

Redacted Case Study

Consumer Product Customer Journey

Prepared for:

REDACTED

2021





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Study Methodology

This presentation outlines the findings from all three phases of the study



Module I

In-Depth Phone Interviews

Fully test and discuss issues and questions to be asked of customers in quantitative phase

Module II

Quantitative Survey

Customer journey mapping, needs-based segmentation, and preliminary personas

Module III

Online Bulletin Board

In-depth qualitative exploration of key issues from quantitative phase to drive actionable insights

Project Goals

What was the goal of this study?

Brand A requires a detailed understanding of the consumer purchase decision-making process (customer journey) and the types (segments) of customers in the process.

Key objectives include the following:

- Brand A Product Customer Profile
- Consumer Product Buying Decision/Purchasing Process
- Decision Drivers & Key Purchase Criteria
- Attitudes & Industry Trends

Insights will provide opportunities to optimize marketing approaches, identify potential next gen solutions and ideas, and test management hypotheses regarding the business.



Consumer Experiences

TRIGGER EVENTS

Broken hinges

Remodeling

Cracked product

Child usage

Hygiene concerns

Product purchases were most often initiated by people looking to replace a broken item.

PURCHASING METHODS

Store Shelf Retail
(e.g. Home Depot) – 3

Online/eCommerce
(e.g. Amazon) – 3

Online Retail
(e.g. Lowe's website) – 0

eCommerce research to
in-store buy – 3



*Trend toward online education
and/or comparison before purchasing
in-person*

INFLUENTIAL CONSUMER DECISION FACTORS

Online reviews

Online research

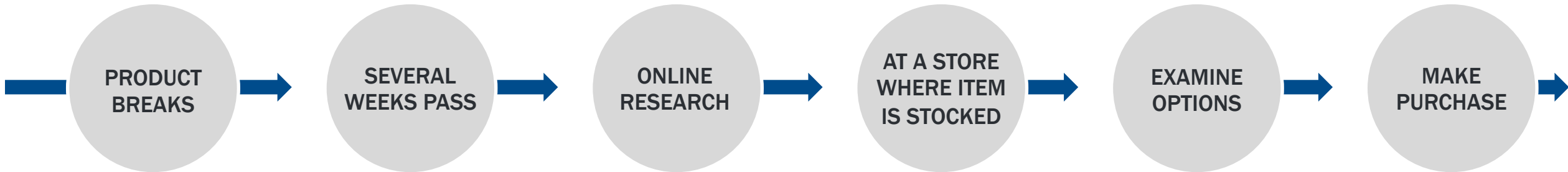
Friends & Family

In-store customer assistance

People buy a new product in response to an event, but their decision is increasingly informed by the internet.

Purchase Journey

Consumers focus on several packaging and web-page components including images and description of features



The following are the most important things when selecting this type of product:



Branding

Brand awareness

- Half of consumers had heard of Brand A, though fewer had heard of their subsidiaries

Brand impressions

- No strong opinions but thought that Brand A had a variety of options at a lower price

Recommendations & requests

- Better pictures or videos online
- Highlight brand differences

Brands purchased

- 6 Brand B – 2 slow close, 1 quiet close, 1 child friendly, 2 no features
- 1 Brand A – slow close
- 1 Brand C – no features
- 1 Brand D – no features



MOTIVATIONS

Consumers are driven to pursue a product purchase due to a variety of circumstances

Broken Item

"It was several years old and deteriorating ... This unsightly crack was developing."

Renovation

"I was updating my home."

Children

"The old product was loud and heavy ... My daughter could not use it."

Products are typically seen as a necessary ... event-triggered purchase. Most people did not purchase a new one unless circumstances required it.

What types of consumers are purchasing products?



Caring Parents

Consumers who are motivated to purchase a new product that will better suit the needs of their children



Crafty DIYers

Consumers who perform their own renovations and buy new products to match



Just the Basics

Consumers who buy new items out of necessity and aren't looking for any particular functions



Concerned with Cleanliness

Consumers who purchase a new product regularly for sanitary reasons

An abstract background on the left side of the slide featuring a complex, low-poly geometric pattern in various shades of blue, resembling a modern architectural facade or a digital mesh. The pattern consists of numerous triangular and quadrilateral facets that create a sense of depth and movement.

Unmet Needs

What would make their lives easier?

More reviews

Clearer packaging descriptions

- Especially ones that point out benefits for groups like children and the elderly

More pictures online

- Pictures or videos that demonstrate features

Marketing that points out differences from other brands

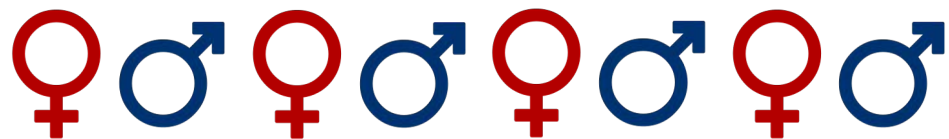
- Several participants were looking for a side-by-side comparison or matrix that outlined key differences between brands

If the manufacturer was on Amazon

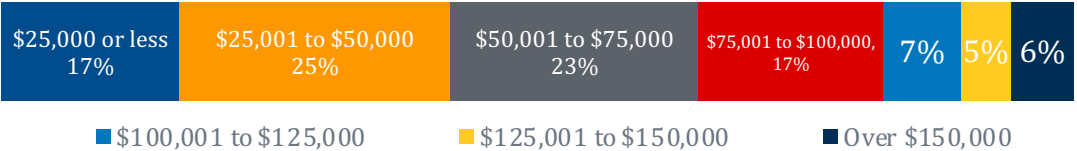
Respondent Demographics

Before we dive into findings, here’s a quick snapshot of who we surveyed...

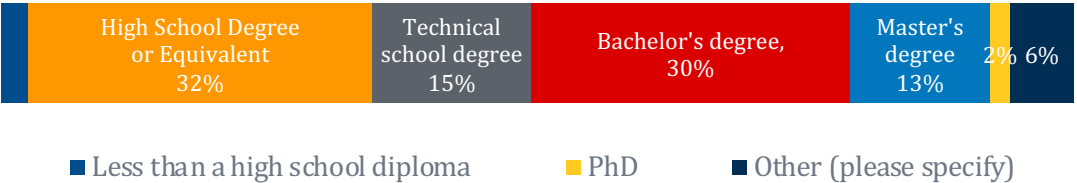
Respondents were 46% male and 53% female



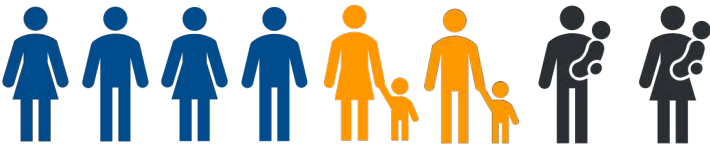
Household income skewed lower, with over 50% making below \$75k



Most respondents had between a high school diploma and a Bachelor’s degree



43% had children, 50% of the parents had children under 6 years old



Detailing the product purchasing process

CONSUMER JOURNEY

Why does this journey begin?



