



# Evaluating value proposition of EasyBuy

## among shoppers via Exit interviews

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# Research Objectives

# RESEARCH OBJECTIVES

- Understanding / Validating the New value proposition and identifying key areas to improve if new value proposition is lacking in the value offered to the customer. (new value proposition in term of in-store experience, pricing and assortment mix).
- Understanding the behavior of the customer who is shopping apparel from EB in a hypermarket format (Easybuy in Spar)

# Category understanding

# MENSWEAR IN CONSIDERATION

## Shirts



## T-shirts/Tees



## Trousers / Chinos / Denims / Bottom wear



## Loungewear



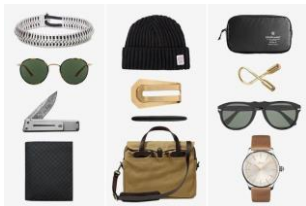
## Footwear











## Sweatshirt/Jackets



## Accessories



# WOMENSWEAR IN CONSIDERATION

<b>Ethnic wear/Kurta</b> 	<b>Sleepwear</b> 
<b>Denims / Bottom wear</b> 	<b>Tops &amp; Tees</b> 
<b>Dresses</b> 	<b>Fusion Wear</b> 
<b>Footwear</b> 	<b>Accessories</b> 

# KIDSWEAR IN CONSIDERATION

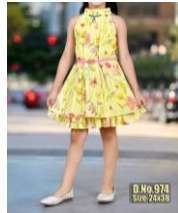
## Tops/ Tees/ polo



## Shirts



## Dresses



## Jeans/ Trousers



## Track pants/ joggers



## Shorts/Skirts



# KIDSWEAR IN CONSIDERATION

**Indian Wear**



**Sweatshirts**



**Shoes/ Sandals/  
Ballerinas/ Flip flops  
/Clogs**



**Bags/caps/ socks/  
soft toys/ jewellery**



**Innerwear**



**Jackets**



**Infantwear**



# Research Design

# Research Approach



## Placement of Exit interviewer

Our researchers will be placed outside the store from 11 am to 8 pm looking for respondents who have purchased the category in scope



## Approaching shoppers

Our researchers will approach the shoppers that are exiting, and if they have purchased the category in scope our researcher will request their consent for an interview



## Checking Eligibility basis quota

Our researchers will conduct the interview with the shopper basis the eligibility criteria and quota selection



## Main interview

Once the previously mentioned boxes check, our researchers will conduct the main interview with the respondent



# Target Group

- 18 to 55 years old
- Male : Female (50:50)
- Exiting from EasyBuy or SPAR at discussed stores.

Stores Considered in study	
Indore (MP) – 1	EasyBuy Standalone stores
Kottayam (KL) – 1	
Velachery, Chennai (TN) – 1	
Dharmapuri (TN) – 1	
Marredpally , HYD (TS) – 1	
Kemp Fort Mall, BLR (KA) – 1	
Nexus Shantiniketan, BLR (KA) – 1	EasyBuy in Spar
Sarath City Mall, HYD (TS) -1	

***Client to arrange permissions across stores for NIQ field team***

# Quantitative Sample Design

		Sample Size
EasyBuy Standalone stores	Indore (MP) – 1	45
	Indore (MP) – 2	45
	Kottayam (KL) – 1	60
	Velachery, Chennai (TN) – 1	60
	Dharmapuri (TN) – 1	60
	Marredpally , HYD (TS) – 1	60
	Kemp Fort Mall, BLR (KA) – 1	60
EasyBuy Standalone stores	Nexus Shantiniketan, BLR (KA) – 1	60
	Sarath City Mall, HYD (TS) -1	60
		<b>510</b>

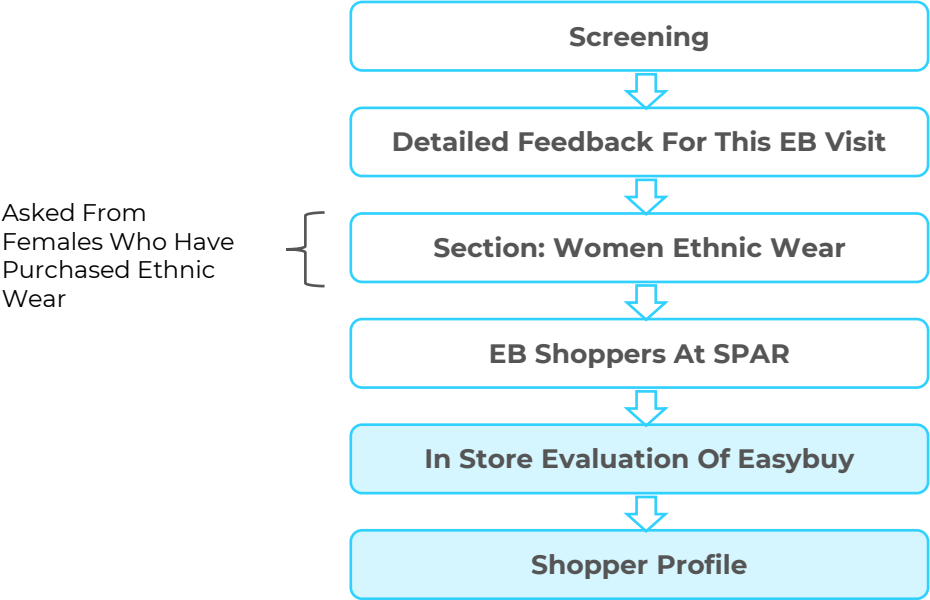
	Minimum Quota
<b>Buyer</b>	70%
<b>Non-Buyer</b>	30%

	Minimum Quota
<b>YOUNG MALE (18- 25 Years)</b>	15%
<b>YOUNG FEMALE (18- 25 Years)</b>	15%
<b>YOUNG MALE (26- 30 Years)</b>	10%
<b>YOUNG FEMALE (26- 30 Years)</b>	10%
<b>MALE WITH FAMILY (31 Years above)</b>	15%
<b>FEMALE WITH FAMILY (31 Years above)</b>	15%
<b>MALE WITHOUT FAMILY (31 Years above)</b>	10%
<b>FEMALE WITHOUT FAMILY (31 Years above)</b>	10%

	Minimum Quota
<b>First time shopper of EasyBuy</b>	10%
<b>Repeat shopper of EasyBuy</b>	10%

# Questionnaire Flow

# Questionnaire Flow



# Key Points

# KEY POINTS – Venue/Fieldwork

- ✓ All respondents should be unique
- ✓ Two interviewers will be present at the entrance of the store.
- ✓ Every shopper will be approached for Exit interview after checking the TG criteria and basket details. They will be asked for a detailed interview (15-20 mins).
- ✓ Interviewer visits the store on time (i.e., within given time slots interviewer must be at the shop)
- ✓ Awareness of different product categories in our scope is a must.
- ✓ The Exit Approach Timings are 10:30 am – 9:00 pm. We propose to do Exit interviews in 2 shifts
- ✓ Shift 1 – 10:30 am – 3:30 pm
- ✓ Shift 2 – 4:00 – 9:00 pm



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# Thank You.

