

DATAiNTELLIGENCE

CONSUMER EMOTIONS BAROMETER

Brings **VALUE** from earned media.



WHAT IS IT?

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

WHY WOULD YOU NEED IT?

- * 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 consumers' needs.
- * Develop marketing campaigns that resonate with consumers.

OUTCOMES

- * Sentiment evolution.
- * Price mentions.
- * Consumers' attitude toward brands.
- * Consumer basket and budget allocation, and many more.

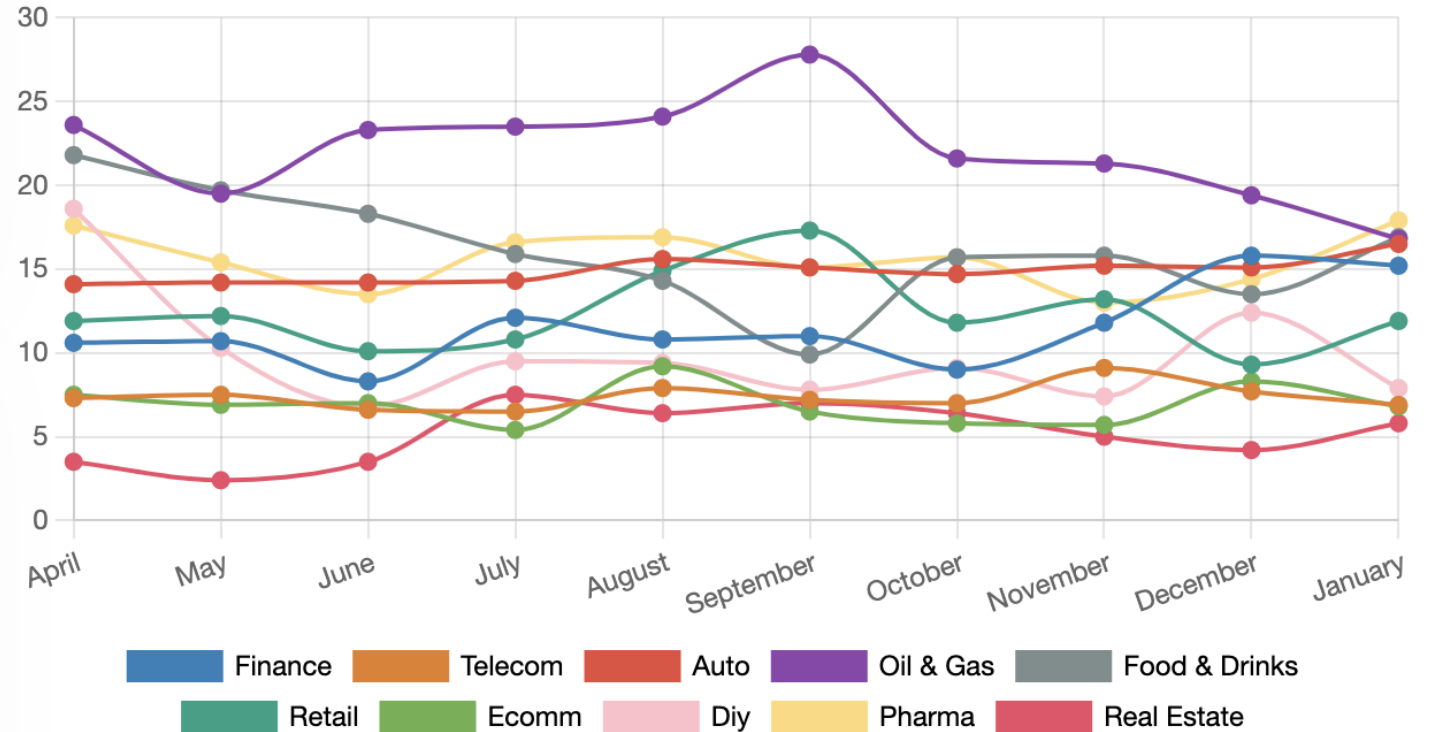
Definition

Romanians' perception of the brands expressed during the conversations held in the Romanian digital sphere (websites, forums, blogs, social media) around the most recent significant events.