2
Information
Gathering

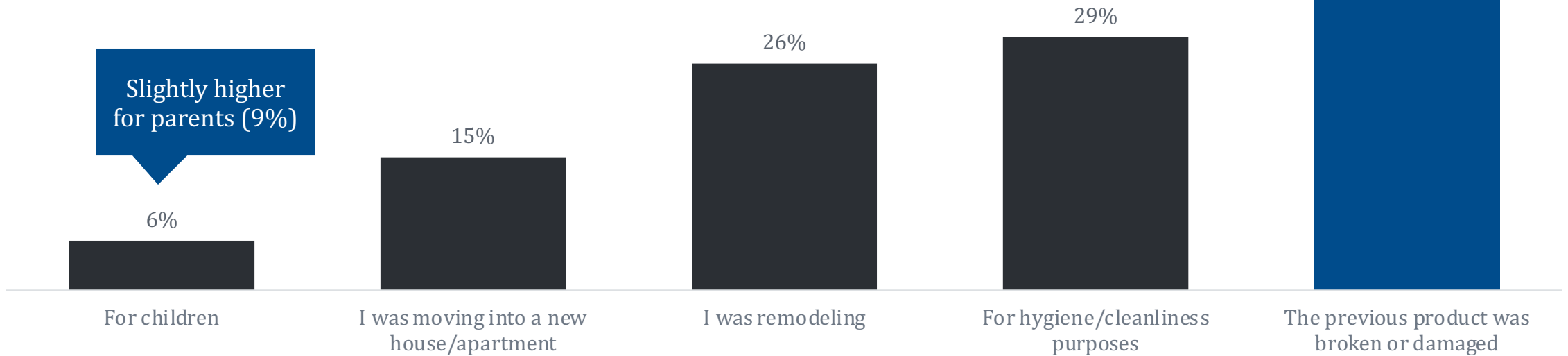
3
Decision-
Making

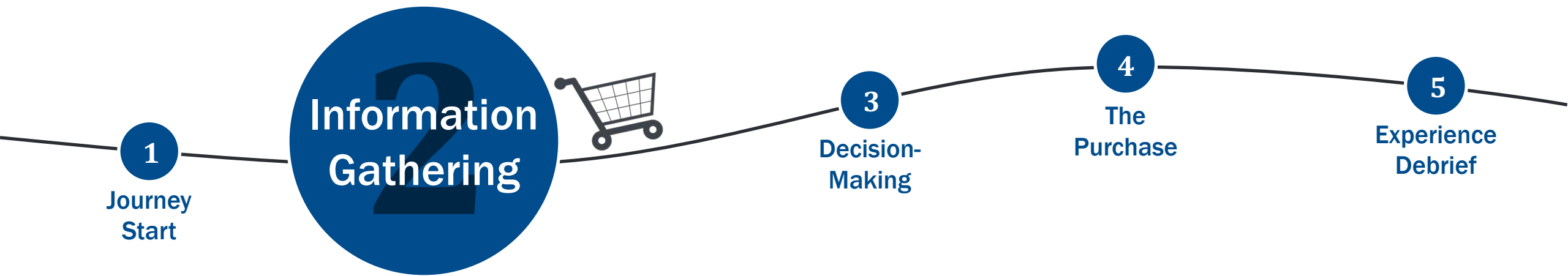
4
The
Purchase

5
Experience
Debrief

Purchase Reasoning

The most common reason for purchasing the product is because the previous item was broken or damaged—hygiene, remodeling, and new house/apartment are secondary





Reviews & Recommendations

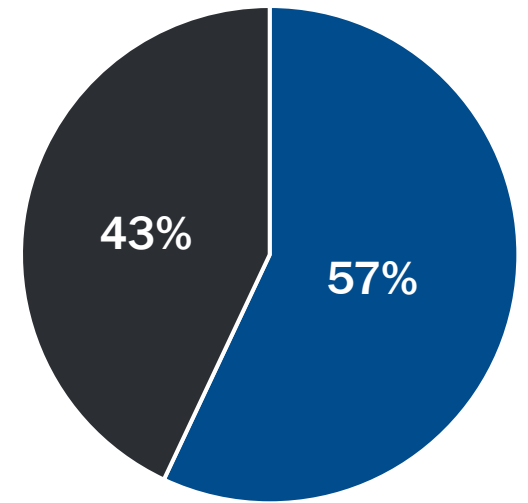
39% were influenced by reviews or recommendations.



Reviews usually impacted their decision in the following ways:

- Having more details allowed them to make a better decision
- Good reviews are persuasive—they value opinions
- A low star rating can lead to product avoidance

57% say they would write a review on a product they purchased.

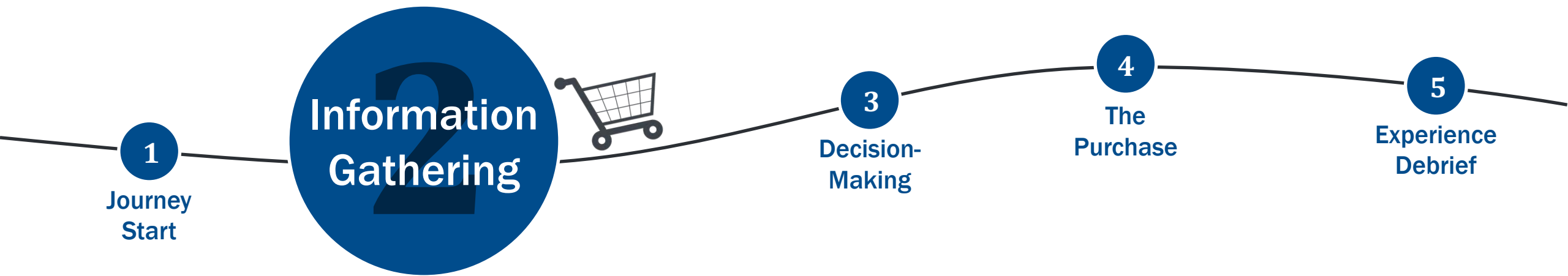


Of the 57%, people typically write reviews for...

43% POSITIVE EXPERIENCES

7% NEGATIVE EXPERIENCES

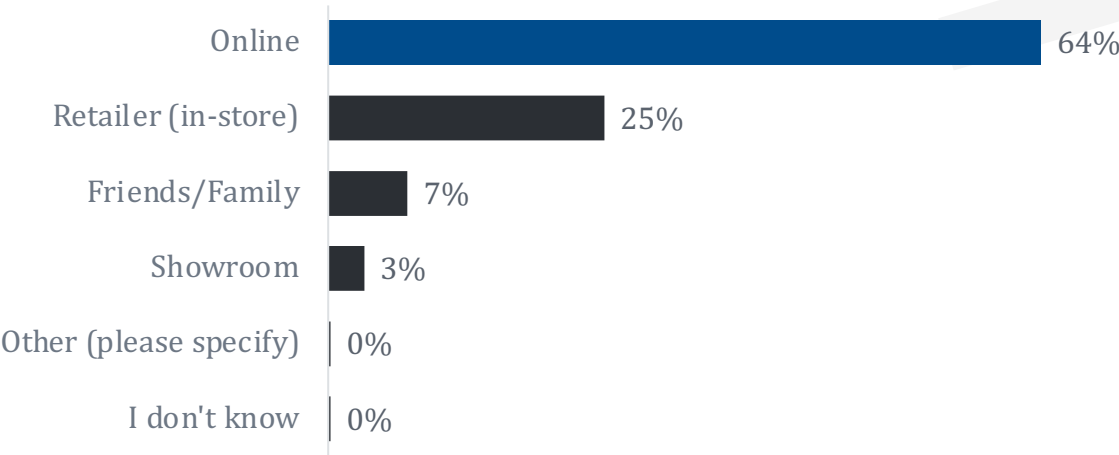
50% BOTH POSITIVE & NEGATIVE



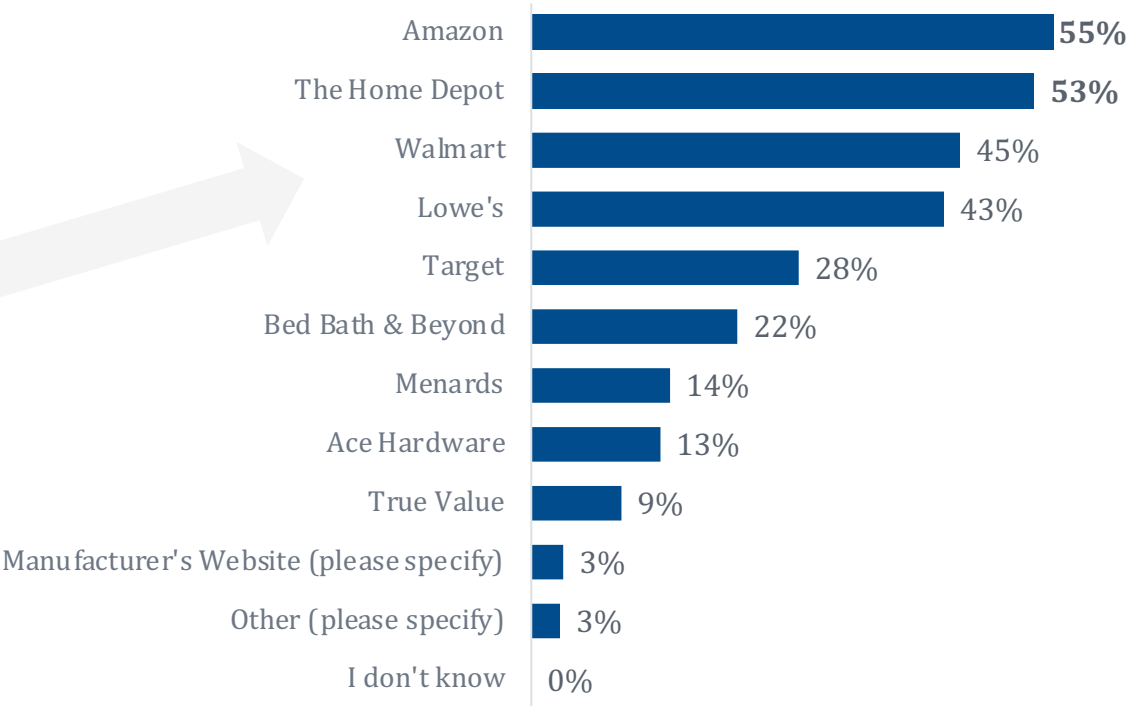
Sources of Information

44% looked for product information before their most recent product purchase.

