

DATAiNTELLIGENCE

CONSUMER INSIGHT BAROMETER

Brings **VALUE** from earned media.



WHAT IS?

Consumer Insights Barometer is a powerful tool designed to help brands gain a deeper understanding of their customers in the context of recent significant events and ever-changing marketplace.

PRODUCT BENEFITS

- * Monitor consumer behavior over time and track changes and patterns
- * Identify emerging trends and stay ahead of the competition
- * Create products and services that meet consumer's needs
- * Develop marketing campaigns that resonate with consumers

OUTCOMES

- * Sentiment evolution
- * Price mentions
- * Consumers' attitude towards brands
- * Consumer basket and budget allocation any many more

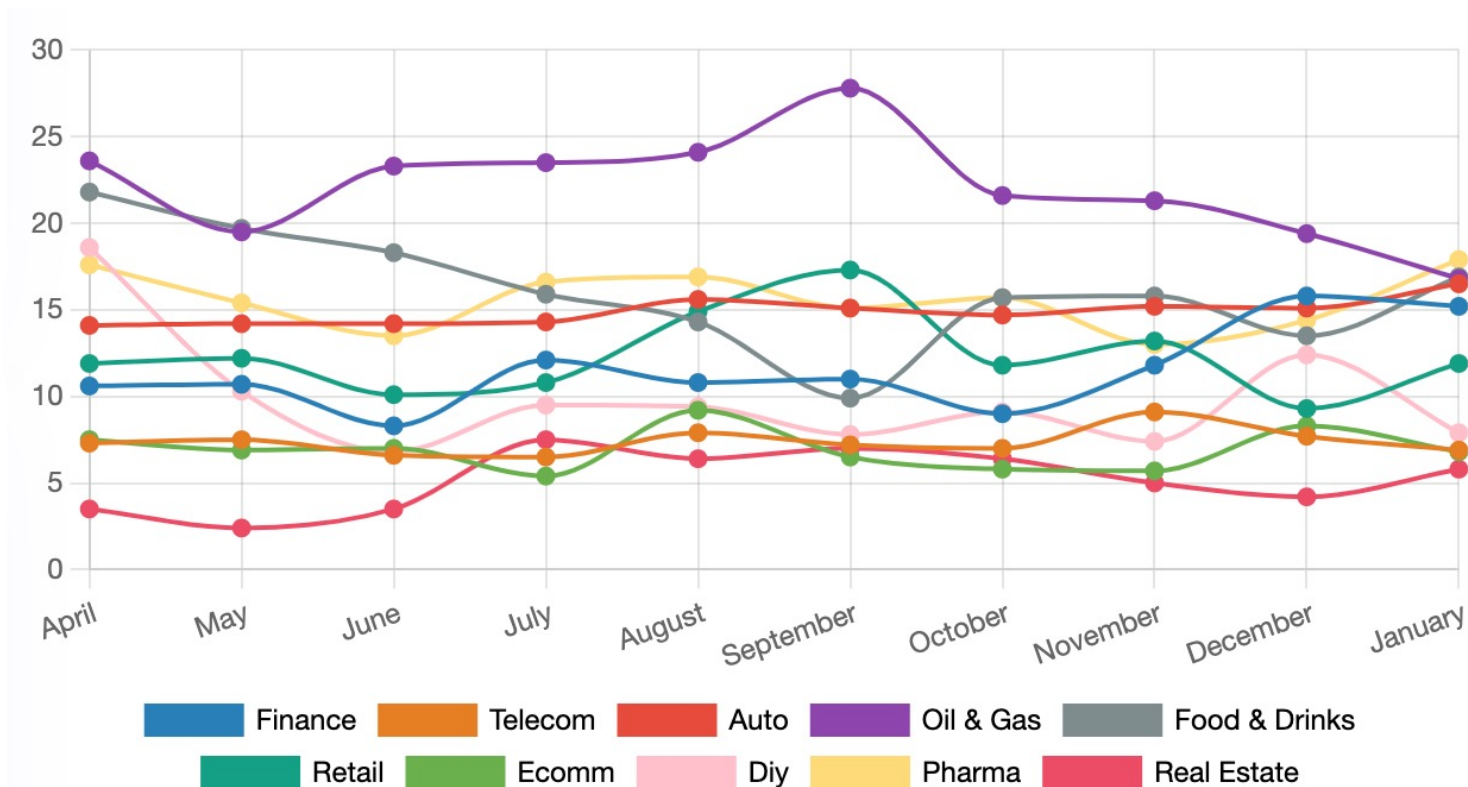
Definition

Romanians' perception of the brands active in various categories, expressed during the conversations held in the Romanian digital sphere (websites, forums, blogs, social media), around the most recent significant events. Period: April - January 2023

