

The background of the entire page is a light gray with a delicate, hand-drawn floral pattern in blue and brown ink. The pattern includes large, stylized leaves and several flowers in various stages of bloom, some with detailed centers and others as simple buds.

**friendly
shop**

SURVEY
ANALYSIS

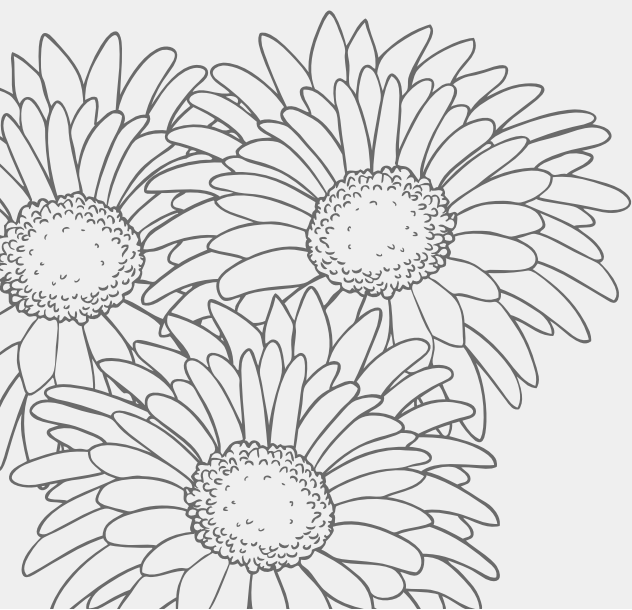


SULTANS OF SALES



REPORT

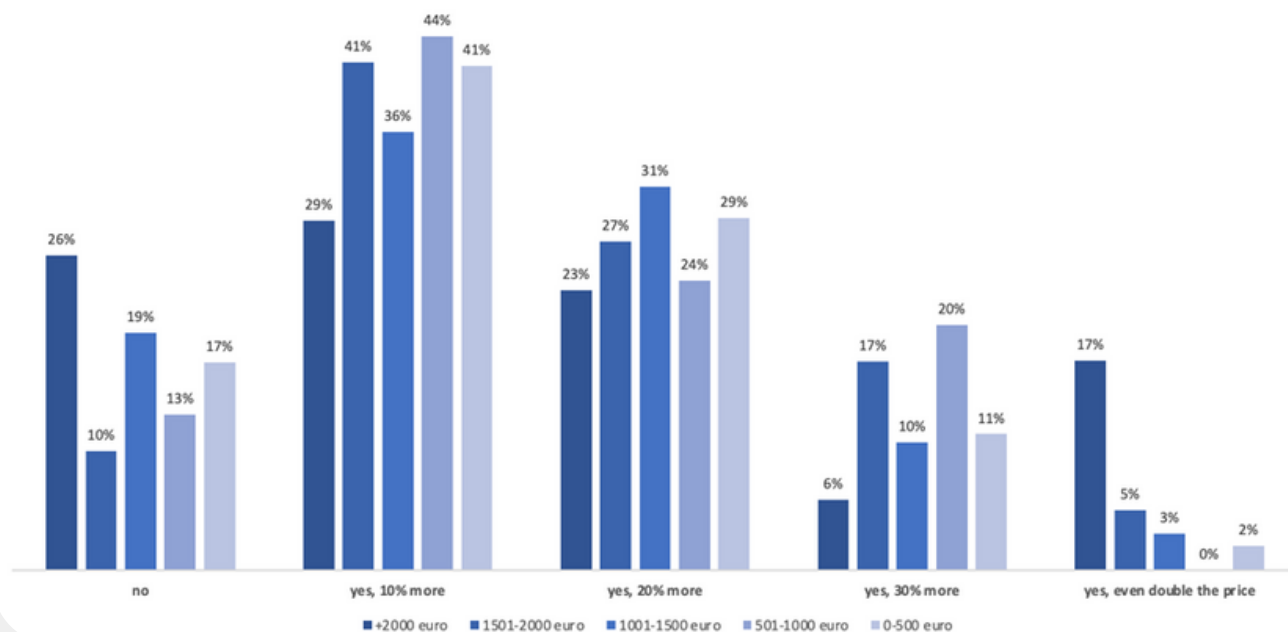
This report contains an analysis of the survey results. Questions that were analysed refer to the chosen by the group members problem - „Cost is (not) the issue". Based on the graphs, some comments and suggestions have been introduced.



PRICE

GRAPHS MADE WITH THE INFORMATION RETRIEVED FROM ANSWERS TO QUESTION BOO2 - „WOULD YOU PAY MORE FOR AN ECO-FRIENDLY PRODUCT?"

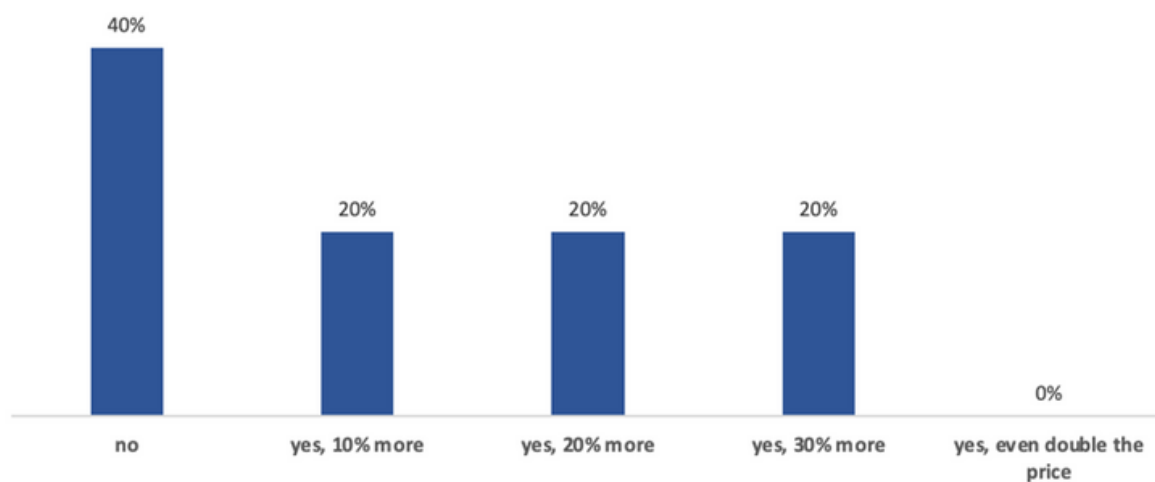
Willingness to pay more (wealth)



1 COMMENT

As this chart depicts, many people are willing to pay more for an eco-friendly product. The level of income affects how much more they are ready to spend, but there among all groups, the most popular answer was being willing to pay 10 % more. However, many respondents are also willing to spend 20 % more, some 30 % more. Very few would be ready to double the price.

