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## 7 op 10 supermarket visitors want targeted promotions

7 out of 10 supermarket shoppers are open to receiving targeted promotions. The majority of shoppers (61%) say that they often receive supermarket promotions that are not of interest to them. Shoppers are open to innovations in their supermarket: coupons linked to their loyalty card, intelligent shopping carts telling you which products you need based on a shopping list and the total budget of your purchases, shopping carts that automatically register purchases at the checkout, or products in the fridge that warn you when their expiry date is close. While these new applications make shoppers buy more, they are not ready to pay more for them. They still want to keep social contact in their supermarket. This was revealed by a survey conducted by InSites Consulting in collaboration with Living Tomorrow.

### Shoppers want targeted promotions and are open to new shopping experiences

The majority of supermarket visitors (61%) say that they often receive supermarket promotions that are not of interest to them and that they often forget to take their coupons with them to the supermarket. 7 out of 10 shoppers would agree to receive more targeted promotions.

Through RFID (Radio Frequency Identification Device), shopping could become a totally different experience. RFID (Radio Frequency Identification) is a new technology allowing the remote identification of persons or objects. Within supermarkets, there are numerous applications possible in terms of loyalty cards, payment methods, transmission of product information, etc. In this survey on the supermarket of the future, these new applications were evaluated by supermarket visitors.

Using RFID technology, it is technically possible today to link coupons to loyalty cards, so you no longer have to remember to take your coupons with you to the supermarket. With this system, consumers can benefit automatically from the advantages by using their loyalty card. 77% of the shoppers find this interesting. The application of RFID on loyalty cards contributes to a better analysis of the data concerning your purchase profile. The majority of the shoppers (64%) consider that it does not constitute a violation of their privacy.

An extra advantage of the RFID technology is the "GPS" in the shopping cart based on your personal shopping list. This implies that you can load your shopping list on your loyalty card at home and then later in the supermarket you can transfer it to your shopping cart. Your shopping cart will then automatically warn you when you walk by a product you need. Approximately half of the visitors (56%) are interested in this application.

### Only 1 on 10 shoppers does self-scanning, but those who do are convinced by the system

Checkout generates mixed feelings. While shoppers appreciate the personal contact (65%), they however think that they have to wait too long in line (55%). They often have the feeling that they have chosen the longest line (45%) and that they must carefully check that no miscalculations have been made (41%).

Most shoppers pay via Bancontact (86%). 29% say that they pay with cash and 18% use a credit card. Only 9% declare having experience with self-scanning and 8% pay with a supermarket payment card.

Those who use self-scanning think that it is quicker than using a standard checkout (65%), give a positive evaluation (70%) and will continue to use it in the future (70%). Only 1 on 10 says that they have to wait too long before a scanner is available.

68% are open to an intelligent shopping cart that you just pass in front of the checkout and whose content is automatically scanned. Half of the shoppers (47%) are favourable to an unmanned checkout, through which they can pay 24 hours a day. In this context, the social aspect of the lack of human contact is still a significant issue.

## Shoppers want an intelligent shopping cart that calculates its own value

Shoppers want to choose between a wide range of products (79%) and want a clear image of which products are healthy for them (74%). 6 out of 10 find it difficult to evaluate the total budget of the products contained in their shopping cart. Only 3 out of 10 say that they can not find specific information, or they had to look around a long time before finding the products they wanted.

The most relevant product information taken into consideration by shoppers when purchasing a product is the price, the ingredients, the nutritional value and the calories. Less relevant is the origin of the product and the type of packaging.

The RFID creates a link between the shopping cart and the products purchased. This allows an automatic calculation of the price of the products inside the shopping cart. 77% of the shoppers think that this is an interesting new application. 61% are in favour of products with a RFID chip, which give a warning when they are no longer fit for consumption. On the other hand, what they find less interesting (18%) are videos showing how a product must be prepared, at the moment you place it in your cart.

These survey data are the result of the survey 'The supermarket of the future', conducted in February /March 2008 by the market research agency InSites Consulting in collaboration with Living Tomorrow. Methodologically, an online survey was used. The purpose of the survey was to capture a better image of today's and tomorrow's supermarket. A total of 629 respondents have taken part in this survey. The figures are representative of Belgium's online population according to gender and age (15-65 years old).



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### InSites Consulting

InSites Consulting is a leading market research agency in the field of online market research with a strong international position. It was created as a spin-off from the Vlerick Leuven Ghent Management School. Through an online panel involving more than 2,000,000 panel members distributed over 25 European countries, online marketing research is conducted associating quality with quantity. The main office in Ghent has a staff of 70 highly educated and experienced collaborators. InSites Consulting means expertise and consulting, taste for innovation, outstanding client service and commitment to quality. More information at [www.insites.eu](http://www.insites.eu).

### Living Tomorrow

Living Tomorrow is a meeting place for creative enterprises, to show visitors the products and services which will be improving the quality of living, habitat and work environment in the near future. Social, economic and technological developments are observed and translated into realistic and recognizable products and services in the innovation complex. Living Tomorrow is a Research organization at strategic level. In Living Tomorrow, all new technologies around the Supermarket of the Future can be visited. More information at [www.livingtomorrow.be](http://www.livingtomorrow.be).