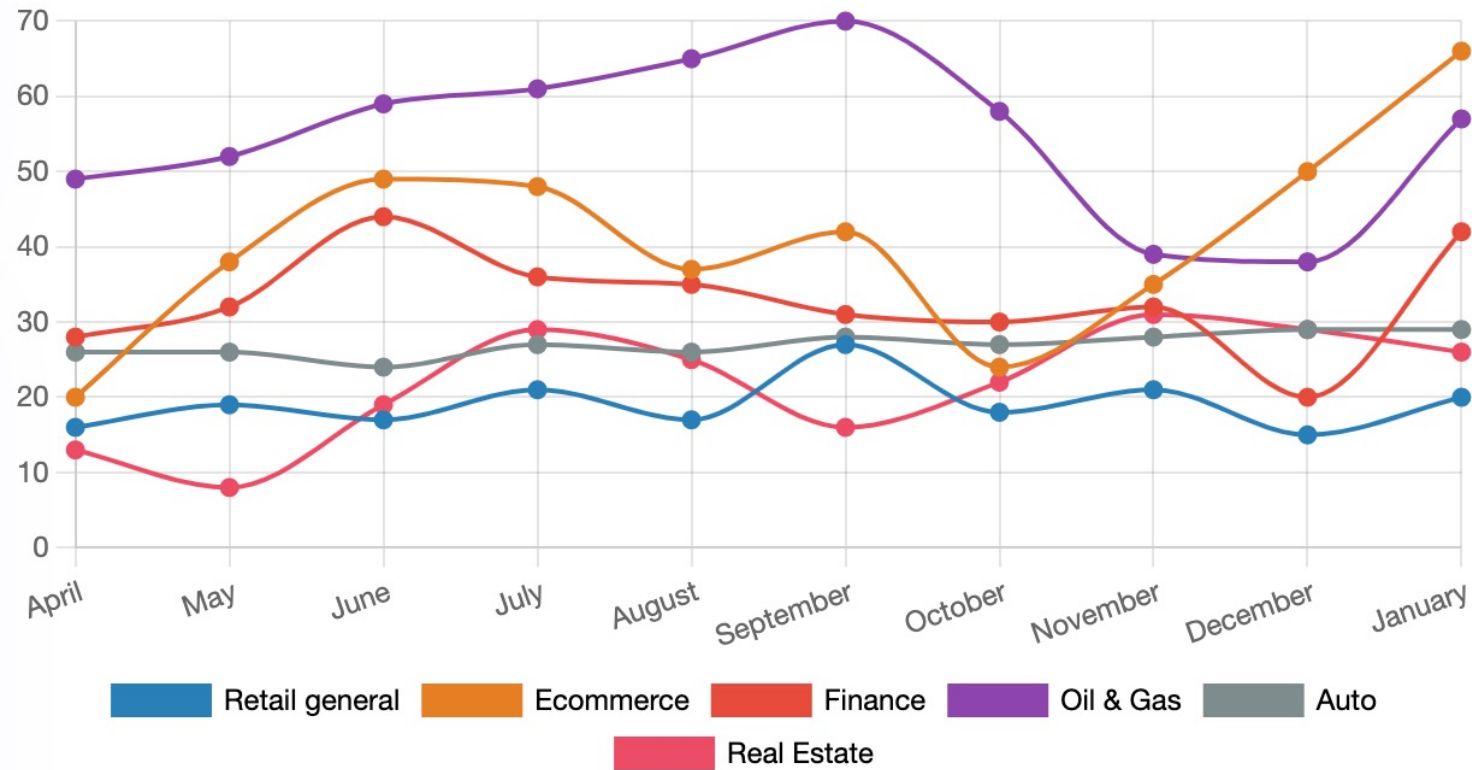
Conclusions

In December, Romanians' perception of the brands active in Finance underwent the biggest changes, thus the category recorded the largest increase in the percentage of negative sentiment, reaching the highest level since April until now. This was caused by Romania's non-adherence to the Schengen area. At the opposite pole, we have the brands in the Retail category that recorded the greatest decrease in negative perception, reaching the lowest value in the analysed period, thanks to the offers and promotional campaigns in the winter holidays, but also to the numerous social and environmental initiatives. On the other hand, in January, the Real Estate category had the most negative impressions, due to some situations of real estate scams, as well as due to the fiscal burden associated with real estate. Also, the percentage of mentions with a negative feeling has increased significantly for the Retail category, in the context of food alerts, cases of theft from several chain stores and the ever-increasing prices for basic products

PERCEPTION



PRICE INCREASE



Definition

The price analysis was carried out based on the comments written by Romanians in the digital environment. Period: April – January 2023.

Conclusions

In December, the percentage of price-related mentions decreased for all categories, except for Ecommerce and Auto, for which the percentages reached the highest values since the beginning of the analysed period. Due to the holiday period and the month of gifts, Ecommerce recorded the largest increase in price-related mentions, compared to the previous month. In January, on the other hand, we witnessed an increase in the percentage of price-related mentions for all categories, except for Auto and Real Estate. Thus, for the Finance category there were twice as many price-related mentions compared to the previous month, after the National Bank of Romania decided to raise the monetary policy interest rate to 7% per year to reduce inflation. Also, the price hikes in gasoline and diesel since the first days of the year, along with a significant but unstable drop in the price of natural gas, led to an increase in the percentage of mentions related to the price of Oil & Gas.

