



Your Global Research Partner

SECTOR
B2B

GEOGRAPHY
COVERED
MUMBAI

**METHODOLOGY
ADOPTED**

The study was conducted through Manual Eye Tracking and followed up with in-depth interviews amongst:

Retailers who bought from such cash and carry stores in Mumbai.



STUDY BACKGROUND

Asset evaluation from retailers' Point of View (POV) for a leading FMCG company.

BUSINESS OBJECTIVE

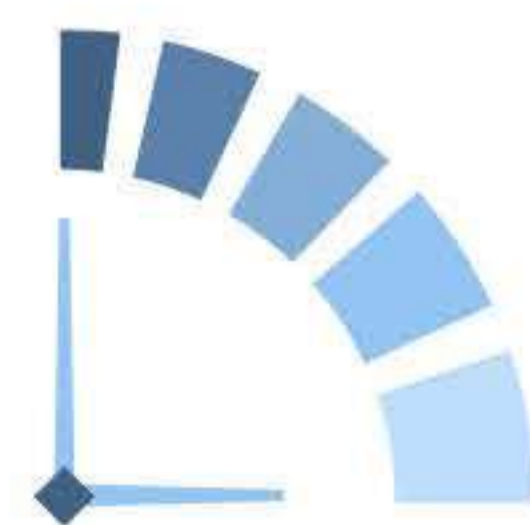
Since investments in assets were huge, a leading FMCG retailer wished to assess whether assets make any impact on the purchase behavior of retailers.

SAMPLE SIZE

The sample size was 60.

RESEARCH OBJECTIVE

To evaluate the impact of assets on retailers (Cash and Carry – B2B stores).



5 weeks

TIMELINE

CHALLENGES FACED

The challenge was to get appointments and also there were many cancellations of appointments; so, it was difficult to reach the quota.

EXECUTIVE SUMMARY

Assets didn't make much difference to retailers unlike consumers but they were interested in discounts. If an asset was kept for a long time, it got registered in retailer's mind. Differently shaped assets sometimes left an impression but didn't impact decision making.