

Understanding the meaning and role of 'quality' in customer purchases



THE ISSUE

Target wanted to cement its place in a fast changing and increasingly difficult retail landscape.

Going back to basics, they developed a positioning around 'quality fashion and basics at low prices.'

We were tasked with understanding exactly what 'quality' means to the consumer...



WHAT WE DID

A major program of qualitative research exploring what 'quality' – in a tangible sense – meant for each major project category.

We used collaborative focus groups, accompanied shopping trips and in-store observation.



OUTCOME

Understanding where and how 'quality' played a role in the customer's purchases.

Quality checklists for each major category for use by product designers and buyers.

'Messaging' insights for marketing teams and agencies (from brand right through to packaging).

Input into design of major quant study.

Want to know more? [Get in Touch](#)