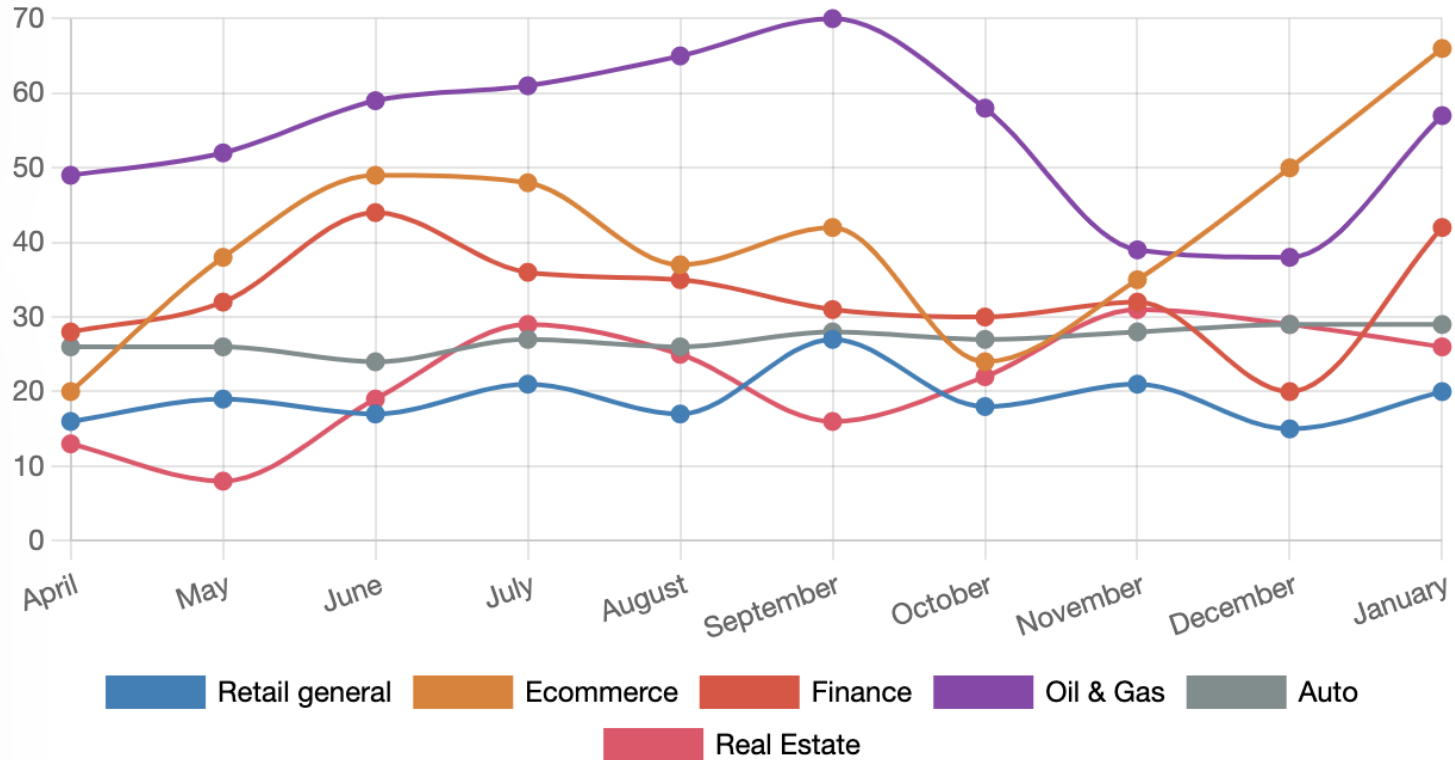
Conclusions

In December, Romanians' perception of the brands active in Finance underwent the most significant 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 most significant decrease in negative perception, reaching the lowest value in the analyzed 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 real estate scams and 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.

Conclusions

In December, the percentage of price-related mentions decreased for all categories except for E-commerce and Auto, for which the shares reached the highest values since the analyzed period began. Due to the holiday period and the month of gifts, E-commerce recorded the most significant increase in price-related mentions compared to the previous month. In January, on the other hand, we witnessed a rise in the percentage of price-related comments for all categories except for Auto and Real Estate. Thus, there were twice as many price-related mentions for the Finance category as 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 cost of Oil & Gas.

