Research document

Jumbo Project

Semester 7

The Green Team



Contents

[Main Research Question 2](#_Toc117087280)

[Sub Questions 2](#_Toc117087281)

[1. What is conscious consumption? 2](#_Toc117087282)

[2. What defines Jumbo Supermarkets? 2](#_Toc117087283)

[3. How does Jumbo compare to its competitors? 2](#_Toc117087284)

[4. What apps or service does Jumbo currently provide? 3](#_Toc117087285)

[5. What type of grocery shoppers are there? 3](#_Toc117087286)

[6. What pain points do grocery shoppers experience in-store? 3](#_Toc117087287)

[7. Which aspects of grocery shopping could add value to Jumbo and its customers? 3](#_Toc117087288)

[8. How might we personalize the in-store grocery shopping experience? 3](#_Toc117087289)

[9. How might we encourage shoppers to make more conscious decisions? 4](#_Toc117087290)

[10. What technology could be used to create a mobile solution? 4](#_Toc117087291)

[Bibliography 5](#_Toc117087292)

Main Research Question  
The question was derived from the given assignment, discussions with the client and other stakeholders. The main research is the center of all research made in this project.

It gave rise to the sub questions below and encouraged the team to apply various ICT research methods.

# Sub Questions

## What is conscious consumption?

**Goal: Clarification of the main research question**

**Methods: Literature Study (Library)**

**Results:** “Conscious consumerism is when buying practices are driven by a commitment to making purchasing decisions that have positive social, economic, and environmental impact.” Consumers question if the consumption is necessary, then once they decide to buy, they look carefully at who is providing the product and how the product impacts each environment touched in its creation and delivery.

**Conclusion:**

Conscious consumerism is gaining momentum as a movement. Eliminating impulse buys and opting for companies and products that create positive impact, consumers communicate a preference for better-for-the-world businesses and products.

**Recommendation:**

The businesses should tap into this new consumer movement if they wish to stay relevant.

## What defines Jumbo Supermarkets?

**Goal: Understanding the core values of Jumbo brand**

**Methods: Literature Study (Library)**

**Results: Customer is at the center of focus for Jumbo. They aim to offer the best quality products for the lowest prices all while making shopping experience enjoyable with the help of “7 zekerheden”.**

**Conclusion:**

Jumbo cares about the customer perception of the brand, they try to ensure the best shopping experience and predict the ever changing consumer interests.

## How does Jumbo compare to its competitors?

**Goal**

Finding out who the competitors from Jumbo are, and how Jumbo compares to them.

**Methods**

* Literature study (Library)
* Competitive analysis (Library)

**Results**

By searching on the internet for relevant sources and looking at Jumbo competitors and their offerings, the schema below was created.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
| No. stores | 685 | 445 | 420 | 985 | 270 | 507 |
| Market Share in % (2021) | 21.8 | 1.2 | 10.7 | 35.9 | 6.5 | 5.2 |
| Revenue | 9.9 billion EUR (2021) | 828.6 million EUR (2020) | $69 million (2021 NL) | 44.6 billion EUR (2021) | 2.61 billion EUR (2019) | 2.5 billion EUR (2018) |
| Selling Channels | Online, Local, Commercial | Online, Local | Local,  Online (non-food items) | Online, Local, Commercial | Online, Local, Commercial | Local |
| Awards | Online supermarket, Cheapest | ? | Fruit and vegetables | Packaging waste fund award | Meat products | Private label Product of the Year |
| Social Media Presence | Instagram,  Facebook, LinkedIn | Facebook (int.), LinkedIn (int.),  Instagram (int.) | Instagram,  Facebook,  LinkedIn | Instagram,  Facebook, LinkedIn | Facebook, LinkedIn | Instagram, Facebook, LinkedIn, Youtube |
| Delivery | YES | YES | NO | YES | YES | NO |

Table . schema with important details like market share and awards.

**Conclusion**

The most significant competitor of Jumbo is Albert Heijn. Besides having a bigger market share, more revenue, and having more stores, Albert Heijn is also perceived as “most sustainable” supermarket. Though, Jumbo won awards for having the best online shopping experience and being the cheapest.

**Recommendations**

As sustainability and customer perception is getting more important by the day, it could be a smart move for Jumbo to invest in being more sustainable and healthier.

## What apps or service does Jumbo currently provide?

**Goal**

Finding out what apps and services Jumbo provides, to find out if they are missing something.