The majority gathered information online.



The most common online sites for information gathering are **Amazon** and **Home Depot**.





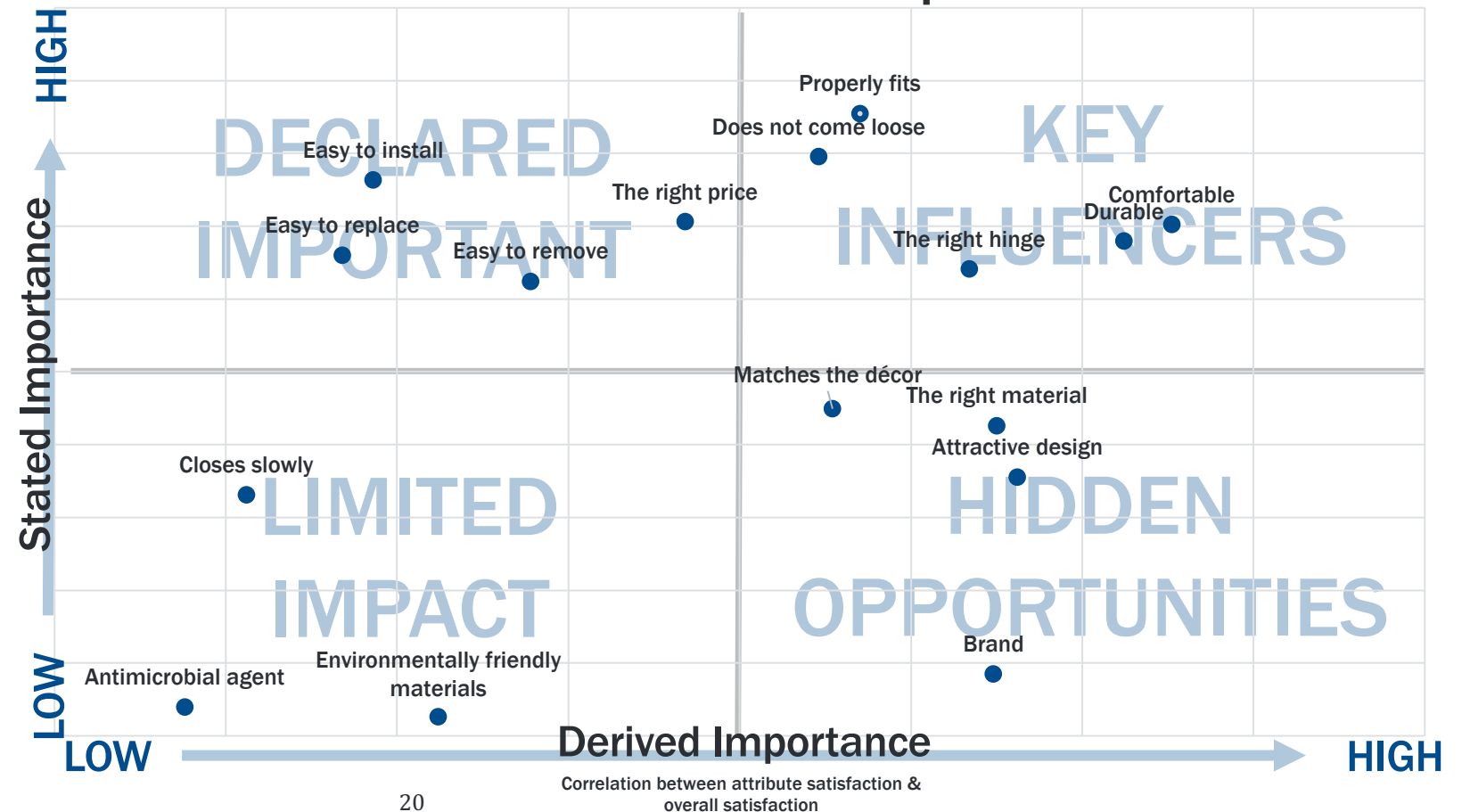
Attribute Importance & Considerations

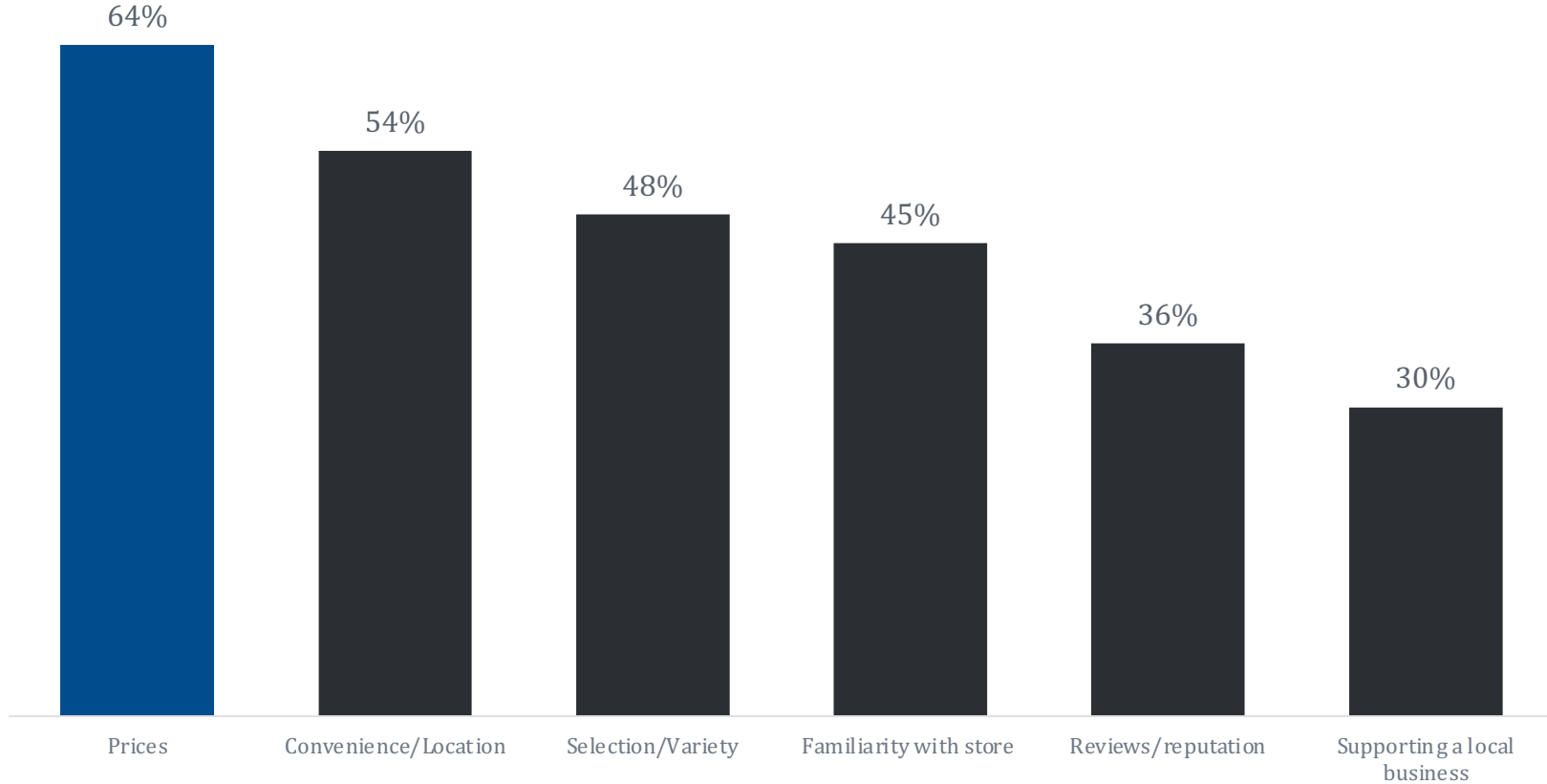
When deciding on a product, the key influencers are more **functional** attributes (i.e. properly fits, comfortable, durable, etc.).

