

Right at home: 'In-Store' shopping with VR

Laura Ruvalcaba | BRAIN | Mexico 2021

Context



In a pandemic year the authorities in Mexico decided to approve (March 2020) and implement (October 2020) the

NOM-051 norm

What was this norm about and how was it going to impact our shopper?



The NOM-051



Shopper declared:

Easy to understand
Clear – key words: excess of **sugar**, **sodium**, **calories**, **fat** (trans and saturated).



Brands were concerned about kids warning labels.

People awareness
of the Norm was
limited to
government
communication
leaving many
questions



The perfect chaos

Questions on the table to address



For the shopper:

Were people understanding the labels?

Were all categories going to be impacted the same way?

Were healthy products more vulnerable?

Will shoppers switch brands if they see less labels on competitors?

Will shoppers keep their brand but switch a different size, presentation, package?

Which is the worst label that manufactures must avoid?

Is it the same for moms than for other targets?

For mom's with kids 5 or younger, are they more sensitive to labels? Must we consider reformulation?

What about the AVOID FOR KIDS labels?

Would shoppers pay more for a non label product?

In house questions:

Which are the labels applicable for our products?

What if we reformulate? Can we? Are we going to be ready by October? If yes, how far, how many labels are we going to be able to remove?

What if...we don't succeed and keep some of the labels?

What about competitors, which labels do they currently have?

What if...they reformulate and eliminate, lets say one, or two, or all of them?

The research under Covid-19

No surveys at POS.
Limited F2F interviewing.

The country under Covid-19

Huge economic recession that made Price Sensitivity and important variable to keep in mind.

The research



What was key?

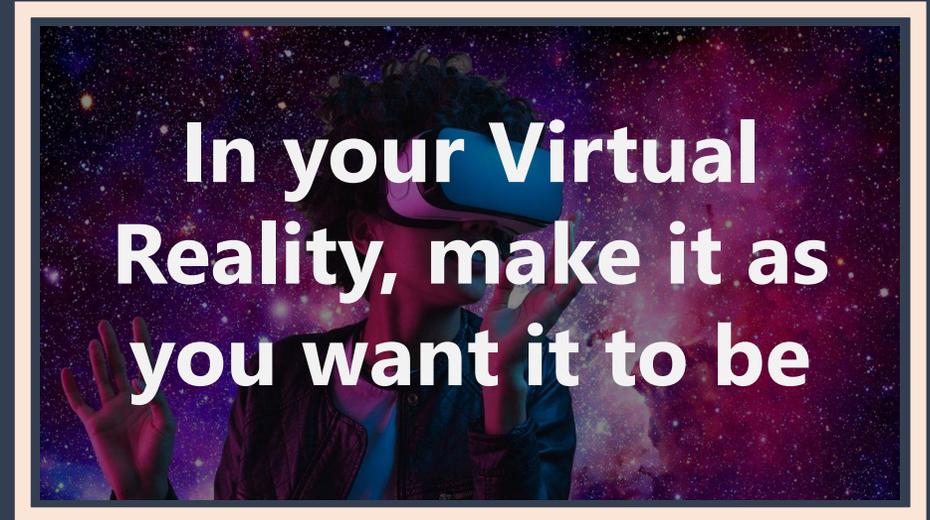
Experience at POS: store + shelf+ products+ packages as real as possible considering the client brand(s) and main competitors for every target of the categories, and for some categories even consider substitutes.

Why VR is great: **Flexibility**



We were able to simulate:

- a) 3 different **store formats** to be tested: retail, convenience store and Pop & Mom stores
- b) Any package with **as many labels** as needed (with no need of a dummy package) – for some products we tested different label alternatives.
- c) As **many competitors** as needed **with** its **labels** (and no need of a dummy package).
- d) Any kind of store cabinet: shelf, refrigerators, etc.



We tested

- 23 categories odd products
- +8000 online surveys
- +40 IDS (Zoom)
- +40 Neuroscience Interviews

Completed in 4 months.

The research: visual perception of the stimuli



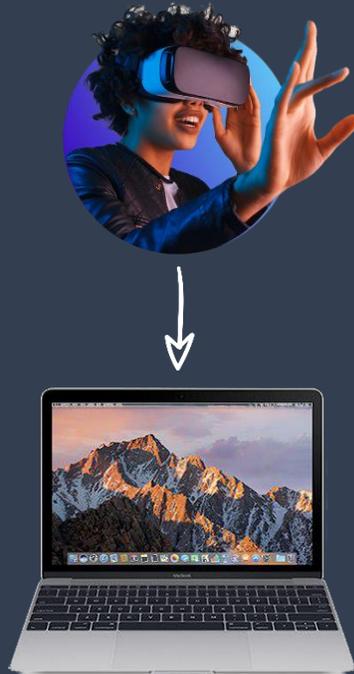
The research: **people interacting** **VR, Web VR and Neuroscience**