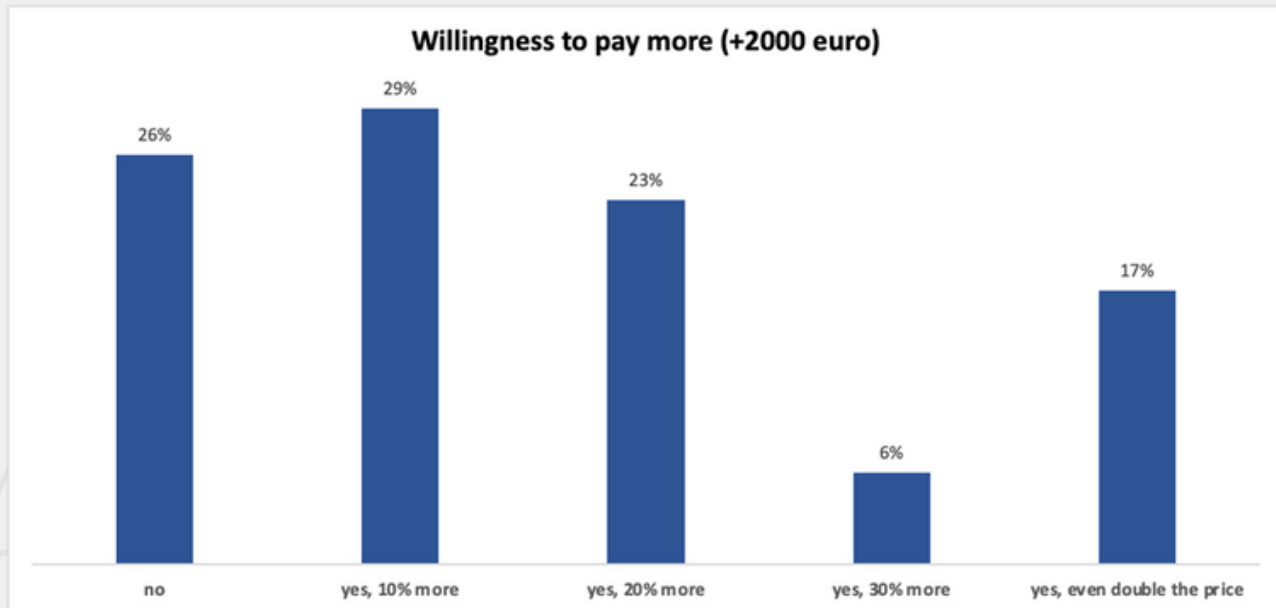
Willingness to pay more (retired)



2 COMMENT

The willingness to pay more for a zero-waste product is very low in the group of retired people. 40 % would not pay more. Thus we know, that they are not a good target group, unless a lot of persuading is done.

PRICE



3 COMMENT

Keeping in mind, that the buyer personas selected by our group are characterised by higher income, in this graph attention has been paid to the willingness to pay more of people earning more than 2000 EUR. 20 % of them are not willing to pay more at all, we can identify them with buyer persona Unaware, proposed in the last task, This is the group that we can target and make more aware about what goes into the price of zero-waste products. The rest of respondents are usually willing to pay 10 or 20 % more, but it is good to acknowledge, that as many as 17 % of people with higher income are ready to pay even double the price. There is a big potential market of people who are probably aware of pros of zero-waste products, but might need some incentive to actually purchase them.



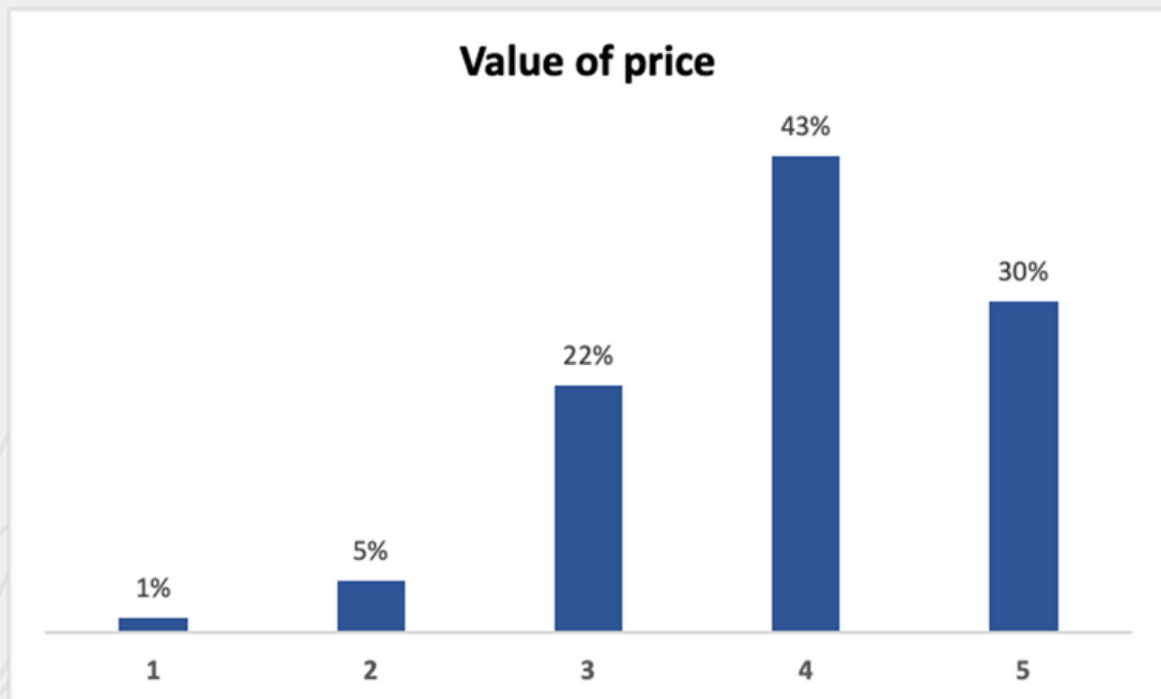
SUGGESTION



Based on the results of the survey, we can see that in general people are willing to pay more for zero-waste products. For those who remain undecided about the price of zero-waste products, a good practice could be comparing the prices between zero-waste items and normal products, in relation to how long they last/how many uses they provide. For example - on the website, next to an offer of a shampoo bar, there can be a line saying that 1 *shampoo bar* = *three liquid shampoo bottles* thus even though 1 bar might be more expensive, it lasts way longer than liquid shampoo and requires doing shopping less often.