**Methods**

* Literature study (Library)
* Available product analysis (Library)

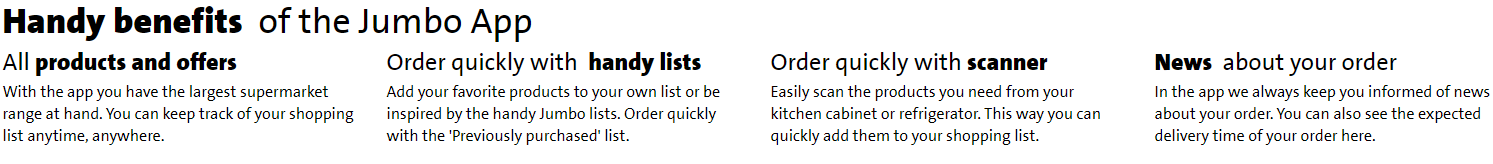
**Results**

The following results were generated from looking on the internet and analysing existing Jumbo apps.

**1. Jumbo App (general)**

The main Jumbo app serves as an E-Commerce application. Some of the features are:

* Product catalogue
* Shopping list
* Online ordering with delivery
* Favourite products and recipes
* Find a store or Pick Up Point



The general Jumbo app is mostly designed for deliveries. Through the app, it is possible to see the shopping list the user made and add it to either a home delivery or a pickup point order.

Other than this, the Jumbo app can also be used to make a shopping list which can simply be used in-store. Ordered per category, the products will be easier to find than searching manually.

The Jumbo app has a couple of premade lists of groceries, like ‘often forgotten’ or ‘bbq’.

Interestingly, despite not being advertised online, the app has a lot of useful features. A section in the app is called recipes and contains many categories from which recipes can be found. For instance, the first section is dedicated to a weekly changing menu. Categories like vegan, few ingredients or ready fast exist in order to filter exactly what the customer wants to see. It lists the amount of ingredients needed, how long the cooking will   
take and instructions for cooking.

Aside from this, the app also lists the bargains in a separate section. From the section, bargains can be viewed per week, season, deliveries only or all. From the general app, complaints can be filed as well. As a final note, from within this app, product codes can be scanned to enable quick paying at the register.

All functions described here are also available on the Jumbo website, with in-store scanning being the obvious omission.

**2. Jumbo Extra's app**

“Download the Extras app and create a digital pass or activate your physical pass. Enjoy all the benefits by always scanning your Extras pass at the checkout.”

With the Jumbo Extra's app, the customer can save points by shopping groceries. These points can be spent on a variety of items and activities. For instance, points that a customer saved can be spent on free groceries, amusement parks, sports and merchandise.

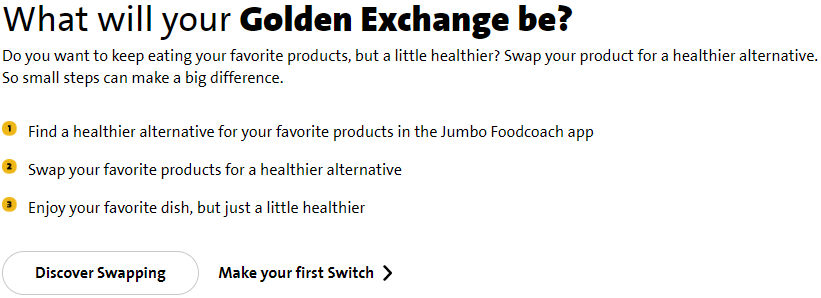
The customer can gather points by scanning their Extra's pass in store. As well as pass-scanning, the customer can choose specific items that have a temporarily increased amount of Extra's points.

The points saved can be used in physical form on paper or digitally by logging in to the app.

Finally, the app can be used for a couple of preferences. For instance, if the customer only wants to receive the receipts digitally, this can be applied in the setting with this app. This app also contains all the receipts that the customer has received while using the Extra’s pass.

**3. Jumbo Foodcoach app**

An app like the regular Jumbo app, focused on healthy recipes and recommending alternative products and ingredients to use.



Features:

* Discover healthy recipes: low carb, low calories, vegetarian and sports-based diets.
* Add recipes to favourites in the order you want.
* Add recipes or single ingredients to your grocery list.
* Use your grocery list to order your groceries for pick-up or delivery.
* Get recommendations of recipes based on which sport you do.
* Save up points to use with your purchases.

