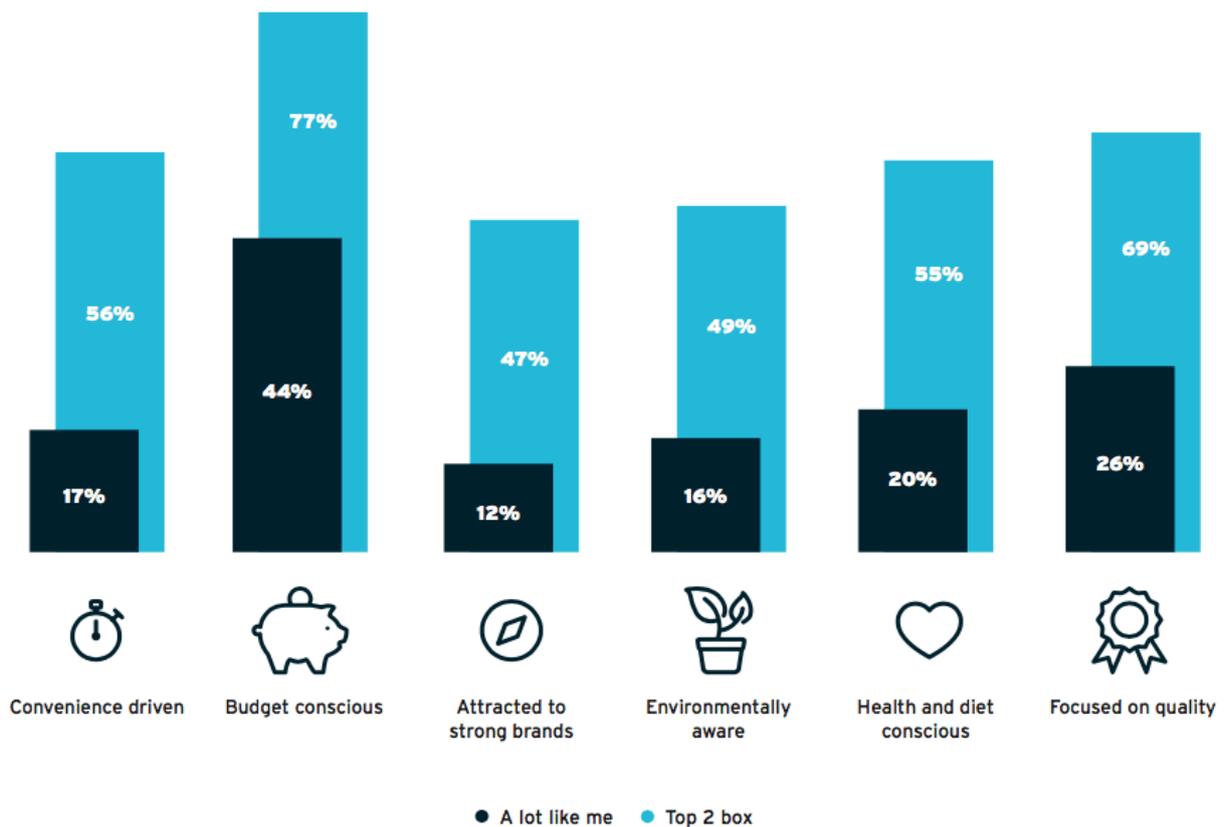


Grocery buyers: shopper segments

[This is Part 2 of our series on grocery buyers. Read Part 1 here.](#)

New research conducted by NewsMediaWorks takes a deep dive into the choices and behaviours of grocery buyers in Australia.