Hidden opportunities are more **cosmetic**—like material, matching the décor, and design.

Environmental and antimicrobial concerns are minimal.

Stated vs. Derived Importance





Purchase Location Considerations

Price is top of mind when deciding where to purchase the product.

The decision-making process is about price and convenience.

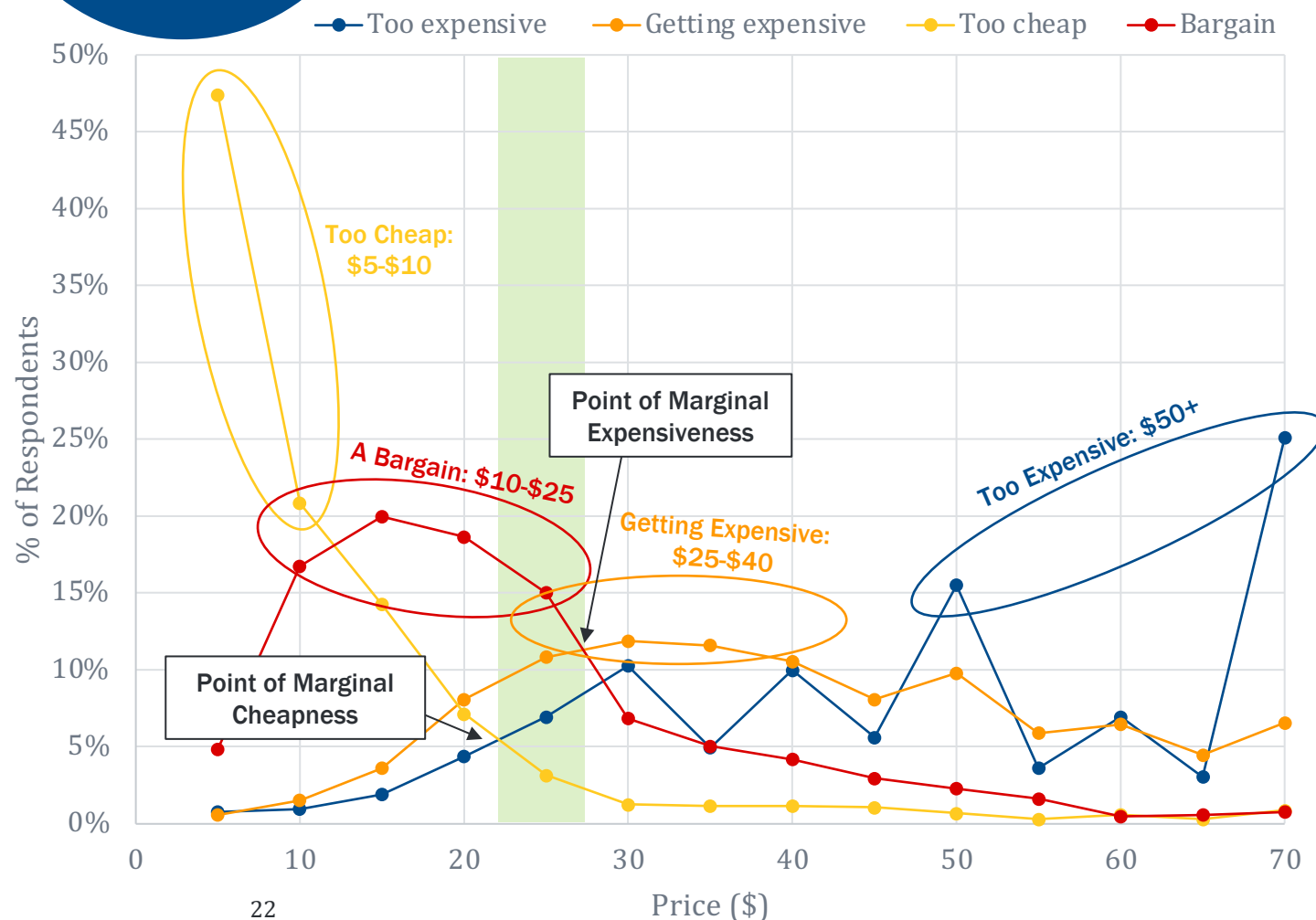


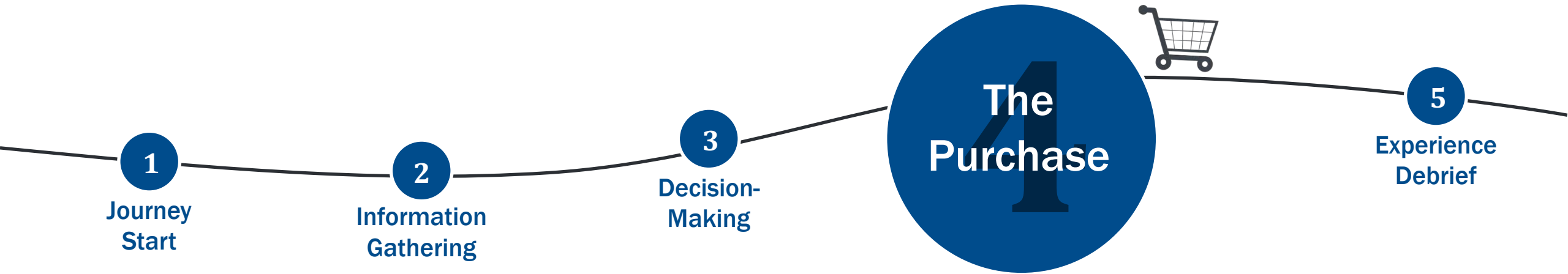
Pricing Considerations

The Van Westendorp pricing analysis illustrates consumer opinion on product prices.

The price point of marginal expensiveness is the recommended price point: **\$27**