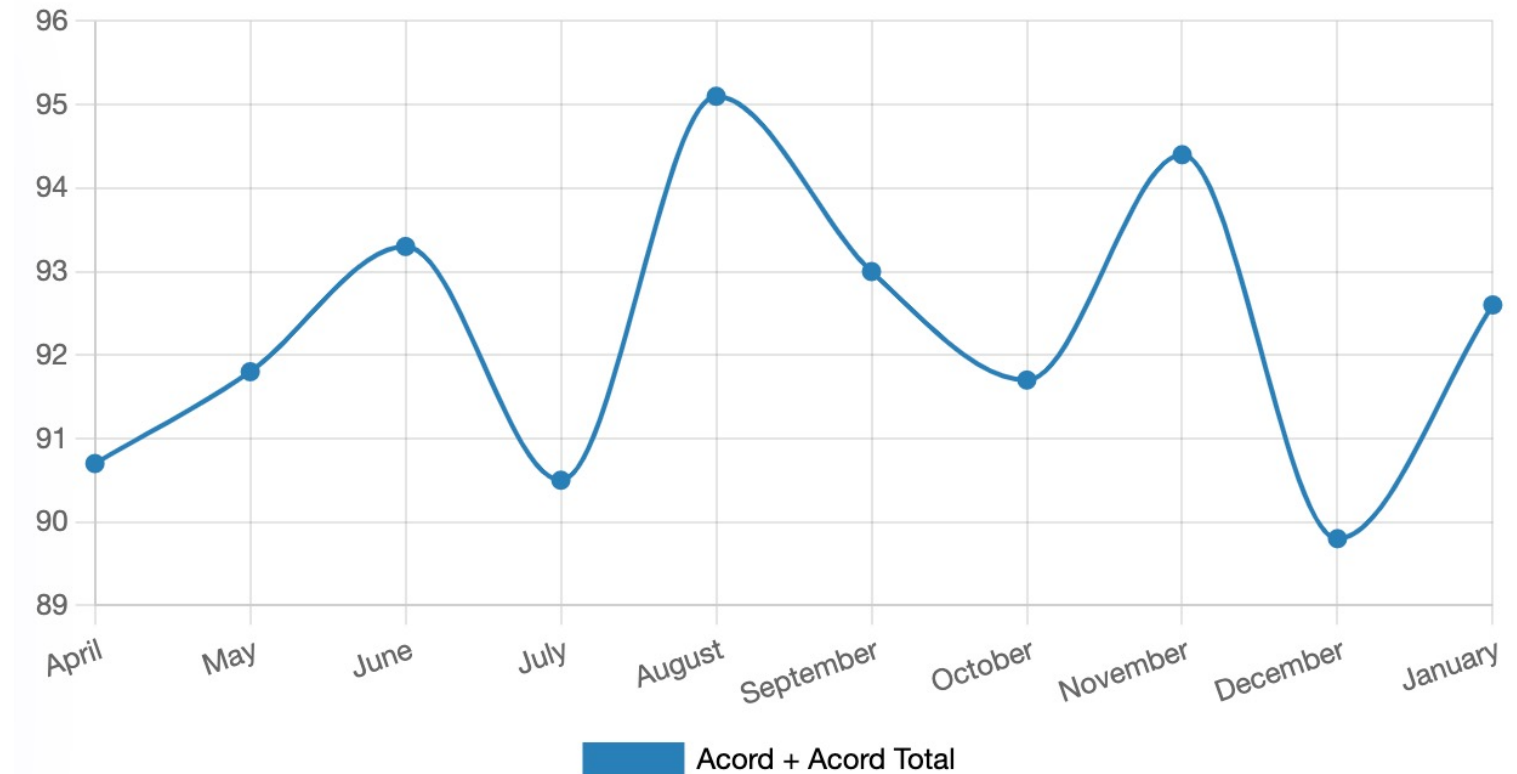
BEHAVIOR

Definition

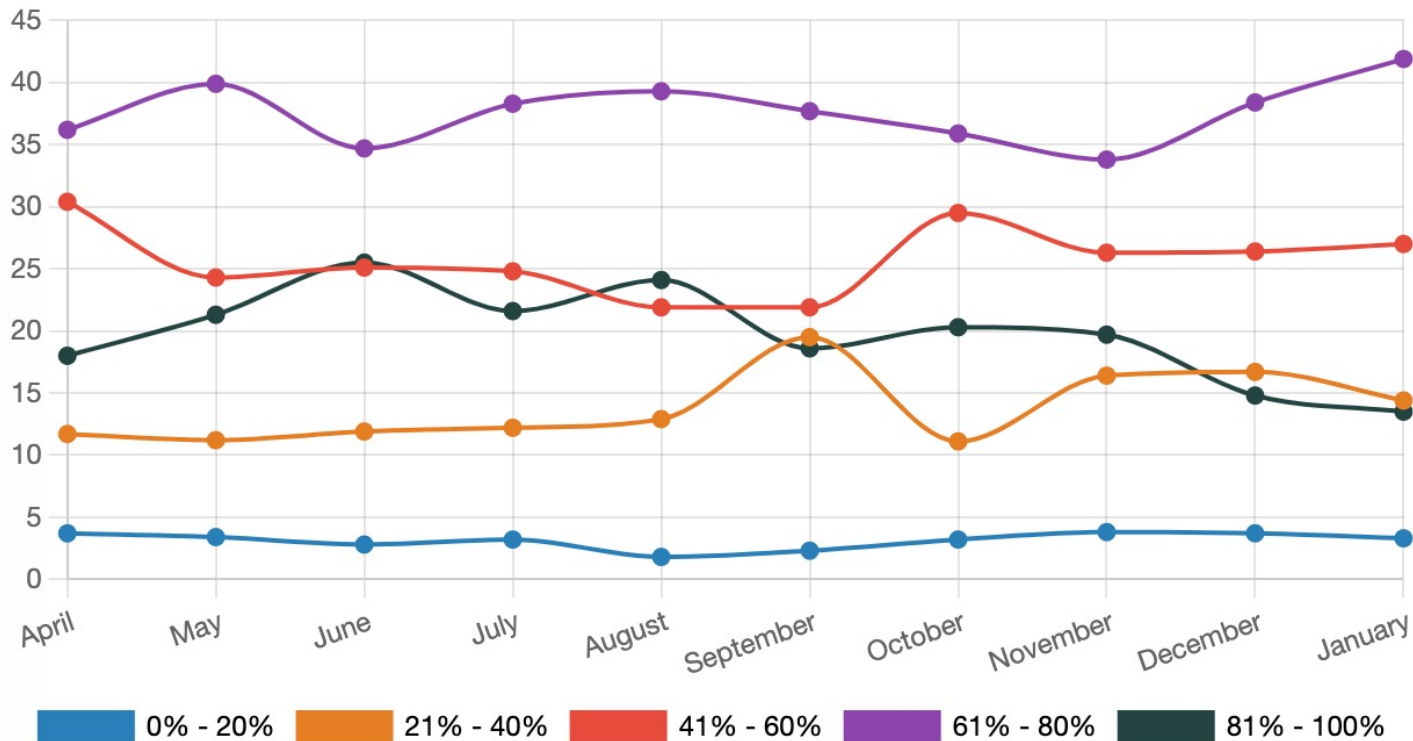
The current priorities regarding the family budget measured by a CAWI questionnaire (performed on 200 respondents, 18+ urban) starting with April, study conducted by Data Intelligence by Publicis Groupe Romania.