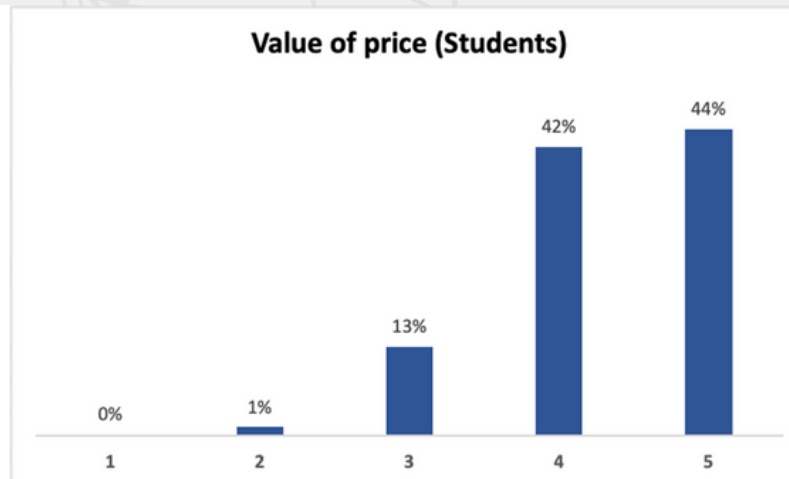
VALUE OF PRICE

GRAPHS MADE WITH THE INFORMATION RETRIEVED FROM ANSWERS TO QUESTION B005 - „FROM 1 (LOWEST RATE) TO 5 (HIGHEST RATE), HOW DO YOU VALUE THE FOLLOWING ASPECTS WHEN CHOOSING A PRODUCT TO BUY? ?" REGARDING PRICE



COMMENT

Looking at the graph presented above we can see, the price factor is, for the majority of all respondents, a key factor in deciding whether to purchase a good. If we take into consideration only the group of students, this factor becomes more important for them, which is naturally due to low, unstable income. This means that students are also more sensitive to the price differences seen in the products offered by Friendly Shop.



SUGGESTION



What could help customers understand the prices that are in an online store is the information placed next to the product description with an explanation of by what such a price, higher than the regular product, is caused. For example: For the production of this calendar we used recycled paper, the price of which on the market is 2 times higher than regular paper, because it requires a number of expensive processes to make it usable again. The process of educating customers about the costs associated with recycling and closed-loop material handling and resources should start at the very early stage of customer purchasing journey in order to show the transparency of the company they are buying from.

QUALITY & CONVENIENCE

GRAPHS MADE WITH THE INFORMATION RETRIEVED FROM ANSWERS TO QUESTION B005 - „FROM 1 (LOWEST RATE) TO 5 (HIGHEST RATE), HOW DO YOU VALUE THE FOLLOWING ASPECTS WHEN CHOOSING A PRODUCT TO BUY? ?



COMMENT

Looking at this correlation chart of the importance of price and quality, we can conclude that for more than a half of respondents these values are equally important to them.

SUGGESTION

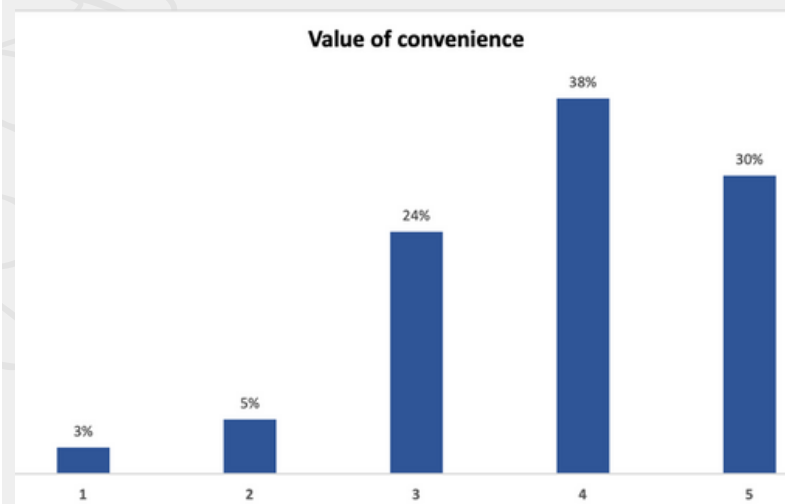
Usually these are difficult aspects to reconcile in the trade because it is difficult to get a good quality product that will also be value for money. However, this leaves room for vendors to convince customers that it is the quality that goes with the price when it comes to their products. It would be prudent to use the solution presented on the previous page, which is to explain to customers what costs make up the final price of the product.

COMMENT

Nearly 70% of those asked value convenience at high or highest rate when choosing which product to buy. This can be understood with the convenience of using the good, which involves the ease and clarity of their operation

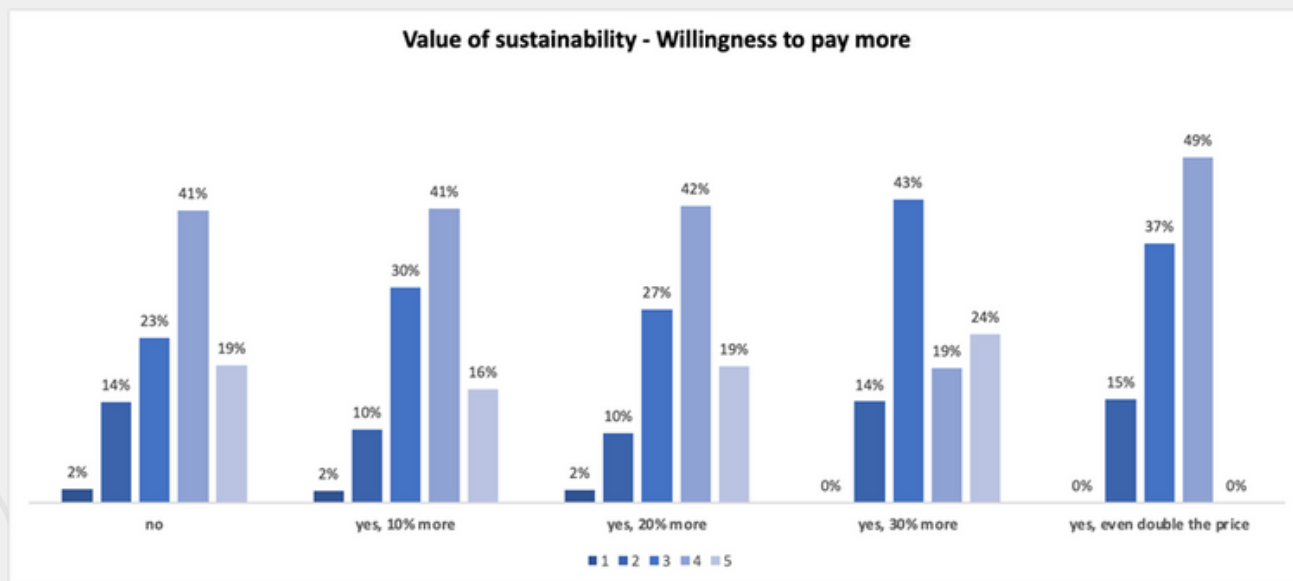
SUGGESTION

it would be a good idea to emphasize in social media communication and product descriptions how easy and pleasant to use are the offered products. If this is the first fact presented, customers will have an association with the product as convenient to handle



