

Fieldword Findings (Saudia Arabia)

Emerging Markets Research Project

Client: **The Kellogg Company** / Breakfast Global Insights

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businesscase

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# 1. Profiles Introduction



Millennial  
Mother






Older Mother

Millennial  
Worker

Centennial

Millennial  
Student

# At-a-Glance

Consumer Profile	Target Age	Name	Age	Education	Occupation	Family Consist of
 Millennial Mother	25 - 35	Mrs. Abdulla Bashuaib (Mother Name - Shifa)	29	Middle School Grad	Housewife	Mother + Father + 1 Boy 6 YO + 1 Girl 2 YO
 Older Mother	35 - 50	Mrs. Abdallah Salem Obid (Mother Name - shaima)	37	Bachelor Degree	Housewife	Mother + Father + 3 Boy 8 YO, 4 YO & 1 YO
 Centennial	13 - 18	Mr. Khaled Jamal	16	Student @ local school	Student	2 boys + 2 girls / Khaled is the oldest .
 Millennial student	20 - 25	Mr. Hattan Bawaked	23	Undergrad local Uni Student	NA	Family consist of Mother + Father + 2 Brothers + 2 Sisters
 Millennial Worker	25 - 30	Mr. Yehya Ibrahim EL Shaery	30	Bachelor Degree	Employee As Warehouse coordinator	Himself + Wife

## 2. Knowing the consumer

*Meeting with the respondents you can witness the simplicity in their lifestyle and personality starting by the area they live in and the average rental house. Nothing fancy what so ever.*

*Their day is normal waking up and going to work/staying home and ending the day in bed. They do not strive for any extra personal development the motive in their daily life is to accomplish their responsibilities*

*Being with the family and seeing each member doing well and happy is the maximum happiness and joy for them. Even activities are described by sitting next to the sea. The answer for 5 year ambitious was evolving weather to see the family in better future or to have a stainable life.*

**FINDING 1 - Born with simple instinct not demanding complexity not exaggerate,**

**FINDING 2 - Seeking Stability and collective ambition for better life**



# Finding 1: Simple and self satisfied people

## 1. Description of finding

- *All when asked to describe their personality they started by “simple person” they are self satisfied.*
- *Personality values evolve around , generous, humble, caring,*
- *They don’t seek show off nor complex.*
- *Luxury for them is to have nice cloth and/or travel*

## 2. Why its important for the project

- *They can be easily attracted and being loyal consumers.*
- *Simple marketing campaigns/activities with low budget will do the job.*

## 3. Insight

- *Born with simple instinct not demanding complexity not exaggerate*

## 4. Supports

- *Older Mother “im a simple person don’t like to socialize a lot but I maintain contact.”*
- *Melleinal Mother “Not very social, my family is my focus. Friends will say about me Generous and quite person”*

# Finding 2: Seeking Stability and collective ambition for better life

## 1. Description of finding

- *mothers hoping husband and kids to succeed and better life, other respondents want to get married have family and succeed in work”.*

## 2. Why its important for the project

- *This is a deep emotional trigger that can be used to persuade shoppers and consumers towards certain product/brand*

## 3. Insight

- *Eager to have a better and stable future*

## 4. Supports

- *Older Mother “My 5 Year ambition is to see my kids happy and my husband in better job.”*
- *Millennial Worker “ I Have a 5 years plan is to get married, create a happy saturated family and open my restaurant”*
- *Centennial “Finish My Final Exam, get a job in an airline Get married have a small family”*

### 3. Consumption Overall



*Their simple personality is linked to their purchase behavior they do not seek any complexity in shopping “We need it we get it” the bulks we go to Hypermarkets daily essentials the grocery store next home.*

*Spending is not planed or assigned by month, they spend based on the available money and the needs, they are price conscious and always look for value for money.*

*Their shopping mission is driven by offers/promotions however if what they are looking for is not on promotion then they will go check the price. Brand is important but not to that extend “If the regular chees brand is not on promotion then they will buy less quantity until its on sale”*

*They like to explore new products/brands however the decision will be faster and easier if they tried it at someone's place or they have extra money.*

- ***FINDING 3 – No Monthly budget is set but they are conscious about spending. And getting the best value with accepted quality***
- ***FINDING 4 - New products exploration might be an option preferably if recommended by trusted person and there are some surplus money.***
- ***FINDING 5 - Hypermarkets and Supermarkets are the main shopping destination for monthly stocking “driven by the Offers, Price then Brand” Grocery stores are for daily essentials, Eggs, Milk, Bread.***



# Finding 3: No Monthly budget is set but they are conscious about spending. And getting the best value with accepted quality

## 1. Description of finding

- *Monthly budget is not a priority for consumption*
- *Spending is based on amount availability.*
- *They spend wisely on getting the accepted quality with reasonable price.*

## 2. Why its important for the project

- *Knowing the above will support in understanding consumer behavior towards there monthly shopping missions and how its related to spending's*

## 3. Insight

- *Budget is not an issue how to spend is the key..*

## 4. Supports

- *Older Mother “we do not determine/plan a budget depends on the commitments and income”*
- *Millennial worker “I am a waster, my mother she always tells me what's in my pocket is for others, I cant save money”.*
- *Millennial Mother “No monthly budget but we know the average spend is around SR 500-400 “*

# Finding 4: New products exploration might be an option preferably if recommended by trusted person and there are some surplus money

## 1. Description of finding

- *Willingness to try and explore new products , by 1/recommendation 2/ not to exceed the budget.*
- *Its link with the consumption if its on promotion it will support the trial .*

## 2. Why its important for the project

- *Helping determine new launches and guide on how to increase trail.*

## 3. Insight

- *Exploration is welcomed yet with some constraints.*

## 4. Supports

- *Millennial Worker “If buying juice and found a new brand/flavor I will try it if I have extra money its all about the affordability”*
- *Millennial Mother “If Al Marai launched a new product we might try it and we can buy it if we tried it at a friends place and we liked it”.*

# Finding 5: Hypermarkets and Supermarkets are the main shopping destination for monthly stocking “driven by the Offers, Price then Brand” Grocery stores are for daily essentials, Eggs, Milk, Bread.