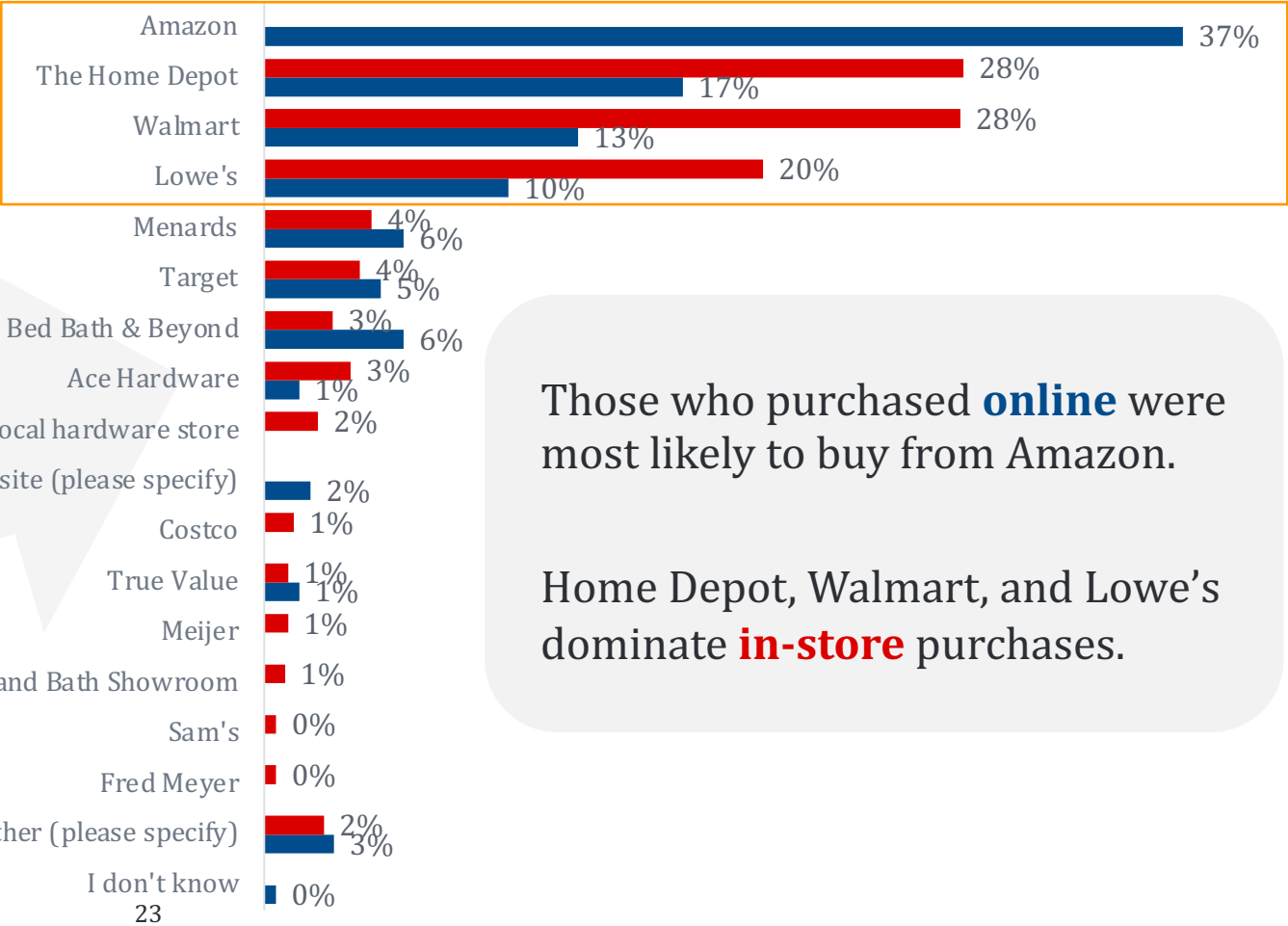
The space highlighted in green (\$22-\$27) is the range of acceptable prices.





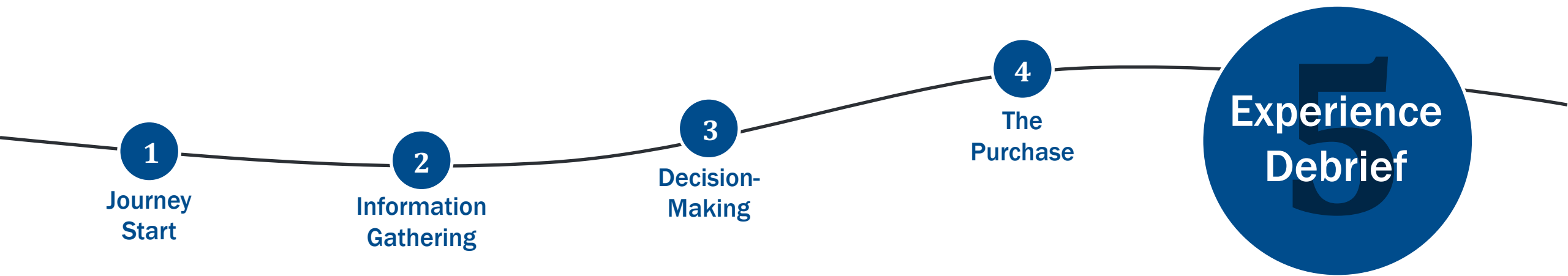
Ultimate Purchase Location

Note: A quota was set so that 20% of our respondents purchased online. This amount may not be reflective of the market.



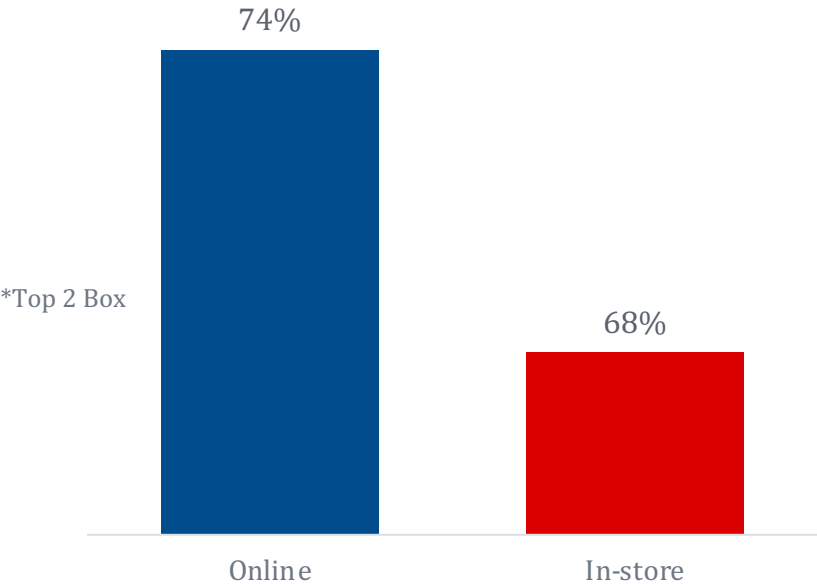
Those who purchased **online** were most likely to buy from Amazon.

Home Depot, Walmart, and Lowe's dominate **in-store** purchases.



Satisfaction Ratings

Those who purchased their products online rated their overall purchasing experience higher:



*Top 2 Box



Online shoppers were also more satisfied with the individual attributes of their shopping experience than were **in-store** shoppers.

Product Buyer Profiles

PERSONAS




Let's get to know your customers

How can you segment product buyers into unique, significant personas?

A two-step cluster analysis was conducted to create three unique segments.

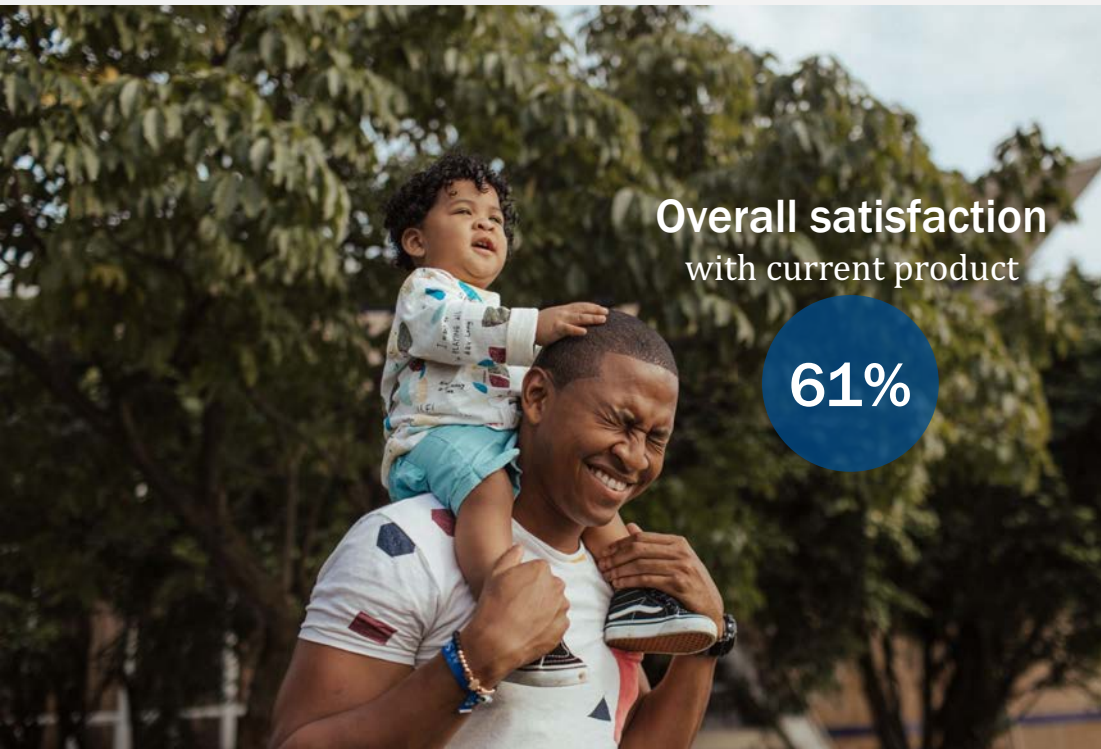
Agreement statements were used as inputs for this analysis, ensuring significantly different opinions and behaviors of these groups.