SUSTAINABILITY & CERTIFICATIONS

THIS GRAPH HAS BEEN MADE BY CORRELATING QUESTIONS BOO2 AND BOO5, TAKING INTO ACCOUNT THE ASPECT SUSTAINABILITY



COMMENT

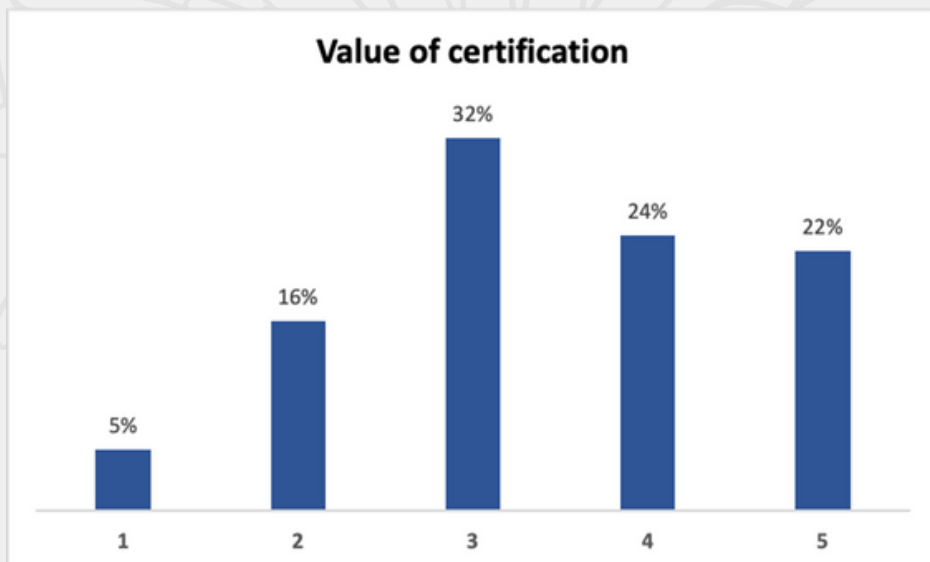
There is a big group of people, who technically value sustainability (the ones who gave marks 4 & 5 equal for 60 % in general), but are not willing to pay more for eco-friendly products.

SUGGESTION



We should make people aware, that sustainable products are a good value for money. It's hard to buy sustainable products for cheap, because of costs of producing them fairly.

GRAPH MADE WITH THE INFORMATION RETRIEVED FROM ANSWERS TO QUESTION BOO5 REGARDING CERTIFICATIONS
-FROM 1 (LOWEST RATE) TO 5 (HIGHEST RATE), HOW DO YOU VALUE THE FOLLOWING ASPECTS WHEN CHOOSING A PRODUCT TO BUY?



COMMENT

Respondents for sure do not care as much about certifications, as they do about price and sustainability. Most of them assigned a value of 3, so directly in the middle.

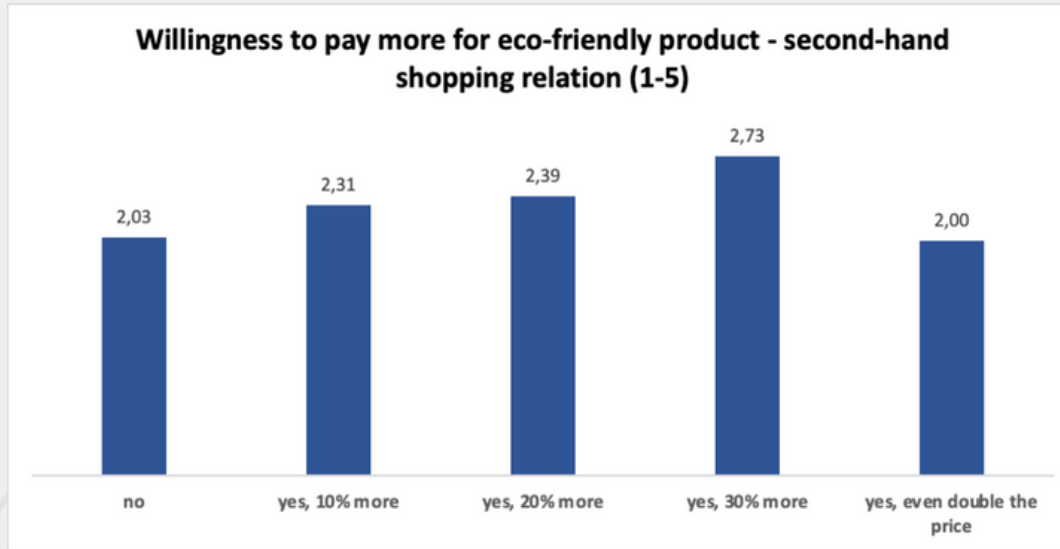
SUGGESTION



We should make consumers aware that if they want their product to be sustainable, certifications add value and allow to be sure products were made in eco-friendly way.

AWARENESS

THIS GRAPH HAS BEEN MADE BY CORRELATING QUESTIONS BOO2 AND COO2, TAKING INTO ACCOUNT THE ASPECT SUSTAINABILITY



COMMENT

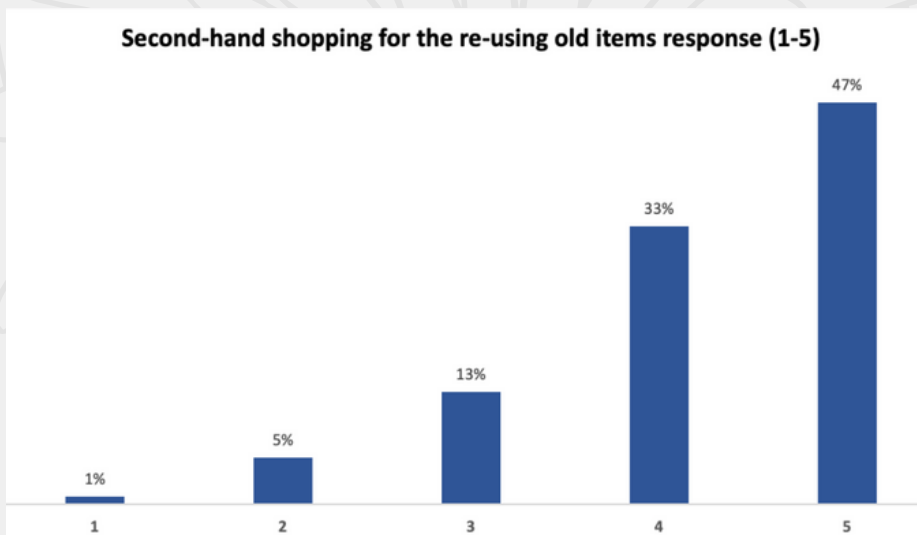
This graph allows us to see that people who are willing to consume and pay for eco-friendly products are also people who already consume second hand shops. Those who are willing to pay more would mostly accept an increase of 30% per product.