As part of the survey, we asked participants which segment they most identified with, out of options such as convenience-driven, budget-conscious and environmentally-aware:



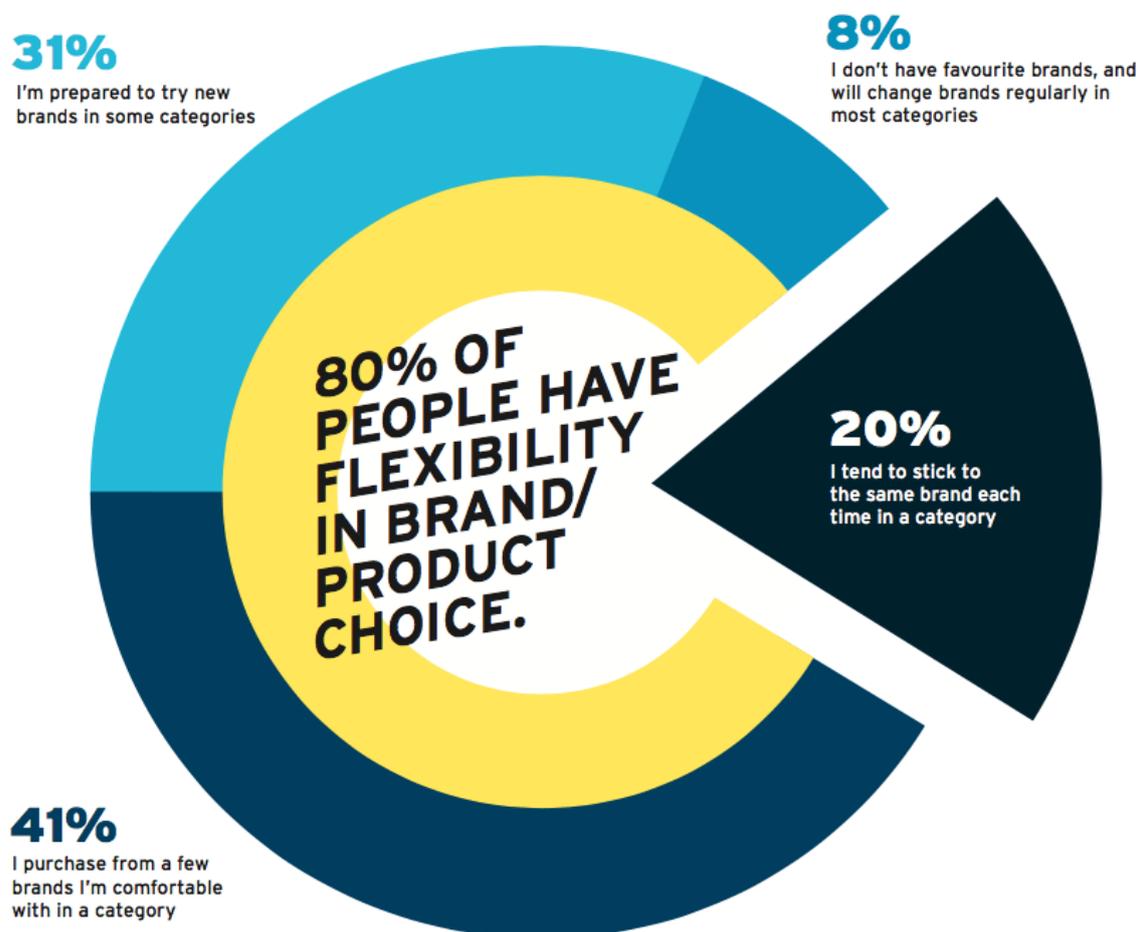
Source: The value in trust : Hoop Research Group (May 2019) : n=1205 Aged 18+

The responses reveal that most shoppers identified as 'budget-conscious shopper'

and 'shoppers focused on quality'. Other key priorities were convenience and health.

These results show us that the initial response from consumers is about price, but when we look deeper, we can see that there are other factors influencing decision-making including convenience, strong brands and environmental considerations.

NewsMediaWorks found that of those surveyed, 80 per cent have flexibility in brand/product choice.