Here is a brief overview of these groups; we'll go into more detail over the next few slides.

			
	The Savvy SHOPPER	The Carefree CONSUMER	The Dedicated DIYer
Cluster #	1	2	3
% of Population	27%	26%	47%
Age	28 to 36	52 to 70	52 to 70
Gender	Female	Female	Male
Parent vs. Non-Parent	Parent	Non-Parent	Parent
Product Satisfaction	62%	41%	59%

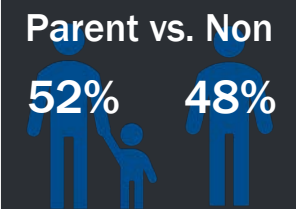
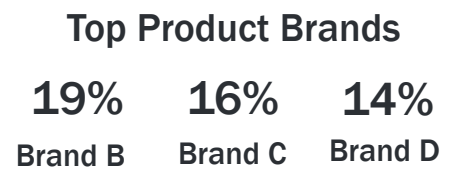
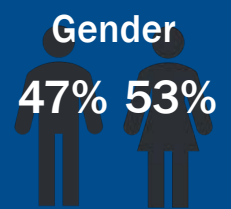
Cluster 2

THE SAVVY SHOPPER

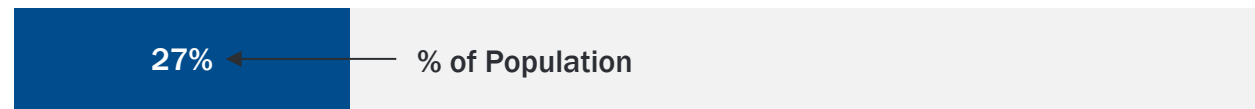


Overall satisfaction
with current product

61%



THE SAVVY SHOPPER PROFILE

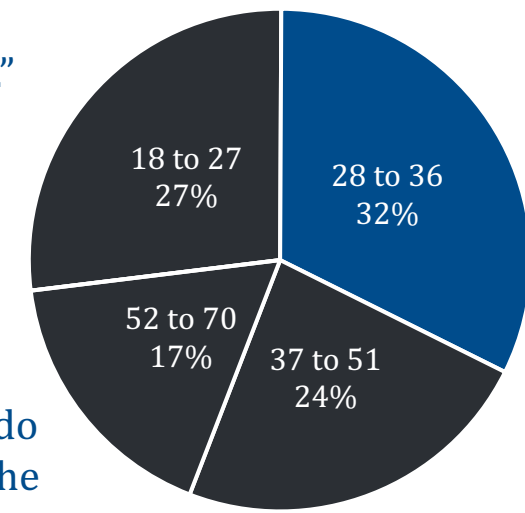


Defining Statement:

“Having kids changes how I buy this product.”
(46% top two box)

Their Attitude:

I’m the most likely to buy the product for my children (12%), because I moved into a new place (23%), or because of remodeling (36%). Of course I’m going to do research before buying the product and I’m the most likely to buy the product online (26%).



What do they care about?

The Savvy Shoppers care more about *environmentally friendly materials, brand, and antimicrobial agents* than the other two segments. They care less about *price* and functional things like *proper fit*.

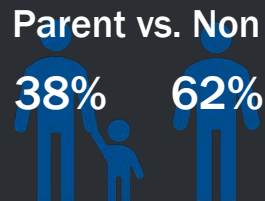
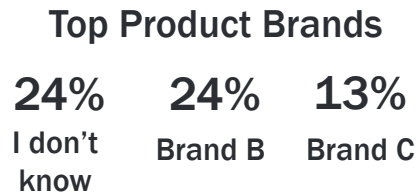
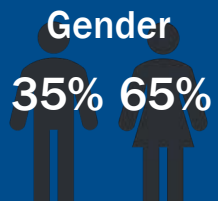
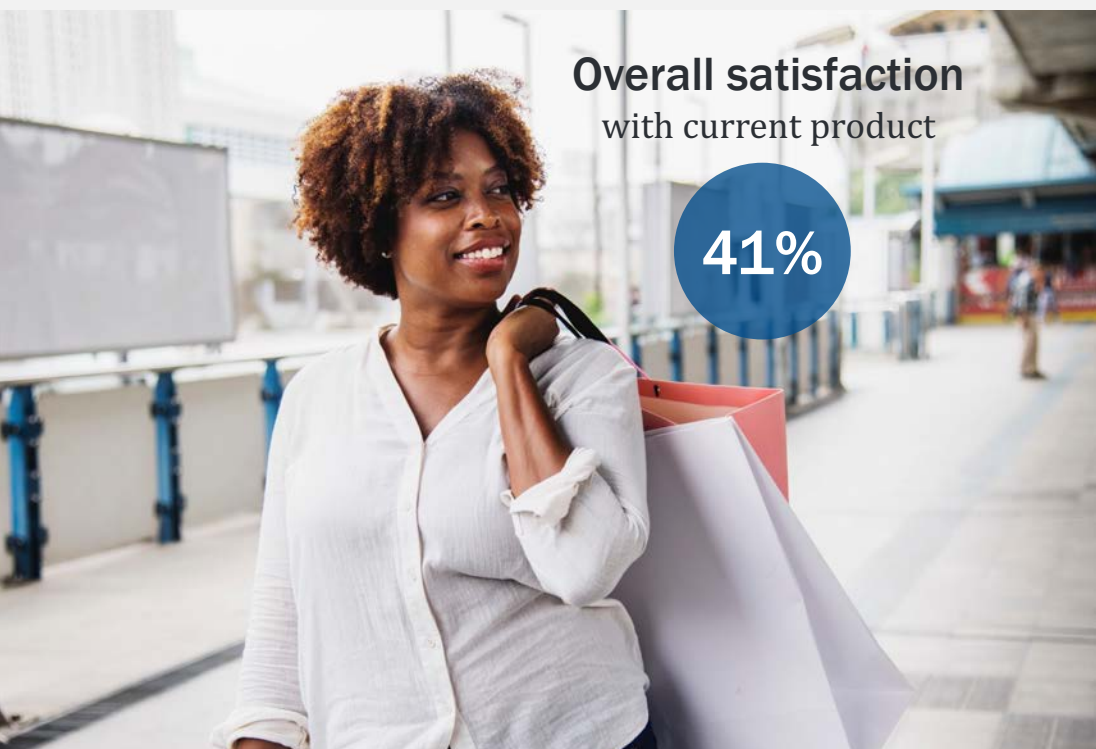
Pretty satisfied with:

Matching the design of your room

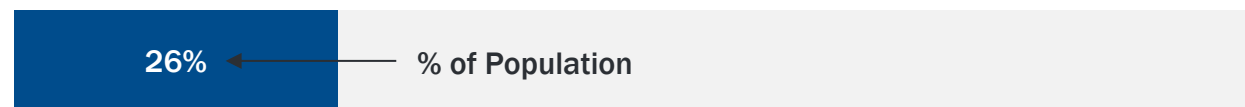
Not satisfied with:

Made from environmentally friendly materials

Cluster 2 THE CAREFREE CONSUMER



THE CAREFREE CONSUMER PROFILE

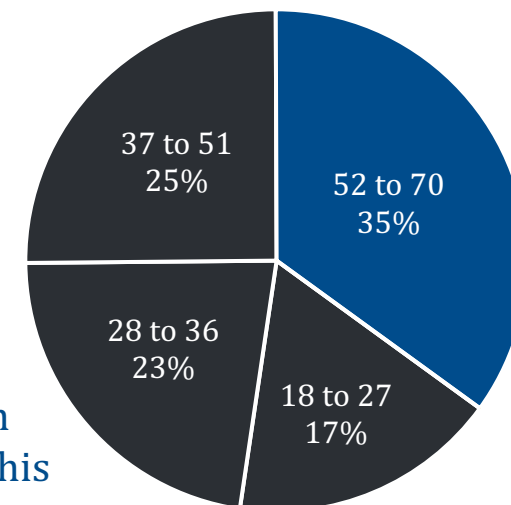


Defining Statement:

"I know my way around a hardware store."
(2% top two box)

Their Attitude:

I feel uncomfortable in a hardware store and don't even know what brand my product is. I feel fine about replacing and installing the product, but there's no way I'm going to do research or put much time into this process.