SUGGESTION

A collaboration with the biggest second hand shop in Padova named “Angoli Di Mondo”, where they have 4 different stores around the city and serve its customers at multiple different product lines. However, the idea of these shops are being extremely price convenient therefore this needs further investigation before any action.

GRAPH MADE WITH THE INFORMATION RETRIEVED FROM ANSWERS TO QUESTION COO2.6 AND COO2.7 REGARDING AWARENESS
-ON A SCALE FROM 1 (RARELY) TO 5 (ALWAYS), HOW INTENSIVELY DO YOU ADOPT THE FOLLOWING PRACTICES?

Second-hand shopping for the re-using old items response (1-5)



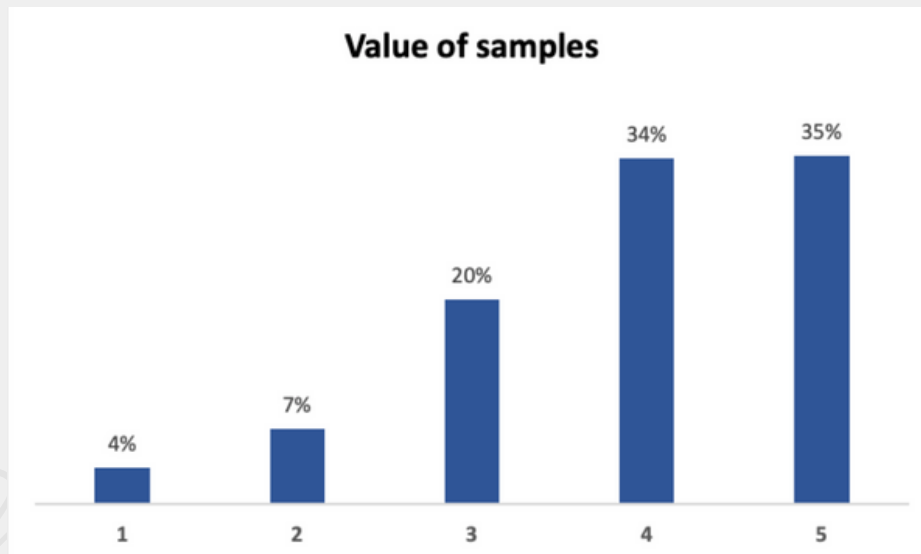
COMMENT

Significant findings are people who do second hand shopping use old items several times, slightly more price sensitive, they are slightly less brand conscious and they don't seem to value convenience of the store more or less than the average.

However, we see the articulate knowledge about the Zero-Waste Movement has a better base (by %10) in this group. The decrease for sections 2-3 distributed in sections 1-4 for C001, which is a positive thing for Friendly Shop. They are already our customers, potential buyers, they know about the movement more than people who don't go to second hand shops.

IMPROVING THE EXPERIENCE

THIS GRAPH HAS BEEN MADE BY CORRELATING QUESTIONS BOO2 AND COO2, TAKING INTO ACCOUNT THE ASPECT SUSTAINABILITY



COMMENT

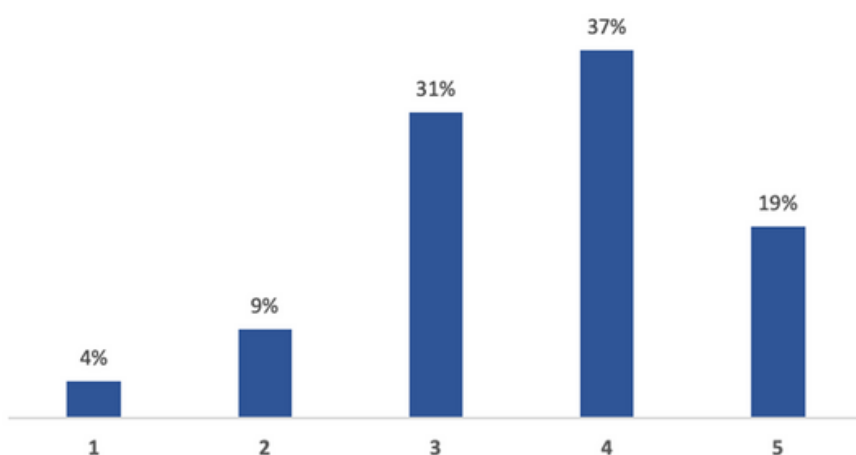
This graph allows us to see that consumers would like to have samples that would allow them to test more products. Samples are a very good way for the customer to understand the products and the shop better

SUGGESTION



We advise friendlyshop to have small samples of products that are essential for zero waste

Value of opinions from other customers



COMMENT

As we see on the graph more than half of the respondents value the opinion of other customers when purchasing goods. This result is not surprising, as a large proportion of respondents are younger generations, who often have detailed opinions about a product before buying it.

SUGGESTION

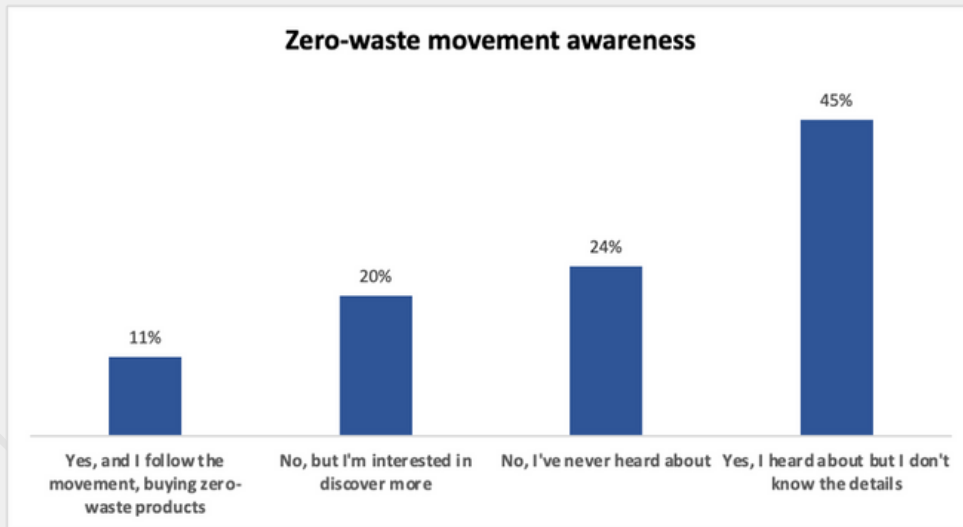


It would certainly be a good idea to place customer reviews of the shop on the website in a prominent position so that potential interested customers can read them as soon as they enter the site. In addition, it would be helpful to set up a tab on the customer's Instagram profile with opinions about the shop and the products they can find there. This would reinforce the message and indicate a personal approach to customers.

