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Time to be smart in a smart new world

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1 **Context**

Details about the SMART new world

2 **Facts**

Consumer behaviors & attitudes

3 **Effects**

Challenges for brands & businesses

4 **Next steps**

The future of research

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“When wireless is perfectly applied the whole earth will be converted into a huge brain, which in fact it is, all things being particles of a real and rhythmic whole. ***We shall be able to communicate with one another instantly, irrespective of distance*** *Not only this, but we shall see and hear one another as perfectly as though we were face to face, despite intervening distances of thousand of miles;* ***and the instruments through which we shall be able to do his will be amazingly simple compared with our present telephone. A man will be able to carry one in his vest pocket."***

Nikola Tesla, 1926

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4,800K 40K

January, 2007

1,300K 4,600K

January, 2017

smartphones
had an
accelerated
sales growth

Source: GfK POS Tracking, RO – sales units

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€ 1 mld.

2017

2007		2017
40,000	<4.5“	380,000
6,400	4.5 – 5.0“	470,000
60	5.0 – 5.5“	3,000,000
0	>5.5“	700,000

the increase in **value** is higher than in **units**, due to continuously improved features which enables unlimited usage possibilities

Source: GfK POS Tracking, RO – value & sales units

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possibilities go further, due to constantly developing
the portfolio of SMART technologies

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all of these are on-going changing behaviours & attitudes leading to …

SMART CONSUMERS

1. make more **INFORMED** decisions

2. are more **OPPORTUNISTIC**, looking to make smart choices

3. search for **CONVENIENCE**

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compared to last year...

1.
make more
INFORMED
decisions

51%* of the Romanian Internet users did **more research online** **before purchasing** a certain product

44% tend to **read more users reviews**, appreciated for the **authenticity** of the experience

39% state that they **read more professional reviews** valued for **expertise**

Source: GfK FutureBuy, Ro, 2018 | n=1000, Internet users

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brands are challenged to provide **access** to basic information about the product / service & be **transparent**

how?

traditional methods

(e.g. information on the package; website)

emergent interactive methods

(e.g. QR codes at shelf or directly on the package)

Coca-Cola SmartLabel

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also, it's important to take into account the increasing influence of the **user generated content** & continuously **monitoring**

how?

integrating data sources (e.g.: product description accompanied by a complex review system)

switch the focus on UGC

IMDb review system

IMDb

AirBNB – focused on UGC

airbnb

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44% are **comparing prices** more than in the last year

some of them are doing this **in front of the shelf**, using their smartphone

2.
are more **OPPORTUNISTIC**, looking to make smart choices

54% admitted to be **less loyal to brands** since **they have to search more for finding the best values**

Source: GfK FutureBuy, Ro, 2018 | n=1000, Internet users

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bringing **added value** becomes key for brands to overcome the pressure on prices

how?

switching the focus on **pre & post sale services**

Apple Genius Bar – a new type of customer service

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in top 3 drivers for the online shopping are the **easiness** (**38**%) & **fastness** (**35**%) provided by the channel

48% of customers consider that there are **too many choices in the categories they shop** which makes it difficult to decide

3. search for **CONVENIENCE**

Source: GfK FutureBuy, Ro, 2018 | n=1000, Internet users

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brands need to prove **flexibility** & to **simplify** & **fasten** customers decisions / purchase journeys

Alex- The Chat Bot (Orange)

DPD Collect

Scan & Pay Kaufland

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So… what's next?

How will all of these affect the future of market research?

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It's time for SMART solutions

The process:

Data integration

Syndicated solutions

Combining natural & artificial intelligence

The outcome:

Holistic view, with answers to different type of Q

Cost-effectiveness

Fast & convenient access to insights by using a friendly dashboard

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Sneak peak on the Consumer Insights Engine

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Thank you!

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