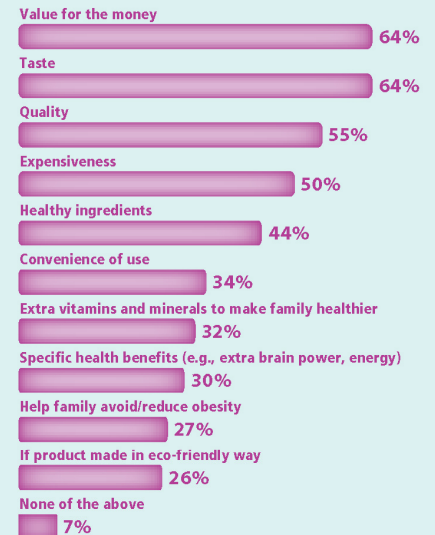
The factors considered when making decisions to purchase household and personal products were nearly identical to those for food: nearly two-thirds of consumers considered value when making the decision to buy a household or personal product, followed by quality (54%) and expensiveness (49%). Convenience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

Of note in the study are the differences highlighted between various countries. When compared to other countries in the study, 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.

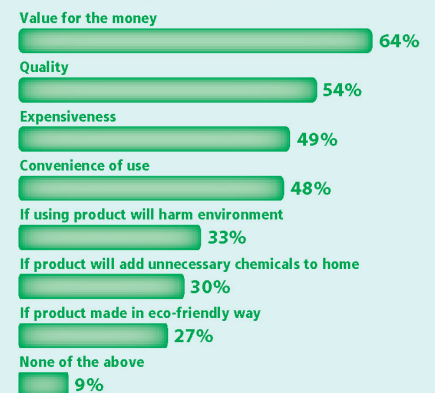
Beyond value, the study data indicates other factors that Marketers should communicate at the point of purchase. For marketers of food products, good taste and healthy ingredients are major influencers on the consumer's in-store purchase decision. For household and personal products, it appears that convenience is a strong persuader.

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Food Product



Household or Personal Product



“These, of course, are general platforms which Marketers can use as springboards for marketing and merchandising strategies,” continues Aitchison. “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.”

These are the findings from a study conducted by Ipsos Marketing, Consumer Goods via the Ipsos Global @dvisor, an online survey of citizens around the world. Interviews were carried out between October and November 2008. Approximately 1,000 interviews were carried out in each of 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.

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

Complimentary access to the data in this report for each of the 22 countries is available upon request from Ipsos Marketing, Consumer Goods.

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