## 1. Description of finding

- *Monthly shopping is done in Hypermarkets and supermarkets because of the monthly offers done during pay week.*
- *Small and medium grocery stores are targeted for daily items*
- *Offers is the key driver for shopping followed by price then brand.*

## 2. Why its important for the project

- *Winning at the store level by understanding consumers/shoppers drivers and needs, and fulfilling it.*

## 3. Insight

- *Price and Promotions are the 2 main consumer drivers.*

## 4. Supports

- *Mellenial Worker - I look at the price first then the brand I know how much I got accordingly I buy. If I will buy home stuff I buy from a regular grocery.*
- *Mellenial Mother “We shop with my husband I mainly check the pricing and offers specially from supermarkets cafefour/panda we check the offers on the phone and they we go buy”*

## 4. Breakfast



*They consider breakfast as the most importantly meal of the day it regulate your diet, gives you energy. Every member of the family must have his breakfast specially on weekdays. If not a complete breakfast it can be a sandwich/snack/ it can be at home/or the small cafeteria on the way. On Weekends we would have breakfast late than the regular weekdays and we can buy oriental breakfast from a local food place. Mothers are keen to have the best food for their kids food that they like yet it has to be balanced and healthy.*

- **FINDING 6 - Breakfast is a tradition not an option.**



# Finding 6: Breakfast is a tradition not an option

## 1. Description of finding

- *Breakfast is essential to start the day. They were born and raised and breakfast is part of their daily routine.*
- *Breakfast can vary from light meals “boiled eggs, chees, cereals, sandwich” to “grilled liver/meat or oriental food” depend on the day, hunger and occasion.*

## 2. Why its important for the project

- *Understanding the breakfast dynamics and structure will support in providing the right product.*

## 3. Insight

- *Breakfast regulates diet and gives you energy.*

## 4. Supports

- *Older mother “Breakfast is what my Kids Like it consist of beans, eggs, cheese, olives and it is essential in our family (Everyday), even if it’s a sandwich”*
- *Millennial Student – I Worship Breakfast, either lite meal or oriental”*

## 5. Cereal

*Cereals and Oat meals are the most used items among the three listed, Oat meal is an item that they use in soup and specially in Ramadan they admit that its healthy and tasty they like the texture and ease to cook/prepare and eat.*

*Cereal on another hand once you ask about cereal you get the respond Yes Definitely we eat it and its always available, we love it and the kids too. It's a healthy complete meal mixed with warm milk. When asked why didn't you mention it in your breakfast list its was that either we forget about it or we eat it not necessary as breakfast it could be mid day snack or dinner.*

*Granola did not get any feedback, except yes I tried a granola bar once and its OK.*

- ***FINDING 7 - Oatmeal is considered as healthy and tasty meal/soup during lunch.***
- ***FINDING 8 - Cereal box specially "Corn flakes" are available in every home however it is not Top of mind when it comes to breakfast consumption yet Kellogg's is a top of mind brand.***

# Finding 7: Oatmeal is considered a healthy and tasty meal/soup for lunch.

## 1. Description of finding

- *Oat meal is not preferred as a breakfast meal.*
- *It's a must to have item during the month of ramada as soup.*
- *Its cooked at lunch and sometimes dinner.*

## 2. Why its important for the project

- *To get better understanding on how consumers behavior towards oatmeal and consider developing a product targeting this occasion.*

## 3. Insight

- *Oatmeal is for late meal not breakfast.*

## 4. Supports

- *Millennial worker "Oat, there is biscuits, oat meal we do as soup. We use it in Ramadan a lot and regular 2 times a week we do it soup not as breakfast."*
- *Older mother "Oatmeal, Quaker I would eat it in lunch 2 times a month with milk we like it in lunch its light and healthy "Oatmeal + Milk"*
- *Mellenial mother "Oats we use it I Ramadan with meals not in breakfast. Its sessasary in ramada. Because its healthy tasty and light"*

# Finding 8: Cereal box specially "Corn flakes" are available in every home however it is not Top of mind when it comes to breakfast consumption yet Kellogg's is a top of mind brand.

## 1. Description of finding

- *Corn flakes is available in every house, and every member like it*
- *Yet it's not the preferred "top of mind" when it comes to breakfast*
- *Kellogg's is a brand that everyone knows from long time.*

## 2. Why it's important for the project

*Brand has a top of mind awareness, need to increase activities to increase consumption and frequency.*

## 3. Insight

*Kelloggs should be part of your breakfast.*

## 4. Supports

- *Millennial worker – "kelloggs it always available in home, the whole family eat from it. Someone woke up early/late heat some milk and add it"*
- *Older mother "Kelloggs this is the brand that we always purchase but last time we got the Fitness because of dieting"*



## 6. Recommendations

- *Increasing nutrition values awareness about cereals and oat meals, using different shopper engaging activities will help to maintain consumption*
- *In store promotions should be driven by value/Price off. This is a must have Mechanic. Image driven promotion are nice to have. Since their shopping missions are focused on offers and price.*
- *Utilize the simplicity of this segment by running to the point messages and activities*
- *Since the brand is top of mind but is not in consumption, build activities and campaigns that triggers occasions and consumption frequency*