

INFORMATION COLLECTED	ACTIONABILITY - MARKETING IMPLICATIONS
<p>CHARACTERISTICS OF THE SAMPLE</p>	<p>4 targets analysed:</p> <ol style="list-style-type: none"> 1. Dog owners buying industrial food 2. Owners of dogs using household food/leftovers 3. Former dog owners 4. Future dog owners <p>Each target group profiled by Age, Nielsen Area, Centre Size, Number of Family Members, Profession and Qualification.</p>
<p>THE DOGS OWNED AND THEIR CHARACTERISTICS</p>	<p>How many dogs do you own? How old are they? Purebred or not? Where did you adopt the dog? Do puppy owners use a specific food? Knowing these aspects can be useful to identify possible actions to be conveyed to kennels, breeders or pet shops</p>
<p>FUTURE DOG OWNERS</p>	<p>Where do you prefer to adopt your dog? Do you prefer to adopt an adult dog or a puppy? Observing this phenomenon over time can be useful in establishing touch-points</p>
<p>THE HEALTH OF THE DOG</p>	<p>What attitude towards dog health? What space for preventive actions? Are drugs used for humans? Which social channels do you use to search for dog health information? Knowledge of these attitudes leads to possible targeted and effective health-related actions (e.g. positioning, cross-selling, touchpoint).</p>
<p>THE VETERINARY</p>	<p>Frequency of visits. Reason for visits (check-ups, vaccinations, emergencies, nutrition advice, etc.). Veterinary clinic or professional with private practice? Overall satisfaction level and evaluation of specific aspects (competence, professionalism, environment, hygiene, waiting times, etc.) Do you subscribe to a health plan? It is possible to identify the drivers of performance evaluations and to improve service and performance.</p>
<p>DOG MANAGEMENT</p>	<p>What is involved in managing a dog? Which aspects are of greatest concern (Hygiene, Health, Nutrition, Allergies, Education, Maintenance costs, etc.)? What travel restrictions? On which means are there greater limitations? What impact on hotels, resorts? It is possible to improve the lives of dog owners by defining dog-handling programmes, education programmes and directing hotel facilities and means of transport towards better accommodating families with animals.</p>

<p>FOOD AND EATING HABITS</p>	<p>What kind of food do you give your dog? Are supplements used? What attitudes towards the dog's diet (care towards or indifference towards food)? What are the reasons for not using industrial food (for Leftovers users)? Dog feeding habits are very important; knowing them can help to define effective distribution and sales strategies.</p>
<p>DRIVERS AND UNMET NEEDS</p>	<p>What characteristics drive the purchase of dog food by dog owners? What aspects are not covered? Are there white spaces that can be exploited to meet the wishes of dog owners? The needs of dog owners, their expectations and aspects to be improved in order to offer a product that meets their needs</p>
<p>FUNNELL: KNOWLEDGE, CONSIDERATION AND HABITUAL PURCHASE OF BRANDS & INFLUENCERS</p>	<p>Levels of brand awareness, brands considered, purchase and future propensity to purchase were surveyed. Who influences the choice of brand? Through Funnell it is possible to assess the effectiveness of communication, conversion rate (purchases) and brand loyalty index in order to shape campaigns and actions aimed at maximising the efforts made and also to understand at which stage one is less or more performing.</p>
<p>BRAND IMAGE</p>	<p>What is the brand image? Analysis of distinguishing factors compared to competitors both on product characteristics and on the sensations and emotions that the brand evokes, as elements to be exploited in the communication phase.</p>
<p>PURCHASING CHANNELS</p>	<p>Do you prefer to buy in the physical shop or online? What are the advantages of each channel? Which signs? What are the reasons for choosing signs? Targeted channel strategies can be defined to optimise distribution and increase sales</p>
<p>THE PURCHASING PROCESS</p>	<p>How long does it take to shop for dog food? Do you have a shopping list? Who makes the list? How detailed is the list? Do you go directly to the product to be purchased or do you explore the shelves? Do you look for promotions? Do you compare prices? Do you make large purchases to stock up? Knowing the details of the buying process to know what steps to take to make the buyer closer to our brand</p>

<p>THE BRANDS PURCHASED AND THE BEHAVIOUR AT THE POINT OF SALE</p>	<p>What brands of dog food were purchased last time? Is the decision to buy planned or is it an impulse decision? What factors influence the impulse? How many pieces are bought? Is the brand planned? What factors make the product/brand more visible on the shelf in order to drive the purchase? Is information about the pack being sought? Which pack information is most relevant for the buyer?</p> <p>Behaviour at the point of sale makes it possible to make the best use of levers to finalise the purchase and increase market share, to expand the dealer base or to reverse downward trends.</p>
<p>EVALUATION OF THE STORE CHOSEN FOR PURCHASES</p>	<p>How well does the store visited for shopping meet expectations? How easy is it to find the food on the shelves? Is the organisation of the shelf display in line with shoppers' needs? What does it not satisfy? How would one prefer to organise them?</p> <p>It is important to understand which aspects of the point of sale allow the buyer to experience a comfortable shopping process and find the right product for their needs without difficulty</p>
<p>SHOPPING: RESPONDENTS' ATTITUDES AND IMPACT OF PRICES (PERSONAS SEGMENTATION)</p>	<p>Is shopping time stimulating or boring? Do you take care or do you hurry to spend as little time as possible? How much does the price variable affect?</p> <p>Five profiles of PERSONAS with different price and brand sensitivities were detected, allowing the singularities of different consumers to be highlighted and targeted and effective promotional strategies to be outlined.</p>
<p>TV ADVERTISING</p>	<p>Is advertising effective? Does it manage to settle in the minds of dog owners? We examine how many claim to have seen advertisements for dog food on TV and which brands do they remember seeing?</p> <p>It is important to define whether advertising efforts are effective and generate a memory in the minds of buyers that can influence the purchase decision</p>
<p>THE NEW PRODUCTS</p>	<p>Are the products visible on the shelf? Do they catch the consumer's eye? Which products does the consumer remember seeing in the shop? Which ones do they perceive as new?</p> <p>To be recognised as a product means to be appealing, to pierce the shelf and to increase purchase possibilities.</p>