Understanding eShopper behaviour on retailers’ eCommerce platform
A Danone Italy case history – Yogurt & Dessert

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NetComm Italia - #FoodFocus
eCommerce category growth
% change YoY

Non-alcoholic drinks +38%
Alcoholic drinks +30%
Oral care +22%

Connected Life
What will be the drivers of eCommerce growth for Grocery in Italy?

<table>
<thead>
<tr>
<th><strong>INFRASTRUCTURE</strong></th>
<th>CURRENT ECOMMERCE BUYERS</th>
<th>ECOMMERCE PROSPECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater trust in online payment systems</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>A more reliable internet connection</td>
<td>8</td>
<td>3</td>
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<tr>
<td>A cheaper internet connection</td>
<td>7</td>
<td>5</td>
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<table>
<thead>
<tr>
<th><strong>SERVICE</strong></th>
<th>CURRENT ECOMMERCE BUYERS</th>
<th>ECOMMERCE PROSPECTS</th>
</tr>
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<tbody>
<tr>
<td>Saving time</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>Product easier to find online</td>
<td>30</td>
<td>22</td>
</tr>
<tr>
<td>Faster and easier delivery service</td>
<td>21</td>
<td>30</td>
</tr>
<tr>
<td>Easier returns process</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td>Better and more reliable product quality</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>Ability to ask questions and get instant answer</td>
<td>13</td>
<td>9</td>
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<table>
<thead>
<tr>
<th><strong>PROPOSITION</strong></th>
<th>CURRENT ECOMMERCE BUYERS</th>
<th>ECOMMERCE PROSPECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>No cost for delivery</td>
<td>45</td>
<td>58</td>
</tr>
<tr>
<td>Detailed product information</td>
<td>16</td>
<td>22</td>
</tr>
<tr>
<td>Better selection of products online</td>
<td>23</td>
<td>20</td>
</tr>
<tr>
<td>Ratings to measure product quality</td>
<td>15</td>
<td>14</td>
</tr>
</tbody>
</table>

Source: (G5New) Online purchasing – drivers
Base: Grocery purchasers selected for G5New (690) | Current eCommerce buyers (204) | eCommerce prospects (386)
The marketing task to **convert brand desire to sales** remains the same

The stronger a brand’s equity, the more shoppers it should convert to purchase. Yet we regularly find an execution gap…

…with some brands less successful than others at converting their equity into purchase
The lines between brand and shopper marketing tasks have also blurred as channels converge and expand their role.

eCommerce is …

a **brand engagement channel** as well as a **shopping environment**.

Mobile is **a purchasing and marketing channel**

The **store** is…

**a brand-building space** as well as a **sales conversion site**.
Understanding shopping moments is how to find growth

Shopping missions and category usage occasions are the primary drivers of shopper behaviour and product choice. They reveal opportunities for growth.

De-averaging shopper behavior is the key to meaningful insights

Distinguishing ‘decided’ shoppers who know what they want from ‘open’ ones making a brand choice is key to understanding the different roles shelf layout, packaging and point-of-sale materials can play.

How people prioritise shopper currencies in different moments is the core of shopper marketing

On each shopping trip, shoppers make constant, subconscious trade-offs between the three shopper currencies: time, money and energy.
Understanding eConversion Path

- how shoppers shop the category in e-commerce channel
- optimizing brand touchpoint activities and messaging on each of the eCommerce sites
How is eShopper behaviour in Dairy category?
The Danone Italy case history - Yogurt and Chilled Desserts

1. Understanding how and why
Uncovering the contextual elements of shopper behaviours, including category needs, behavioural motivators, drivers, barriers and product selection reasons by Qualitative in-depth interview

2. Observing behaviours
Observe, track and measure how shoppers visually interact with eCommerce when they shop the category, by using digital observation techniques including eye tracking and click tracking

3. Measuring attitudes
Measuring attitudinal aspect of shopper behaviours, purchase decisions and interaction with touchpoints in eCommerce platforms by Quantitative interviews and Connected Shopper Touchpoint Modelling analysis
The shopper path is our starting point for understanding eCommerce behaviour

Which path are your shoppers taking? Which challenges do you need to prioritise?

There are four steps along the shopper path

How do shopper missions, mindset and category usage occasions shape shopper behaviors?
How do shoppers plan to shop the category?

Which touchpoints are the most influence shoppers’ decision of purchasing my category?

How do shoppers navigate retailer websites or mobile apps to approach the category?
How do shoppers search for products in the category?

How do shoppers select or deselected products?
What are the main choice drivers?
Product choice decision

About 40% of category shoppers will make some decisions about the product selection while shopping; Retailer B shoppers are more open to be influenced during shopping phase.

Source: Q024 – PROD13  Which of the following statements best describes your purchase decision regarding this type of product (e.g.: Whole yogurt, light, greek, probiotic / with special ferments)?
How do shoppers navigate to access to category

Overall product search starts from the site navigation bar or by typing in the search bar, using the favorite list. Some important differences are pointed out amongst retailers.

### Using Category Navigation Bar

- **Menu/Sections**
  - Retailer A: 30%
  - Retailer B: 23%
  - Retailer C: 17%

### Typing in the Search Box

- **Retailer A:**
  - 18%
- **Retailer B:**
  - 19%
- **Retailer C:**
  - 21%

### Using My Favourites List

- **Retailer A:**
  - 17%
- **Retailer B:**
  - 10%
- **Retailer C:**
  - 22%

### Using Other Additional Options Provided by Online Retailer

- **Retailer A:**
  - 11%
- **Retailer B:**
  - 14%
- **Retailer C:**
  - 8%

*Source: Q034 - NS2: And how did you start searching for yogurts/chilled desserts online?*
The newsletter
Most shoppers have subscribed to their online retailer newsletter: an interesting source of product information and offers / discounts

Source: Q042 Have you subscribed to the … newsletter?
The banner
Shoppers click on home page banners while surfing more often than they do on intra-website.

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**Home page banner**
Total Sample

- Yes, almost always: 34%
- Yes, sometimes: 46%
- No, never: 20%

N=300

**Intra-website banner**
Total Sample

- Yes, almost always: 26%
- Yes, sometimes: 53%
- No, never: 21%

N=300

Source: Q044 Do you usually click on banners while browsing the … site?
Key learnings

In an omnichannel world, Brands need to learn the **eConversion path** to influence **Open shoppers** and to let **Decided** find the searched product soon.

**eShopper insights** let Brand understand **frictions** and **behaviours** to act effectively in different Retailers websites.
Key learnings

**Trust in technology and data management** is key to enable eCommerce growth.

**Trust in brand and delivery** is key to enable eCommerce growth through *valuable relationship*.

- **48%** Object to a connected device monitoring their activities, even if it makes life easier.
  - Global: 43%
  - Southern & Eastern Europe: 53%

- **57%** Are concerned about the amount of personal data companies know about them.
  - Global: 40%
  - Southern & Eastern Europe: 50%

- **17%** Of your target would prefer to pay for everything on mobile.
  - Global: 39%
  - Southern & Eastern Europe: 28%
Thank you

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