Pitfalls:

* No English language support.
* Replica of the Jumbo app but with limited functionality. The few extra functionalities offered could be implemented in the actual Jumbo app instead.
* Some reviews say it's too focused on sports-based diets.

**Conclusion**

Jumbo currently provides three separate apps: Jumbo E-Commerce, Extra’s, and Foodcoach. The E-Commerce app is mainly used for ordering groceries online. The extra’s app handles discounts, points, and preferences about receipts. Lastly, the Foodcoach app helps users eating healthier, while still eating what they like.

**Recommendations**

Though the three apps serve different purposes, it could be a good idea to merge those into one general Jumbo app.

## What type of grocery shoppers are there?

**Goal: Identification of customer groups that make up the customer pool at Jumbo**

**Methods:**

**Results:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Large seldom shoppers** | **Frequent buyers** | **List makers** | **Cart users** |
| **Scanner users** | **Self-checkout lovers** | **Conscious shoppers** | **Health fanatics** |
| **Inspiration seekers** | **Group shoppers** | **Loners** | **Lurkers** |
| **Queuers** | **Online shoppers** |  |  |

**Conclusion:**

## What pain points do grocery shoppers experience in-store?

**Goal:**

**Methods:**

**Results:**

**Conclusion:**

## Which aspects of grocery shopping could add value to Jumbo and its customers?

**Goal:**

**Methods:**

**Results:**

**Conclusion:**

## How might we personalize the in-store grocery shopping experience?

**Goal:**

**Methods:**

**Results:**

**Conclusion:**

## How might we encourage shoppers to make more conscious decisions?

**Goal:**

**Methods:**

**Results:**

**Conclusion:**

## What technology could be used to create a mobile solution?

**Goal:**

**Methods:**

**Results:**

**Conclusion:**

# Bibliograph

Aanbiedingen folders. (2021, February 27). *Top 20 Grootste Supermarktketens Van Nederland*. Retrieved from Aanbiedingenfolders: https://www.aanbiedingenfolders.nl/blog/grootste-supermarktketens-nederland-7

Albert Heijn. (2022, Juni 9). *Albert Heijn en Hordijk winnen Afvalfonds Verpakkingen Award*. Retrieved from Nieuws AH: https://nieuws.ah.nl/albert-heijn-en-hordijk-winnen-afvalfonds-verpakkingen-award/

ExpatINFO Holland. (2022). *Biggest Supermarkets In Holland*. Retrieved from Expat i Holland: https://expatinfoholland.nl/help-guides/shopping-foods/10-largest-supermarket-chains-in-netherlands/

InterviewBit Compare. (2022, July 5). *Flutter Vs Android Studio: What’s the Difference?* Retrieved from InterviewBit: https://www.interviewbit.com/blog/flutter-vs-android-studio/#:~:text=Flutter%20provides%20access%20to%20the,it%20has%20already%20been%20created

Jumbo official page. (2022). *Het Bedrijf Jumbo*. Retrieved from Jumbo: https://www.jumbo.com/service/het-bedrijf-jumbo

Jumbo Supermarkten. (2022). *Het Bedrijf Jumbo*. Retrieved from Jumbo: https://www.jumbo.com/service/het-bedrijf-jumbo

Marktaandelen 2008-2020 Nielsen. (2020). *Marktaandelen*. Retrieved from Distrifood: https://www.distrifood.nl/food-data/marktaandelen

Nguyen, J. (2020, November 5). *Conscious Consumerism: What It is, How It Can Affect Change & 10 Ways You Can Be a Conscious Consumer Yourself*. Retrieved from GrowEnsemble: https://growensemble.com/conscious-consumerism/

Nielsen. (2021). *Market share of the leading companies in food retail in the Netherlands in 2021*. Retrieved from Statista: https://www.statista.com/statistics/589618/leading-companies-in-food-retail-netherlands/

Salome, R. (2021). *AH grootste groeier van 2021*. Retrieved from Levens Middelen Krant: https://www.levensmiddelenkrant.nl/levensmiddelenkrant/nieuws/ah-grootste-groeier-van-2021

StackShare Community. (2020, July 27). *Android Studio vs Flutter*. Retrieved from Stackshare: https://stackshare.io/stackups/android-studio-vs-flutter

White, C. (2022, August 18). *What's a Competitive Analysis & How Do You Conduct One?* Retrieved from Hubspot: https://blog.hubspot.com/marketing/competitive-analysis-kit