|  |  |
| --- | --- |
| PROJECT NAME | CI\_AU\_Quant\_Kellogg's\_Shopper U&A |
| Cintral# | AU2308235159 |
| COUNTRY | Australia |
| CI Team |  |
| DA MANAGER | Amanda Clarke/Harkiran Kaur |
| DA EXECUTIVE | Amanda Clarke/Harkiran Kaur |
| FIELD START DATE | 14th Dec |
| FIELD END DATE | 4th January 2024 (Indonesia)  5th January 2024 (India) |
| CLIENT | Kellogg’s / Kelanova |
| QUESTIONNAIRE | CLOSED ENDED: 73 OPEN ENDED: 0 |
| METHODOLOGY | CAPI exit interview |
| COVERAGE | Indonesia, India |

# RESEARCH OBJECTIVE

**Quantitative:**

* To provide a consistent and foundational cross-market view of shopper behaviours, while also allowing for clarity of direction at a local market level, based on individual country nuances.​
* Identify the opportunities for future shopper activations – where to focus and how to win

**Methodology:**

* CAPI interviews
* Face to face, Exit interview, OFFLINE- Qnr length -~20 min
* All the Interviews to be done through the exit interview
* Fieldwork countries: Indonesia, India
* Fieldwork to be conducted to aim equal mix of weekday/weekend per retailer & location.

**Respondent Criteria:**

* Men and women (natural fall out)​
* Aged 18 to 49 years​
* Indonesia: SES is Upper-Middle / India: SEC is ABC ​
* Main or joint purchaser and decision maker for buying Ready-To-Eat-Cereal category (cereal/muesli/granola/oats) for their household
* Buy either of the Ready-To-Eat-Cereal category at least once every 6 months​
* Having just bought Either of the category at the specified store
* Categories to be covered;
  + India: Breakfast cereals, Muesli, Granola, Oats

**Coverage and sample size:**

* Sample: Indonesia total n=600 / India total n=600
* Random Sampling for pre identified retailer banners and locations – as below
* List of stores to be shared separately
* **50% of Store (Banner) Must be covered during weekend / Center.**

**<India>**

|  |  |  |  |
| --- | --- | --- | --- |
| Retailer banner | Location & # of stores, samples to be covered | Total Sample **n=600** | Total store coverage |
| D-Mart | * Mumbai, cover at least 3 stores, total n=75 * Bangalore, cover at least 3 stores, total n=75 * Hyderabad, cover at least 2 stores, total n=50 | N=200 | 8 |
| Reliance | * Mumbai, cover at least 4 stores, total n=100 * Delhi, cover at least 4 stores, total n=100 | N=200 | 8 |
| Spencer’s | * Kolkata, cover 1 store, total n=35 | N=35 | 1 |
| Trent (Star Bazaar) | * Mumbai, cover at least 2 stores, total n=50 * Bangalore, cover at least 2 stores, total n=30 | N=80 | 4 |
| MRL (MORE) | * Delhi, cover at least 1 store, total n=35 * Kolkata, cover at least 2 stores, total n=50 | N=85 | 3 |

**General Information**

* Respondents recruited must have shopped from that specified retailer store within the past hour.
* Once the survey is live there will be 2 common live logins where the interviewer can login and enter their details in the interviewer details' page to identify the surveys taken by them.
* All questions must be asked exactly as they appear on the questionnaire

· Interviewers should not interpret or add to any question, except to probe for further details. They should use non-leading probe questions and should never suggest an answer. If the respondent does not understand a question, then it should be re-read slowly

· Interviewer must show the stimulus on the screen to the respondents wherever necessary.

· For questions without any stimulus as well, Interviewer may show the questionnaire screen to the respondent if required.

· Interviewer should not interpret or add to any question, except to probe for further details. They should use non-leading probe questions and should never suggest an answer.

Fieldwork Quota achievement will be tracked at fieldwork completion intervals of 20%, 40%, 60%, 70%, 85% & 100% on a shared Google sheet.

**Interviewer instructions for key questions;**

|  |  |  |
| --- | --- | --- |
| Q# | Question item | Instruction |
| QS\_LOCATION  QS\_RETAILER  QS\_STORE | Location, Retailer, Store | * Interviewer to record. |
| HQSV1, HQSV2, HQSV3 | Date, Day of the week, Time | * Interviewer to record. |
| QS6 | Categories purchased Today | * Probe to confirm if all items <Indonesia Code1-3> <India Code1-4> are selected. \*Breakfast cereal, Muesli, Granola, (Oats for India) |
| QS15 | Past12Months Online grocery shopping | * Ensure respondent understands ‘online’ in this questionnaire as - including ordering online from supermarkets, online shopping sites (e.g. amazon etc.) and quick delivery services. |
| HQCRITERIA | Criteria | * Interviewer to check if respondent qualifies for the interview, and either proceed to main QNR OR thank them and CLOSE. |
| BK5\_1 | Basket Spends Actual | Probe to confirm if; Indonesia:Rp 15,000 and above India: Rs.30,000   * If respondent answers the number out of range probe to confirm then terminate |
| BK5\_2 | Basket Spends – per category | * Probe to confirm if; Indonesia:Rp 1,000 and above   India: Rs.1,000   * If respondent answers the number out of range probe to confirm then terminate |
| BK6\_1 | Units purchased – per category | * Probe to confirm if; greater than or equal to 5 per category. * If respondent purchased a multi-pack, count that as ‘1’ * If respondent answers the number out of range probe to confirm then terminate at 20 for Indonesia and 25 for India |
| BK6\_2 | Brands in basket | * Show respondent the brand images on the screen. * The images only pick up 1 representative SKU per brand – ensure respondent understand that they are asked to look for the ‘brand’ they purchased (and not the actual product) on the screen. * If respondent answers the number out of range (more than 5 brands per category) then have the respondent choose up to 5 brands they most often purchase. |
| HQBK\_CATEGORY | Category for deep-dive | * Interviewer to check the screen on which category to be asked further - 1 or 2 categories per respondent. |
| HQBK\_BRAND | Brand for deep-dive | * Interviewer to check the screen on which category to be asked further - 1 or 2 categories per respondent. |
| CD1\_2 | Category/Brand planning | * Ensure respondent understands which ‘Brand’ is referred to in the question text. |
| DT1 | Trade off – least willing to change | * Assign the LEAST willing aspect as ‘1’. * Ensure respondent understands the rank: 1 being LEAST willing to change. |
| TP7 | Pre-store touch point | * Show respondent the images on the screen. |
| TP8 | In-store touch point | * Show respondent the images on the screen. |
| LQ11 | INDIA ONLY – monthly spend | * Probe to confirm if; Rs.300,000 |