Conclusions

After in December it recorded the lowest level since the beginning of the analyzed period (89.8%), in January the percentage of Romanians who say that they postpone investments for durable goods and prioritize spending on products of maximum necessity (bills, food, products for house care) increased, reaching 92.6%.



IMPACT



Definition

The impact of bills on the family budget measured by a CAWI questionnaire (performed on 200 respondents, 18+ urban), starting with April, study conducted by Data Intelligence by Publicis Group Romania. Question: Thinking about this month, what percentage of the family budget do you estimate will go towards paying bills and basic expenses (food and other household products)?

Conclusions

In January, just like in December, 61% of the family budget is spent on mandatory expenses. Also, 41.9% of Romanians, the highest percentage so far, allocate between 61% and 80% of the budget for bills and basic expenses, the benchmark from the usual financial education recommendations being 50%.

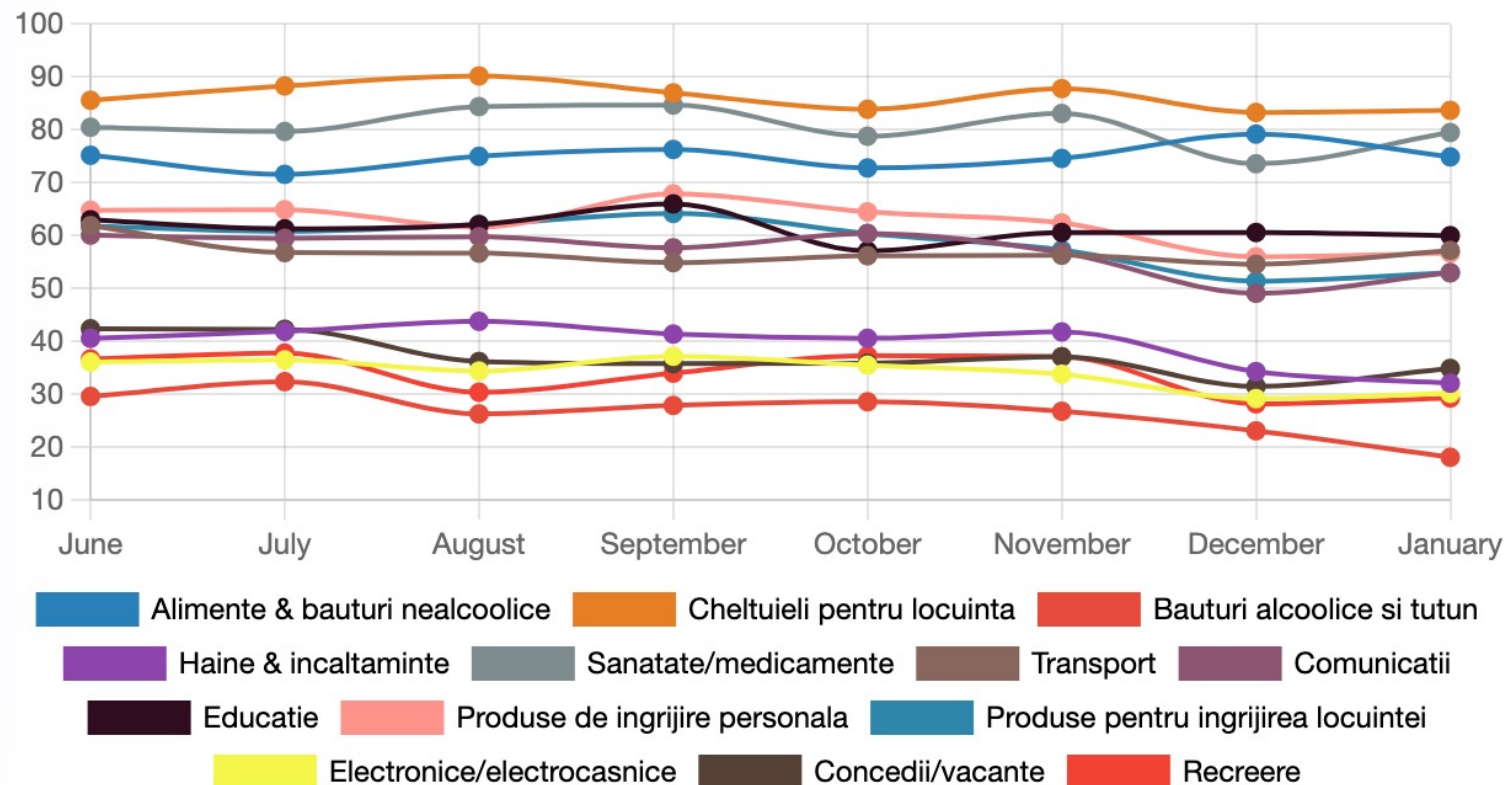
Definition

The current priorities regarding the allocation of the family budget for current expenses measured by a CAWI questionnaire (performed on 200 respondents, 18+ urban) starting in June, study conducted by Data Intelligence by