What do they care about?

The Carefree Consumers care the least about *brand*, *environmentally friendly materials*, and nearly all other product features. They are slightly more driven by *price* and just making sure the product *fits*.

Pretty satisfied with:

Proper fit

Not satisfied with:

Includes an antimicrobial agent

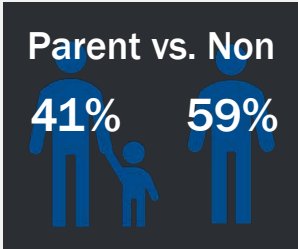
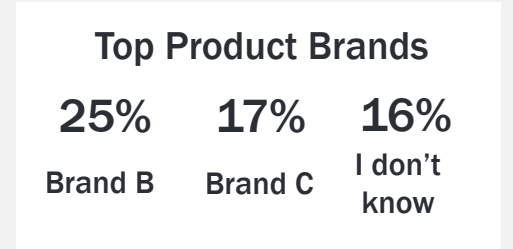
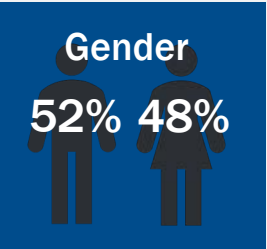
Cluster 2

THE DEDICATED DIYer

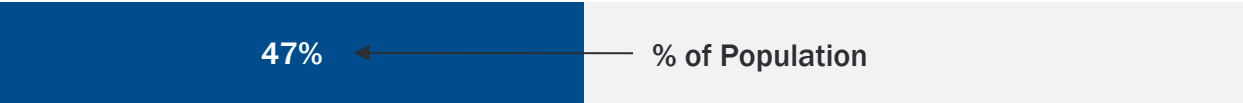


Overall satisfaction
with current product

59%

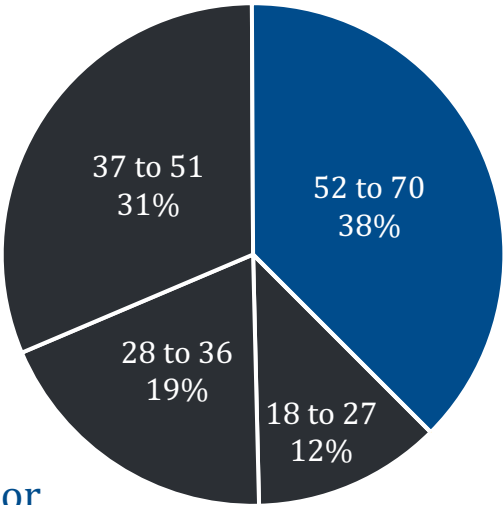


THE DEDICATED DIYER PROFILE



Defining Statement:
“I know my way around a hardware store.”
(66% top two box)

Their Attitude:
I don’t need to do research before buying the product because I feel so comfortable with my ability to find what I need at the hardware store. I typically only buy a new product when one breaks—not for children or aesthetic purposes—and I would seldom buy one online.



What do they care about?
They care the most about the functionality and replacement of their product—*properly fits, easy installation, easy replacement*, etc. They generally think most attributes are important, but they are indifferent about *environmentally friendly materials* and *brand*.

Pretty satisfied with:
Easy to install

Not satisfied with:
Includes an antimicrobial agent



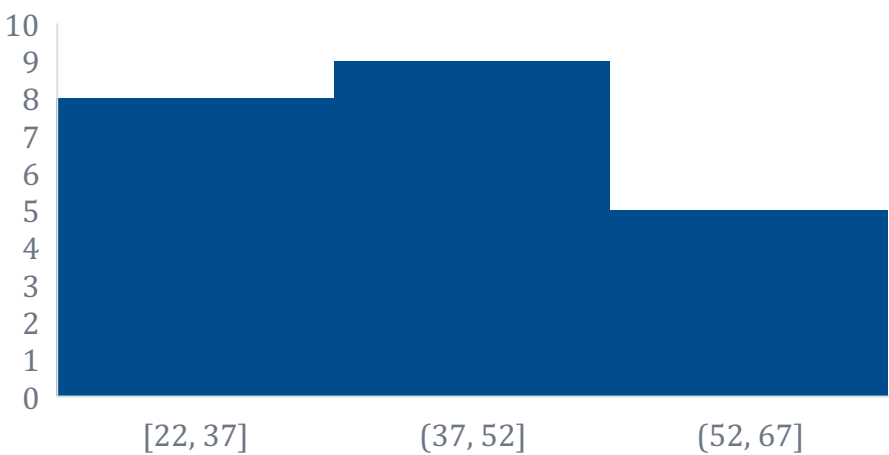
Background Information

Before we dig into the data, let's see who participated

Twenty-two consumers participated in a three-day online bulletin board.

- Respondents were 59% male and 41% female
- Just over half were parents
- About 20% purchased their products online
- Their ages skewed toward a slightly younger audience

Respondent Age



Note: These demographics are not representative of the general public and are reflective of preset quotas.



Purchase Journey

Next, we asked them about their purchase journey—from first realizing they need a new product all the way to installment

Although many consumers research online, they typically end up buying their products in-store. There's something about feeling the quality and seeing the item in-person that helps with the decision.

"Since this was an actual item that would have to last a while and needs to be comfortable, I decided it better to buy in store after my research"

"I didn't want to purchase online because I wanted to see my options in person. I chose my local Home Depot because I thought they would have plenty of options to choose from."

But they don't have too much to say about this process—it's a quick and relatively easy process that doesn't take too much thought or effort.

"It is not an item that you are constantly thinking about shopping for, in spite of the fact that you deal with it, at a minimum, several times a day. Once you go on your shopping adventure, you find that there are a variety of products out there, from oval to round, soft vinyl to wood to plastic. Not to mention colors. So, it does require you to put some thought into it."

"I decided to buy another product when the one in our guest bathroom broke. I measured it to make sure I get the right size. Then I went to the Lowe's store by our house to find the one I wanted....it was uneventful and very easy to replace."

Purchasing Positives

Consumers explained what they thought went well during their purchasing process

Purchasing their items efficiently and immediately is key.

“I was able to quickly and easily locate product options online, see availability at my local store, and then quickly and conveniently make the purchase immediately.”

Many also had impactful interactions with in-store associates.

“Feeling welcomed and greeted, being asked what I might need help with.”

“Exceptional customer care where they bent over backwards to make sure all of my questions were answered.”

They also appreciate online reviews and being able to compare multiple products online at once.

“The variety of selections of different types of material and brands to choose from on the retailer’s website and reading the reviews.”

“I think what stood out during the purchasing experience was the in-store experience of seeing the different styles of products as well as being able to see the distinct features.”

The sentiment that purchasing the product is a simple, painless process was echoed throughout responses.

“Not much has changed with this product. All of them are pretty much the same aside from small designs or color schemes.”

Purchasing Negatives

They also got a chance to share what went wrong during their purchasing experience

They were often overwhelmed by the vast selection of items.

“Having the feeling of being overwhelmed at the selection can be a big negative if you don’t do better research which can be time consuming.”

“When it is not a daily topic on your mind, you really do not think of the choices until you confront them up close and personally.”

And a few consumers had to have their product backordered due to limited availability in store...hindering their need for speed and efficiency.

“The only issue I had was that Lowe’s didn’t have the brand I wanted.”

However, many consumers had no issues at all and couldn’t think of a single way to improve their process.

“There were no glitches. As I previously said, I had the notion of a white plastic product that was round and would fit. I just zeroed in on those SKUs fitting the description and then made my choice by manufacturer with a tip toward the price.”

Areas for Improvement

And lastly for their purchasing experience, they helped us identify areas for improvement

The online purchasing process could be improved with more detailed online descriptions (better photos with more angles, more accurate information, etc.)

“You could click on a sub link of a specific model or brand and get a look at possibly all the products within that brand or within that model.”