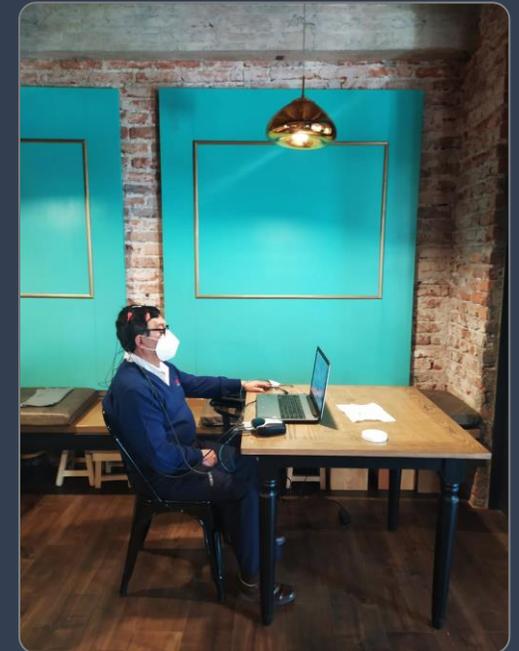
F2F VR in a location
(with Covid-19 protocols)



VR to Web VR



F2F Neuroscience WEB VR
(with Covid-19 protocols)



The research: ID's

The importance of a Tutorial

People were not used to the tool and they need an “education” time prior to the interview.

A tutorial link was sent as a first step so they can “play and click” in it.

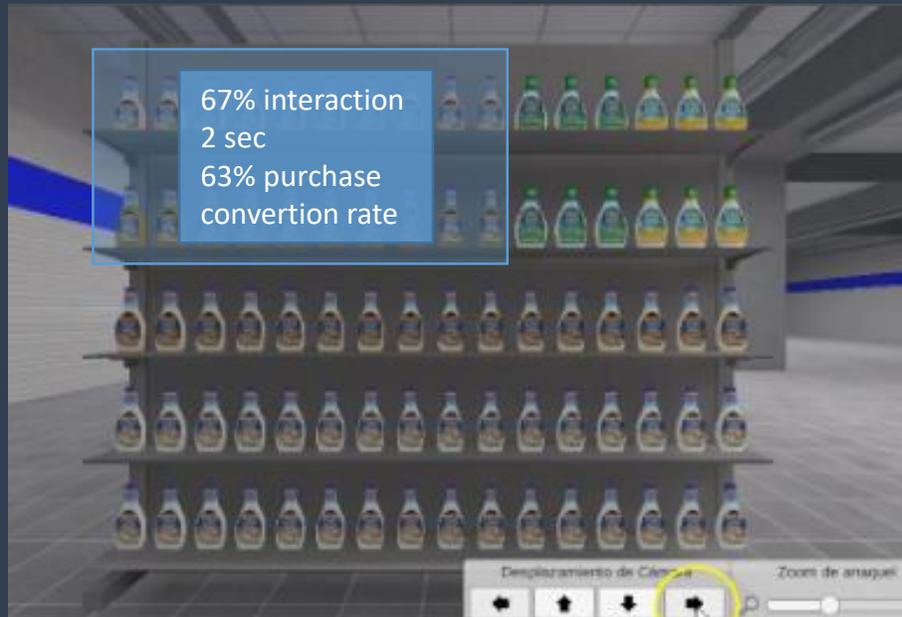


ZOOM



By the time the interview took place, the moderator was able to see and ask while watching the shopper during her purchase

VR Data from Quant surveys: System ONE indicators



3 Indicators:

- % of people interacting with the product.
- Average time a person looks a stimuli (time of interaction).
- Conversion rate: final purchase.

Results: POS experience matters



a

Products evaluated alone in a photo were rejected; however when they were evaluated in a shelf the impact was reduced: *"my product is as bad as all of them"*.

b

The tool allows deep understanding.
Moms were very concerned because this norm places them in a position of total responsibility of the act of purchase as the only decision maker: *"brands are now very transparent and we must decide"*

c

Results were sensitive to categories and store formats achieving different results.

d

Quantitative VR data gathered from CLICKS allowed purchase conversion rates.

What we learned

- ④ VR is a very strong tool to understand **WHAT** people do, **WHAT** people say they do and **WHY** they do what they do.
- ④ Allows System One data and System Two results delivering strong information.
- ④ VR contributes significantly to the feeling of an experience giving more precise information.
- ④ It gets you into an experience no matter where you are.
- ④ VR is a tool and research should consider a combination of methods.

CONTACT



Laura Ruvalcaba
BRAIN
lruvalcaba@brain-research.com

+1.305.450.9801
+5255.1800.0879

www.brain-research.com