AWARENESS

THE GRAPH MADE WITH THE INFORMATION RETRIEVED FROM ANSWERS TO QUESTION COO1

"DO YOU KNOW THE ZERO-WASTE MOVEMENT?"



COMMENT

This graph allows us to see that is obvious that people are not aware of the zero-waste movement. Only 11.11% know zero-waste movement and buying zero-waste products. The rest is 'Unaware' of the movement.

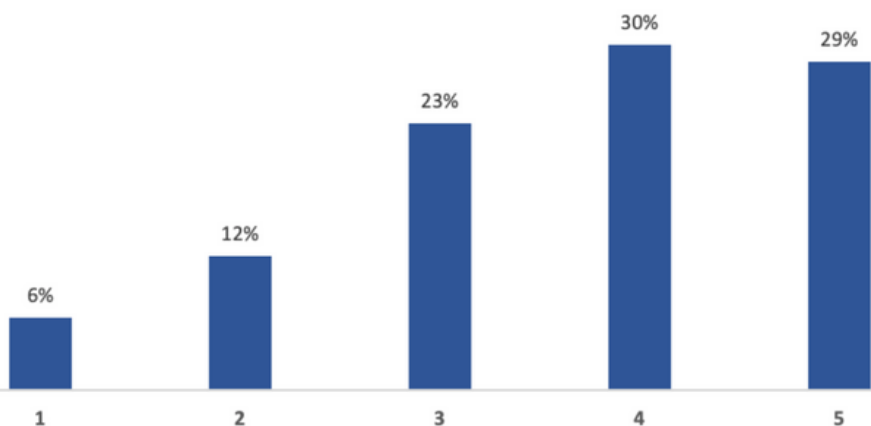
SUGGESTION



Friendly Shop should expand awareness about the zero-waste movement by holding a workshop. In this workshop, Friendly Shop can explain what the zero-waste movement is, how people can contribute to the zero-waste movement, and how zero-waste production affects the prices of the products. This workshop can be announced by social media platform and the participants that are not in Padova can able to attend online. In this way, Friendly Shop can also reach its online customers.

GRAPH MADE WITH THE INFORMATION RETRIEVED FROM ANSWERS TO QUESTION COO5.3 -FROM 1 (LESS IMPORTANT) TO 5 (MOST IMPORTANT), WHAT CAN IMPROVE YOUR ZERO-WASTE PRODUCTS PURCHASE EXPERIENCE?

Getting info about zero-waste events can improve purchase experience

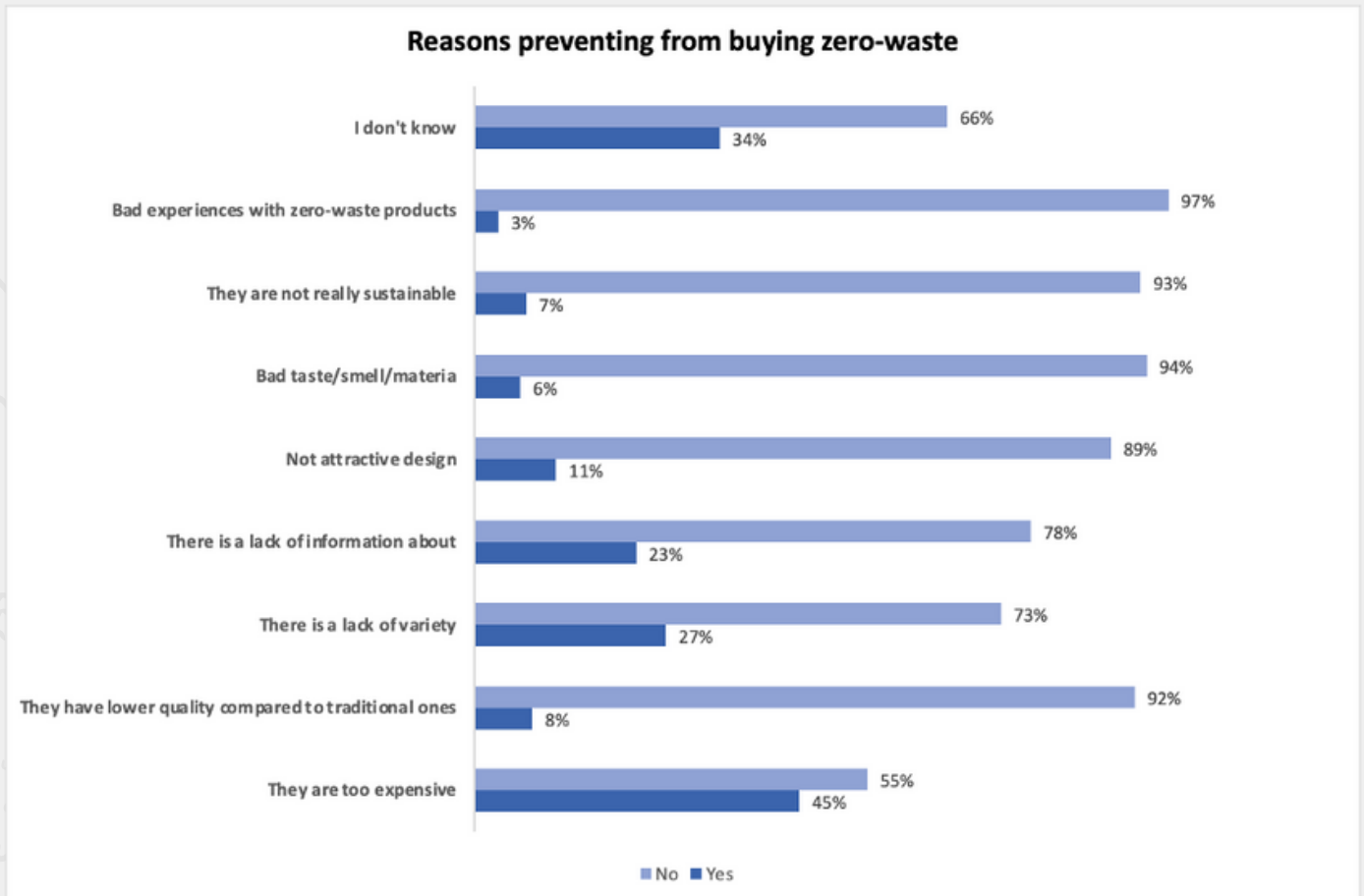


COMMENT

From this graph we can understand that a large part of the respondents would be interested in having more information on zero waste products. This allows us to justify that by informing customers more they would be more willing to pay more for a better product. Communication and transparency is the key. 40% agree and would like to know more. This also shows us that consumers are ready to consume better if they know what they are consuming