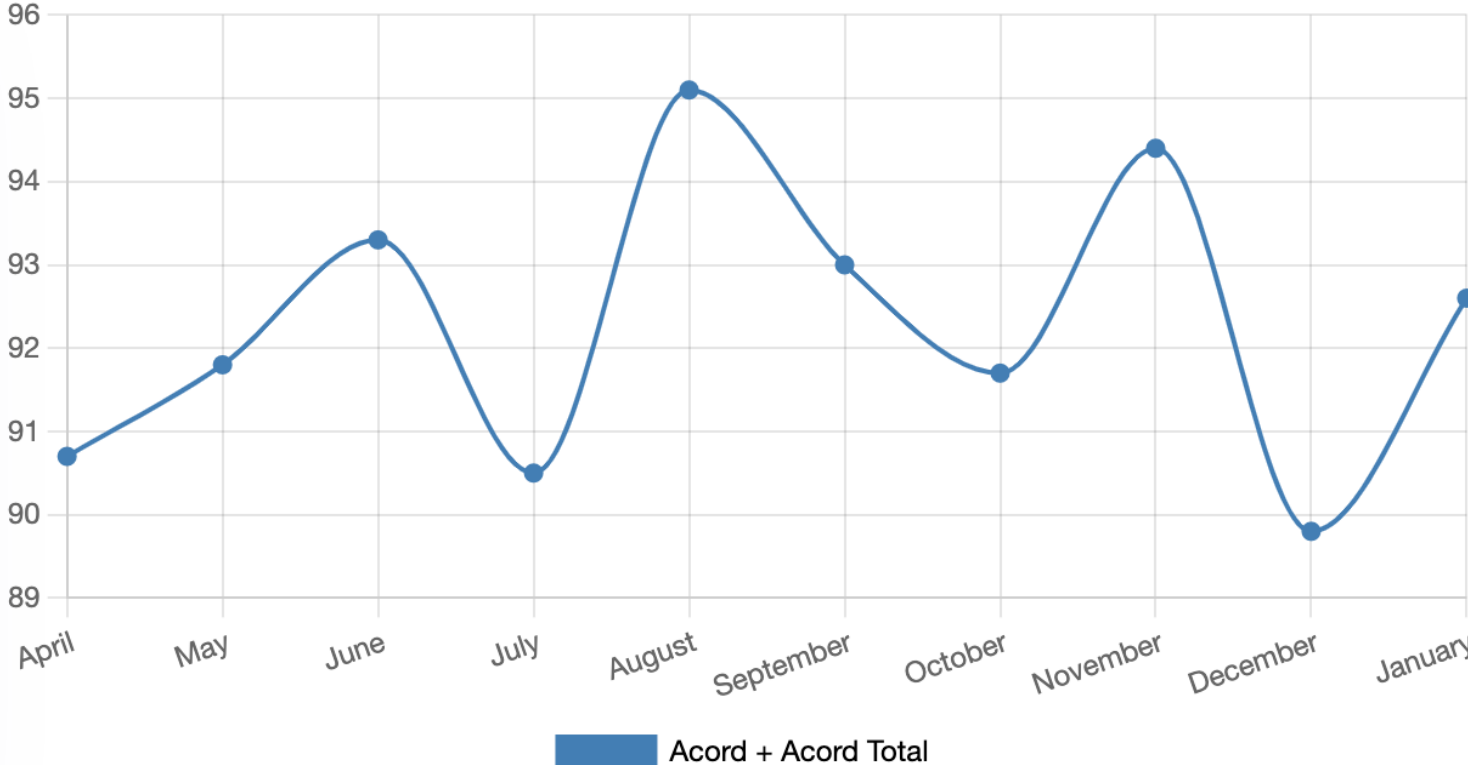
BEHAVIOR

Definition

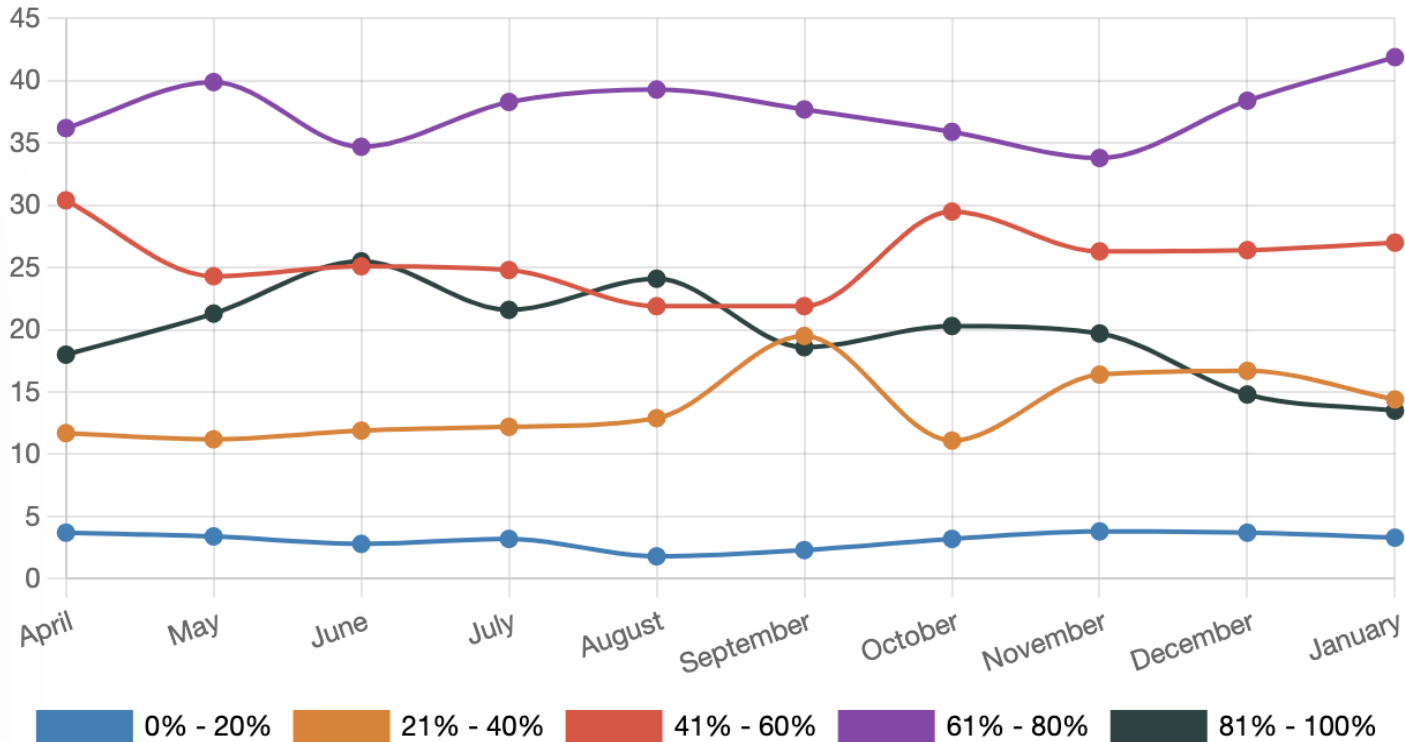
The current priorities regarding the family budget were measured by a CAWI questionnaire (performed on 200 respondents, 18+ urban).

Conclusions

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



IMPACT



Definition

A CAWI questionnaire measured the impact of bills on the family budget. 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

Like in December, 61% of the family budget is spent on mandatory expenses in January. 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 everyday expenses were measured by a CAWI questionnaire.