“Also, there is no company standard that measure how long the product will last. Maybe a more in-depth description of the product materials... It’s hard to tell online.”

“Not sure how it could improve other than 4K HDR online photos , but I would like to touch and feel before buying this item.”

“They could have created an online virtual cyber buddy mentor that helped me analyze the choices online.”

There could also be a better system to help consumers understand how to find the product that matches their home.

“Maybe if there were some sort of system to match up the product you have to the items that work with it. Maybe like a UPC coding.”

“More clear packaging to see more of the product... An all-clear package to see the entire product, instead of a part cardboard package.”

A few also mentioned that video instructions are ideal for installment.

Best Online Sites Overall

Consumers explained what they like about their favorite online sites

Outside of purchasing products, consumers like these **general** online sites for the following reasons:

amazon.com

The detailed reviews and specs on each item, the site's organizations and recommendations, quick and free shipping for Prime members

ebay

No tax, free shipping, fair return policies, viewed as a site with honesty and integrity

**HOME
DEPOT**

"For the product, it showed all the proper dimensions and explained the different types available, and the photos were clear and easy to understand."

They also mentioned Lowe's, Target, Walmart, Macy's, Zappos, Bonanza, and Nordstrom

ONLINE SHOPPING FEATURES

Free & quick shipping

Good filtering abilities

Plenty of detailed, unbiased reviews

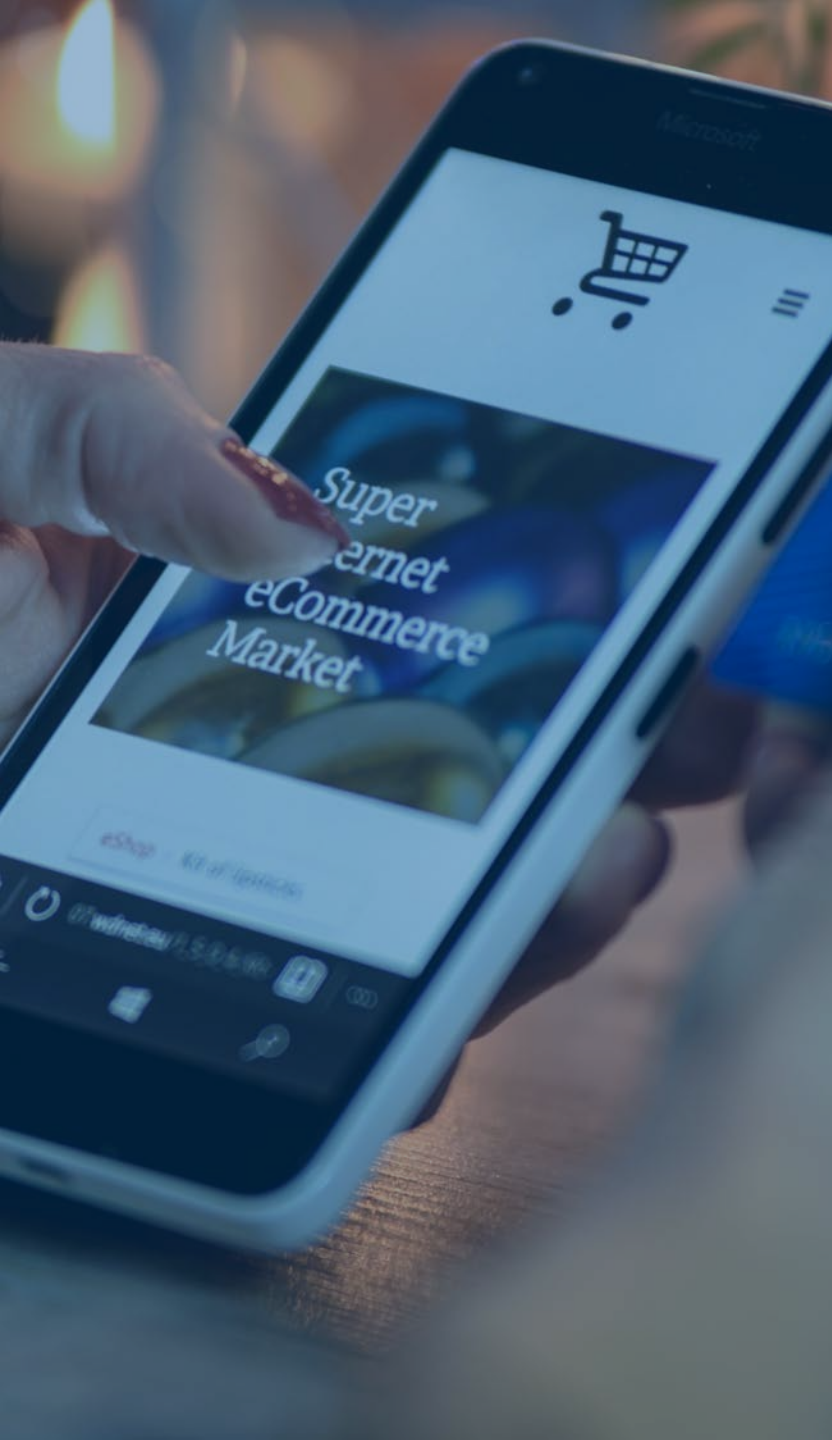
Detailed product information

Product photos from every angle

Availability

Variety

In-store pick-up option



The Future of Online Shopping

Consumers are open to buying their products online

Almost everyone is open to buying online rather than in-store, if one of the following needs are met:

1. They have purchased a similar product online before

"I would definitely buy it online because if they have the same item I bought last time, there's no reason to go to the store if I can have it delivered. It saves me time and gas."

"If I knew the brand and was simply replacing a product, I had already owned than likely it would not be an issue to buy it online."

2. They know exactly what they need

"I might if I knew exactly what I needed or could at least easily figure it out."

3. Or there is the proper information available online to make an educated decision (reviews, specs, photos, etc.)

"As long as there are images, and I can see the color of the product I would purchase it online. I am sure there would be reviews as well, which would give me a general feel for how the product works for others."

Conclusions & Recommendations

What did we ultimately learn from this study?

Conclusions

1. Consumers are **researching online** at sites like Home Depot and Amazon, but **still going in-store** to make their product purchases.
2. They want the process of purchasing a product to be **as quick and simple as possible**, but the **overwhelmingly large in-store selection** can delay the process.
3. They want to be able to compare everything in one place, whether that be on Amazon or in the isles of Home Depot.
4. Many assume that their product brand should match that of related items.

This may be a more practical option for builders, designers, or consumers who are renovating—typical consumers are more rushed and less interested in the process.

Recommendations

Make their **online purchasing** or researching experience as **simple and easy** as possible. If Brand A chooses to pursue their own eCommerce site be sure to include the following features:

- Free & quick shipping
- Good filtering abilities
- Plenty of detailed, unbiased reviews
- Detailed product information

Sample “**swatches**” or tiles could also be made available so consumers are able to judge the quality of the material:

- An option online for them to get a free sample
- Tiles in-store to display additional options available online

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Recommendations

Brand A could implement a **system for matching** the proper product to the consumers' current items (i.e. a large code on the bottom of the product with a QR code to scan for more information, etc.)

There could also be a simple **walk-through process** on the Brand A site that asks consumers a series of questions to help them determine the correct product to buy. For example:

1. *Which of the following photos best matches your current item?*
2. *What brand is your current item?*
3. *When did you purchase your [current item]?*
4. *What shape is the product you currently own?*
5. *What material do you prefer?*

Conclusions & Recommendations

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4. Many assume that their product brand should match that of related items.

Recommendations

This is a difficult need to accommodate—consumers want to compare everything in one place, but they are also overwhelmed when given too many choices.

Will Brand A's site have enough options to satisfy any need?

Conclusions & Recommendations

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Conclusions

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2. They want the process of purchasing a product to be **as quick and simple as possible**, but the **overwhelmingly large in-store selection** can delay the process.
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Recommendations

In order to accommodate this consumer trend, Brand A could...

1. Consolidate all brand names into one brand and make sure that single logo is on all products
2. Start manufacturing other Brand A items or partnering with other companies to get the Brand A name on related items

Of course, this is a long-term plan. In the short term, Brand A can focus on executing the previously mentioned matching system, so consumers are more educated about their product options.



THANK YOU —

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