ZERO-WASTE CONSUMPTION

THE GRAPH MADE WITH THE INFORMATION RETRIEVED FROM ANSWERS TO QUESTION COO3 FROM 1 (THEY ARE TOO EXPENSIVE), 2 (THEY HAVE LOWER QUALITY COMPARED TO TRADITIONAL ONES), 3 (THERE IS A LACK OF VARIETY), 4 (THERE IS A LACK OF INFORMATION ABOUT), 5 (NOT ATTRACTIVE DESIGN), 6 (BAD TASTE/SMELL/MATERIAL), 7 (THEY ARE NOT REALLY SUSTAINABLE), 8 (BAD EXPERIENCES WITH ZERO-WASTE PRODUCTS), TO 9 (I DON'T KNOW), "WHAT ARE THE REASONS THAT ARE PREVENTING YOU FROM BUYING ZERO-WASTE PRODUCTS?"



COMMENT

There are 2 main problems; lack of variety, and lack of information about the zero-waste movement. Since there are not so many zero-waste shops, people think that it is hard to find one.

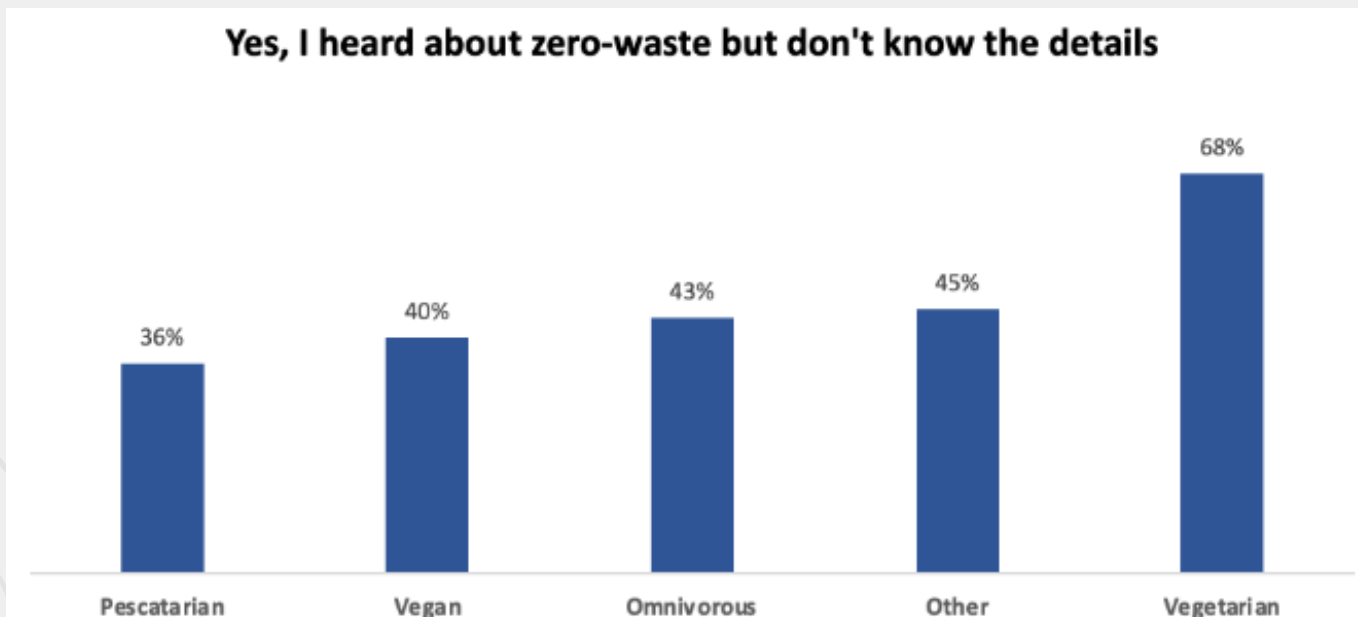
SUGGESTION



Friendly Shop has to expand its awareness of the zero-waste movement and the shop itself. Since Friendly Shop has quite a good location, it is not hard to find, people just do not know where it is. As mentioned before, with workshops, Friendly Shop owners can educate people about reducing waste and recycling and give attendees some tricks they can do on their own daily. Social media is having a crucial role in spreading information about zero waste. Sharing pictures of the products and showing people that they have options that pollute less and cause less environmental damage would encourage a healthier lifestyle but also introduce the variety of the products.

DEMOGRAPHICS

RELATION WITH VEGAN/VEGETARIAN AND BUYING ZERO WASTE



COMMENT

Vegans and vegetarians represent nearly %9 of the general set. By having checked the B001[SQ006] for B003 the average for B001[SQ006] increases nearly %8 (0,0740) between only vegans and vegetarians. In addition, the positive response rate (A1, A2 and A4) of C001 increases from 0,76044 to 0,96774 when the audience is vegan-vegetarian.

Needless for further attempts it can be seen that when B003 vegan-vegetarian choice is being used as an input the acknowledgment of the zero waste movement and therefore interest towards it spikes up to %97. B003 vegan-vegetarian group also shows more concern towards the toxicity of the products they use.

We can conclude that there is a positive correlation and they are forming an idealistic customer base for Friendly Shop.