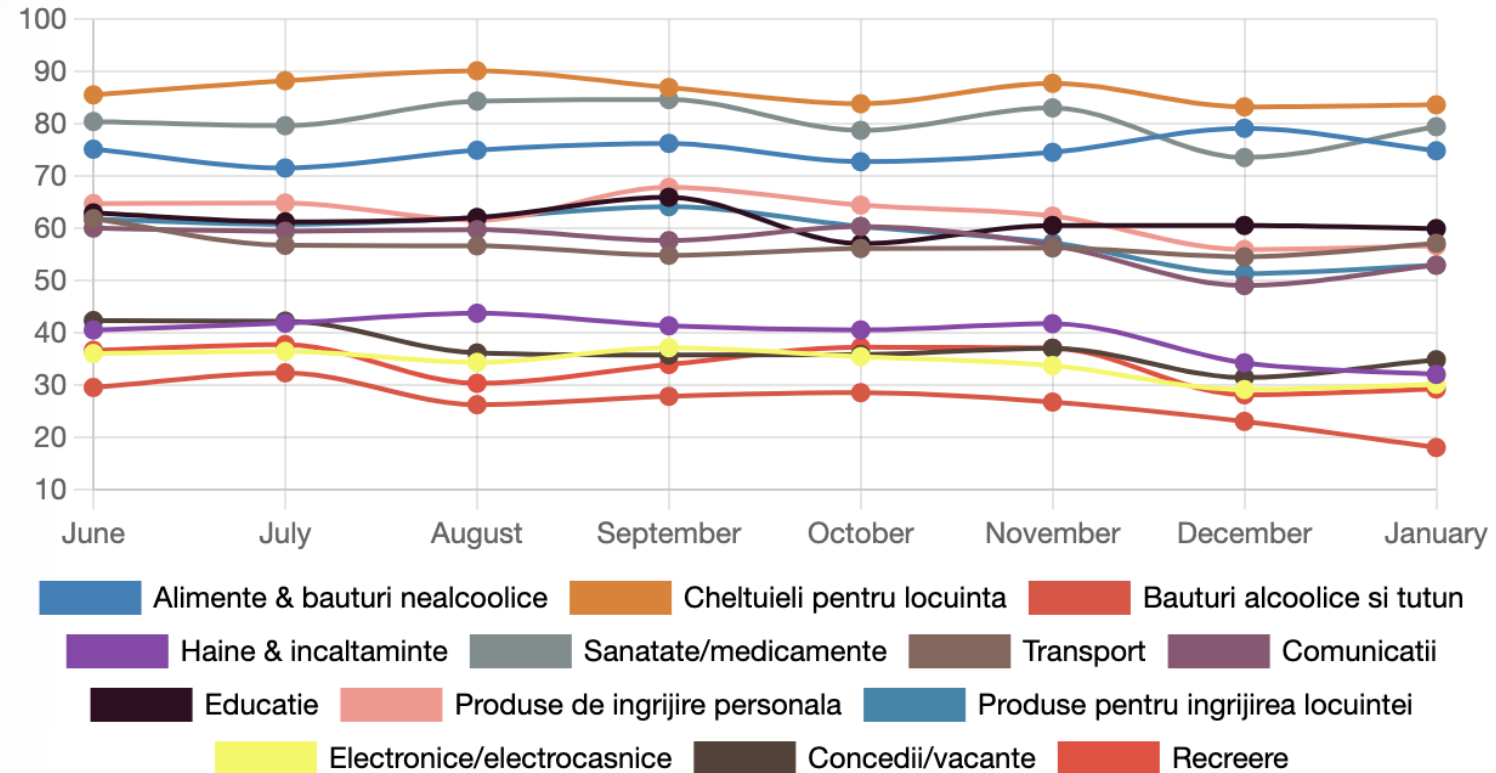
Question: Next, please answer for each category of products depending on the extent to which expenses are prioritized during this period and which are pushed for when they become necessary.

Please answer using a scale from 1 to 5, where 1 means "little importance, postpone it during this period" and 5 means "extremely important, it cannot be postponed."

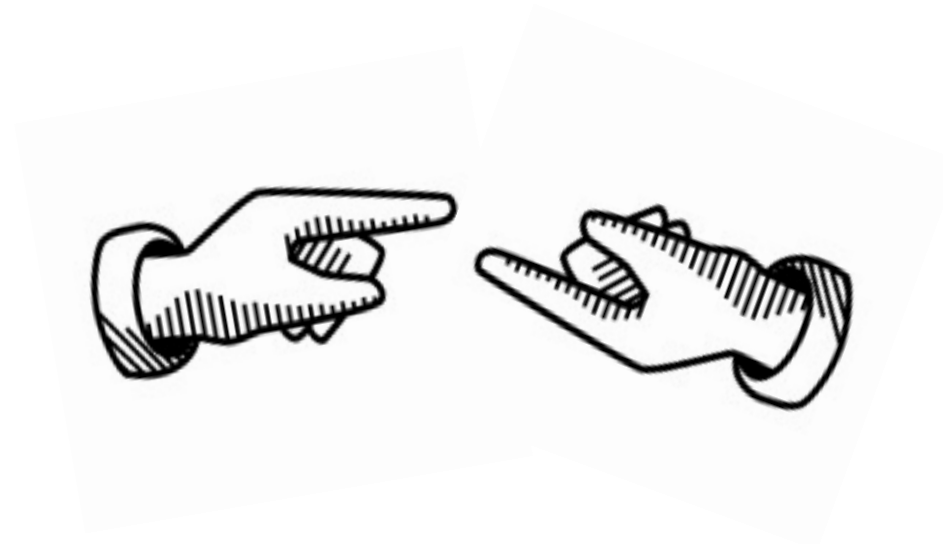
Conclusions

Expenses for housing (83.7%), 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, tobacco, and 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 greater attention paid to medicine/health expenses (+5.9%).

SHOPPING



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