

Test. Optimize. Repeat. Succeed.

The Challenge

Earlier in 2014, a major women's razor brand wanted to understand how their targeted consumer was viewing current offerings at a leading membership-only warehouse retailer. They wanted to gain insights into the consumer mindset around the price and value of their offerings at this specific retailer. Additionally, they wanted to explore new ideas such as a new SKU at the retailer, offering higher quantity packages, and potentially leveraging other owned beauty brands to drive additional shaving traffic.

Ultimately, the research would allow the razor brand to learn more about warehouse shoppers and how it can influence purchasing behaviors within the category.

Specific research objectives included:

1. Uncover key decision points and motivators among warehouse club shoppers who have purchased razors at the retailer
2. Evaluate five product concepts for the retailer based on key metrics
3. Explore barriers to purchasing razors among non-razor purchasing shoppers

The Solution

GutCheck employed a multi-phase qualitative-quantitative-qualitative approach to understand the purchasing decisions from both regular razor consumers and non-razor purchasers within the membership-only warehouse. For the initial qualitative phase, we leveraged our Instant Research Group to better understand the warehouse shopper and what they are looking for in the razor blades category. Then, a quantitative study was conducted to evaluate each of the five razor concepts on specific measures in order to determine which razor offering resonated best among the target audience. Lastly, a final qualitative study was implemented for non-razor buyers to understand their shopping habits, unmet needs and preferences to better position the razors and influence purchasing behaviors for this group.

Phase 1: Shopper Insights
Qualitative Exploration
Phase 2: Concept Refinement
Quantitative Prioritization



Phase 3: Gen Pop Insights
Qualitative Exploration



Executive Reports Delivered

QUALITY INSIGHTS IN JUST
18 DAYS

The Results

In just 18 short days, GutCheck was able to help the razor brand uncover several key purchasing behaviors impacting those that both actively purchased the brand and those that traditionally avoided it at the warehouse retailer. Below are some of the key insights uncovered:



In the warehouse environment multi-pack offerings had a significantly higher likelihood for purchase than when offered in standard convenience stores or supermarkets due to the implied bulk savings in the warehouse environment.



Respondents felt the selection of razor choices and variety was limited in the warehouse environment.



Even in a bulk environment respondents still desired per-unit pricing to ensure the individual razor cost was competitive with other retail channels.

All of these findings, and others, were incorporated in the final in-store product offering and the razor team was able to move forward with an updated, and successful, product for the major warehouse retailer.

GutCheck validated our team hypothesis on pricing/value within the SKU, uncovered specific insights related to the issues, and helped us convince the customer an intervention plan was necessary. The intervention resulted in a sales velocity increase to meet customer goals.

- Manager & Assistant Brand Manager

About GutCheck

GutCheck is a global, online agile market research solution that enables our clients to get quick consumer reads to address business questions, whenever they need to be answered. GutCheck's flexible quantitative and qualitative platform enables us to instantly recruit target audiences, and our full-service team provides the insights and confidence our customers need to react and move their businesses forward. For more information: <http://gutcheckit.com>.