Source: The value in trust : Hoop Research Group (May 2019) : n=1205 Aged 18+

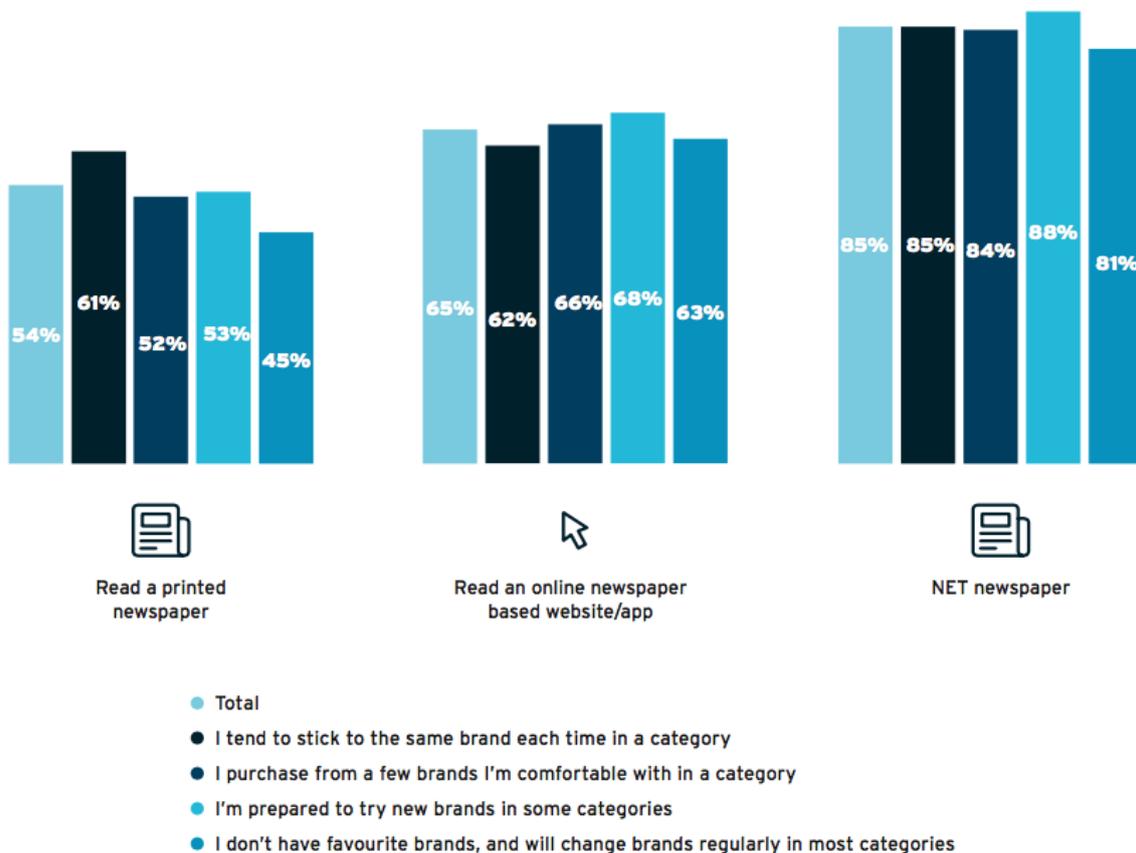
How can brands and businesses reach these shoppers and make the most of a willingness to consider different brands and products? How can

brands maximise their offers of affordable, quality products?

When it comes to advertising, 66 per cent of grocery buyers surveyed say that the more they trust an ad, the more likely they are to buy the product/service. Which ads do they trust? 49 per cent say that they engage with ads they see in trusted media environments.

Advertisers looking for trusted media should pay attention to the top two media sources influencing grocery buying: television (56 per cent) and news media (55 per cent).

News media delivers trusted content and advertising across all buying segments:



Source: The value in trust : Hoop Research Group (May 2019) : n=1205 Aged 18+

Takeout: there is a strong and direct link between trust and content as drivers of

engagement and purchase intent. Brands that want to have trusted ads should consider the trusted environment of news media advertising.

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[Download the full research report on grocery buyers here.](#)