Publicis Groupe Romania. Question: Next, please answer for each category of products depending on the extent to which expenses are prioritized during this period and which ones are pushed for when they become necessary. Please answer using a scale from 1 to 5, where 1 means "f little important, postpone it during this period" and 5 means "extremely important, it cannot be postponed".

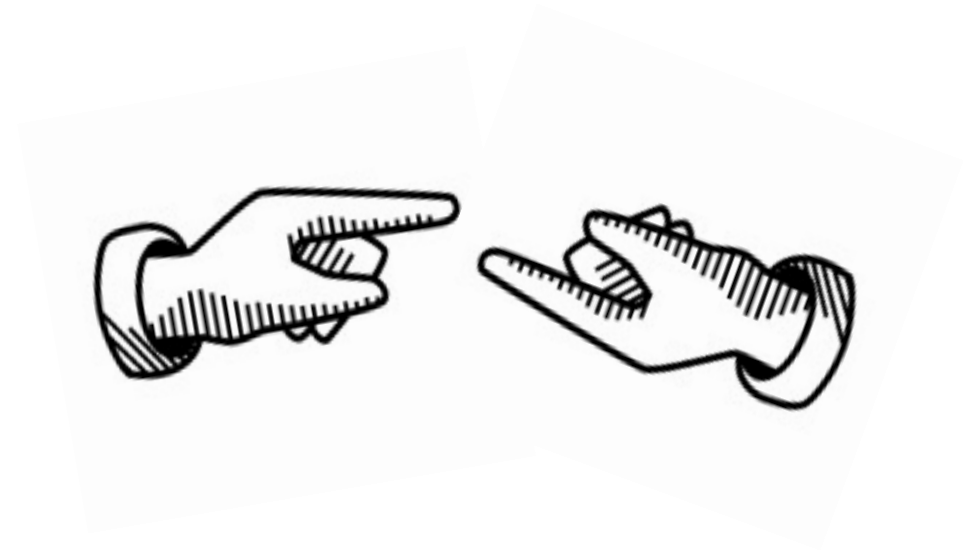
Conclusions

Expenses for housing (83.7%), those for health/medicine (79.5%), as well as those for food and non-alcoholic beverages (74.9%) remain the most important categories of expenses that Romanians prioritize, considering them necessary. On the other hand, expenses for alcoholic beverages and tobacco, as well as those for recreation (outings in the city, shows) are at the bottom of the ranking, along with expenses for electronics/household appliances. With the passing of the winter holidays, expenses for vices and those for food and non-alcoholic beverages became less of a priority, registering a decrease of -5% and -4.3% in importance, respectively. On the other hand, the increase in the number of cases of viruses and respiratory infections determined a greater attention paid to medicine/health expenses (+5.9%).

SHOPPING



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