SUGGESTION

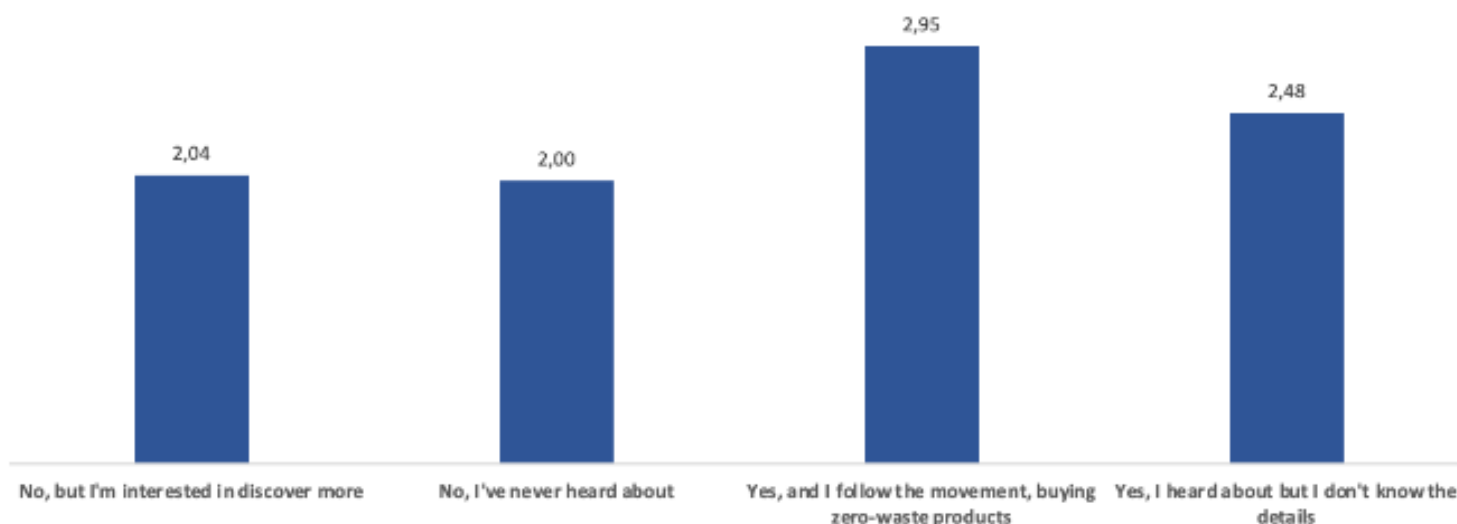


To enhance this relationship and take advantage of their already established acknowledgment and concern level, Friendly Shop can organize vegan-vegetarian gatherings where they can promote their store and make sales. Perhaps sponsoring vegan movements-activities-gatherings around the city will be helpful to introduce the store and create a regular customer base for Friendly Shop.

DEMOGRAPHICS

RELATION WITH PEOPLE WHO GOES TO SECOND HAND STORES AND PEOPLE WHO BUY ZERO-WASTE PRODUCTS

Zero-waste knowledge relation between second-hand shopping



COMMENT

Key findings to decide whether there is a meaningful correlation between people who buy second hand and people who buys second waste and their general information about general waste are the natural results for the check in sections B005[SQ001-SQ007], C001, C002[SQ003-SQ007].

For the people who shops more than average in second hand shops (people who answered 4 and 5 for the question C002[SQ007], on average, more responsive to following sections:

- 1- They consider "Price" by %4,9 more than general set
- 2- They look for better quality in purchasing decisions by %1,2 more than general set
- 3- They avoid single use of the items by %4,4 more than general set
- 4- They sort waste anywhere they go by %5,1 more than general set
- 5- They reuse old items several times by **%12,90 more** than general set

In addition,

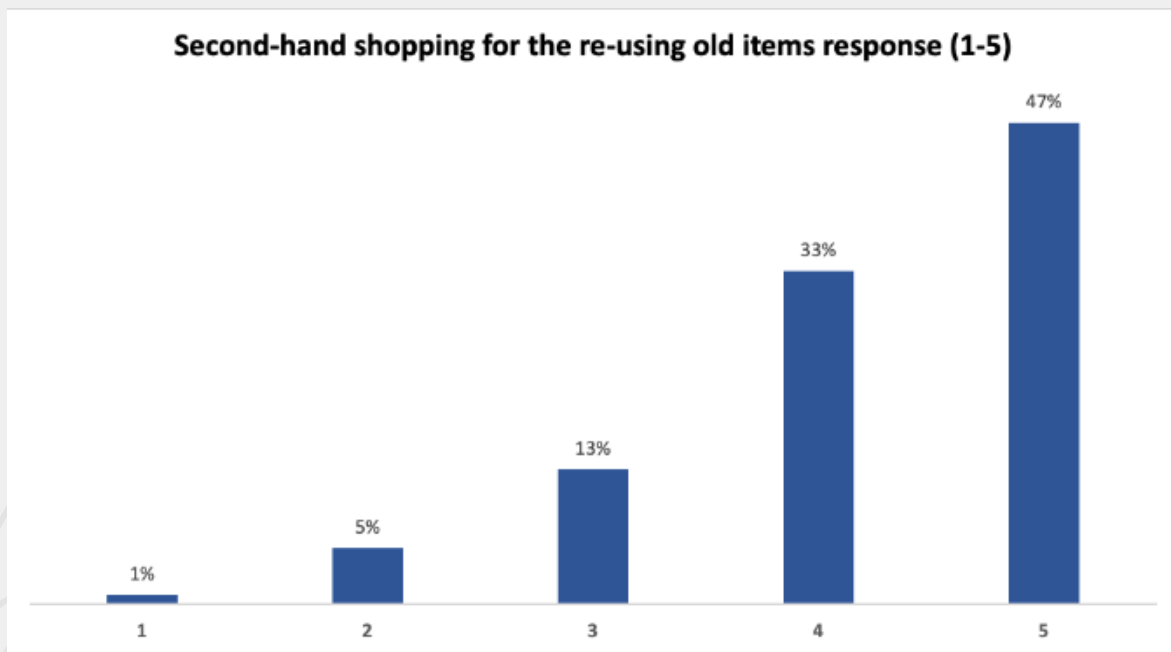
- 1- They do waste sorting at home by %2,6 less than general set
- 2- They consider "Convenience" by %1 less than general set
- 3- They consider "Brand" by **%5,3 less** than general set

Lastly, for C001,

- 1- Yes, I heard about but I don't know the details response rate *increases* from **%45 to %55**
- 2- No, I've never heard about response rate *decreases* from **%24 to %11,3**
- 3- No, but I'm interested in discover more *decreases* from **%20 to %12,5**
- 4- Yes, and I follow the movement, buying zero-waste products *increases* from **%11 to %20**

DEMOGRAPHICS

RELATION WITH PEOPLE WHO GOES TO SECOND HAND STORES AND PEOPLE WHO BUY ZERO-WASTE PRODUCTS-CTD



COMMENT

Significant findings are people who do second hand shopping use old items several times, slightly more price sensitive, they are slightly less brand conscious and they don't seem to value convenience of the store more or less than the average. However, we see the articulate knowledge about the Zero-Waste Movement has a better base (by %10) in this group. The decrease for sections 2-3 distributed in sections 1-4 for C001, which is a positive thing for Friendly Shop. They are already our customers, potential buyers, they know about the movement more than people who don't go to second hand shops.

SUGGESTION



Suggestion: A collaboration with the biggest second hand shop in Padova named "Angoli Di Mondo", where they have 4 different stores around the city and serve its customers at multiple different product lines. However, the idea of these shops are being extremely price convenient therefore this needs further investigation before any action.

Suggestion #2 : Instead of "Angoli Di Mondo", Friendly Shop can target in-site, local second hand stores where the aim of the store is not the "Price Advantage" at all. There are many stores inside the periphery of Padova. Their aim is to boost reuse of the vintage clothes therefore we assume the customer group this survey suggests has a possibility of visiting these shops. We can open stands, hand-outs inside and outside these shops, make collaborations, give discounts to their customers or other related marketing activities.