

SYMANTO PSYCHOLOGY AI

Due Diligence with Brand Analytics

UK Retail
September 2022

Sample Report



Offerings

| Top Line Market Analytics | ESG Benchmarking | Trend Analysis | Voice of Employee |
|---------------------------|------------------|----------------|-------------------|
|---------------------------|------------------|----------------|-------------------|

Understand market & competitors to identify risks and opportunities based on social media- & review data

Measure how target company is perceived by customers in ESG topics and benchmark against competitors (through social media data and/or online survey)

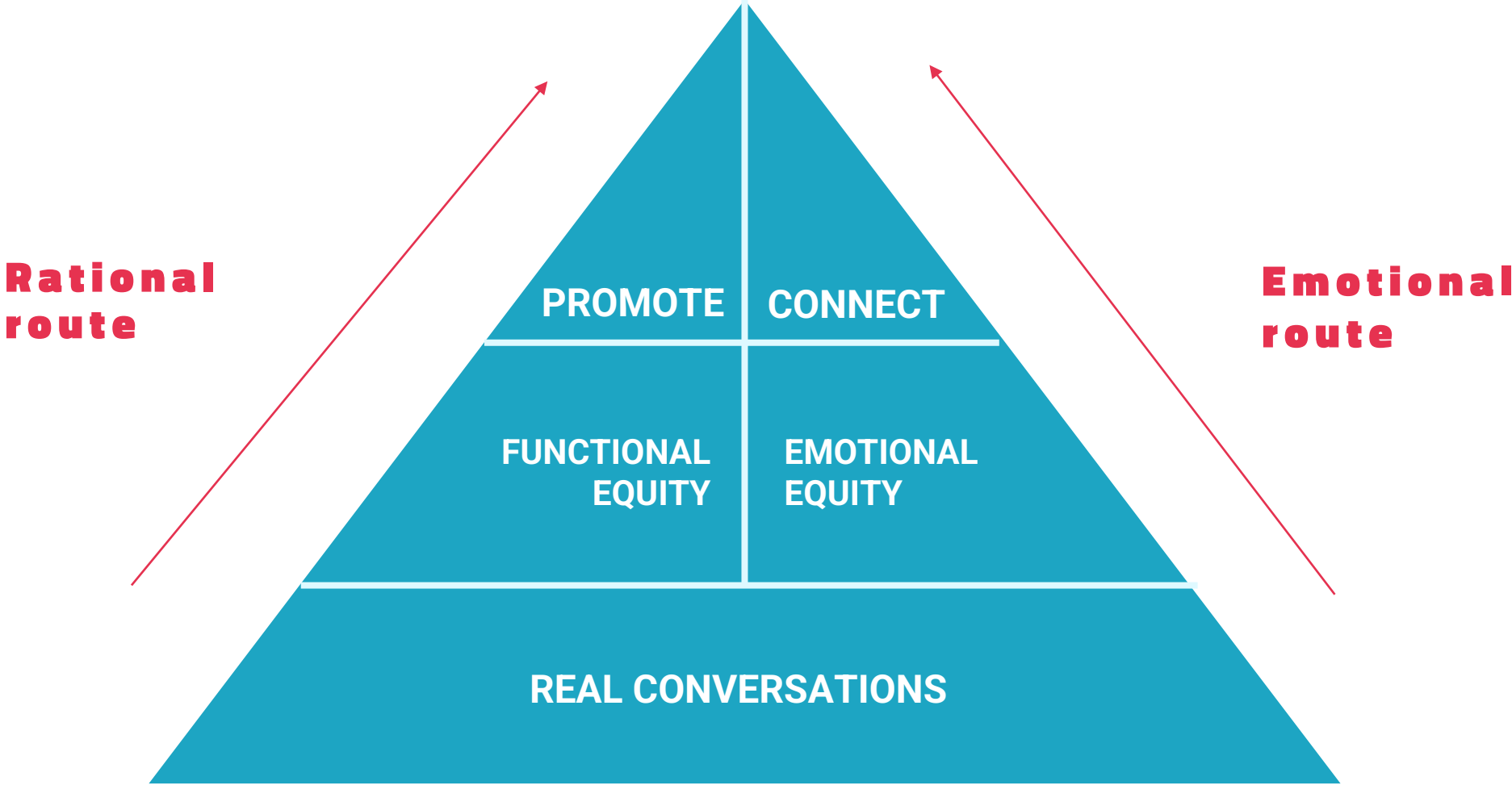
Identify trends from consumer point-of-view, how consumers' demand is changing and where market white spaces are

Evaluate organisational culture & management team competency and benchmark against competitors

Brand Health

Understand brand connections, brand recommendations and brand perception. Insights are now decoded to a more detailed level .

Decoding Brand Health



The main metrics used in this deck are:

| | | |
|------------------------------|--|---|
| NET SENTIMENT | <p>Net Sentiment is calculated: % positive comments - % negative comments. (Scale from -100% to +100%)</p> | <ul style="list-style-type: none"> E.g., the positive mentions for Aldi are totaling 30% and the negative mentions are 25%. The net sentiment is then calculated as 30% - 25% = 5%. |
| BRAND CONNECTIONS | <p>Conversations with the strongest intensity of positive emotion, NOT just an individual function or feature</p> | <ul style="list-style-type: none"> “You gotta love Aldi! I swapped from Tesco years ago to shop at Aldi... amazing customer service, great ethics and they listen to their consumers. Well done @AldiUK.” |
| BRAND RECOMMENDATIONS | <p>The perceived influence a social post may have on others</p> | <ul style="list-style-type: none"> “Waitrose is the best of all, top quality, excellent products, stores are always clean and excellent customer service at all times! So proud to be a customer.” |
| FUNCTIONAL EQUITIES | <p>The tangible, basic elements of the consumer experience that influence consumers’ quality perceptions of the brand</p> | <ul style="list-style-type: none"> “My home delivery order failed to turn up today and the phone helpline kept cutting me off...” |
| EMOTIONAL EQUITIES | <p>How consumers describe their emotional experience with the brand (beyond sentiment)</p> | <ul style="list-style-type: none"> “That’s mad! Nothing like that over here, it is busy at the big ones but I love going to this little Tesco.” |

TOPIC INDEX



Functional Aspects

Overall Perception

Brand Perception
General Experience
Intent To Revisit/Repurchase
Reccomendation

Product

Packaging
Price
Product Availability
Product Generic
Promotions/Discounts
Quality
Value For Money
Variety

Service

Approach
Availability Of Staff
Communication
Competency
Friendliness
General Service
Helpful/Supportive
Speed Of Service

Process

Checkout/Payment
Delivery Process
Order Accuracy
Shopping Process

Store

Amenities
Cleanliness/Maintenance
Crowd
Layout/Design
Location/Signage
Opening Hours
Parking

Safety & Security

Covid
Safety/Security

Digital Experience

Mobile App
Website

Emotional Aspects*



Positive Emotions

Amazed & Impressed
Enjoyment & Fun
Love
Trust

Negative Emotions

Anger
Distrust
Sadness
Disgust



Brand Personality*

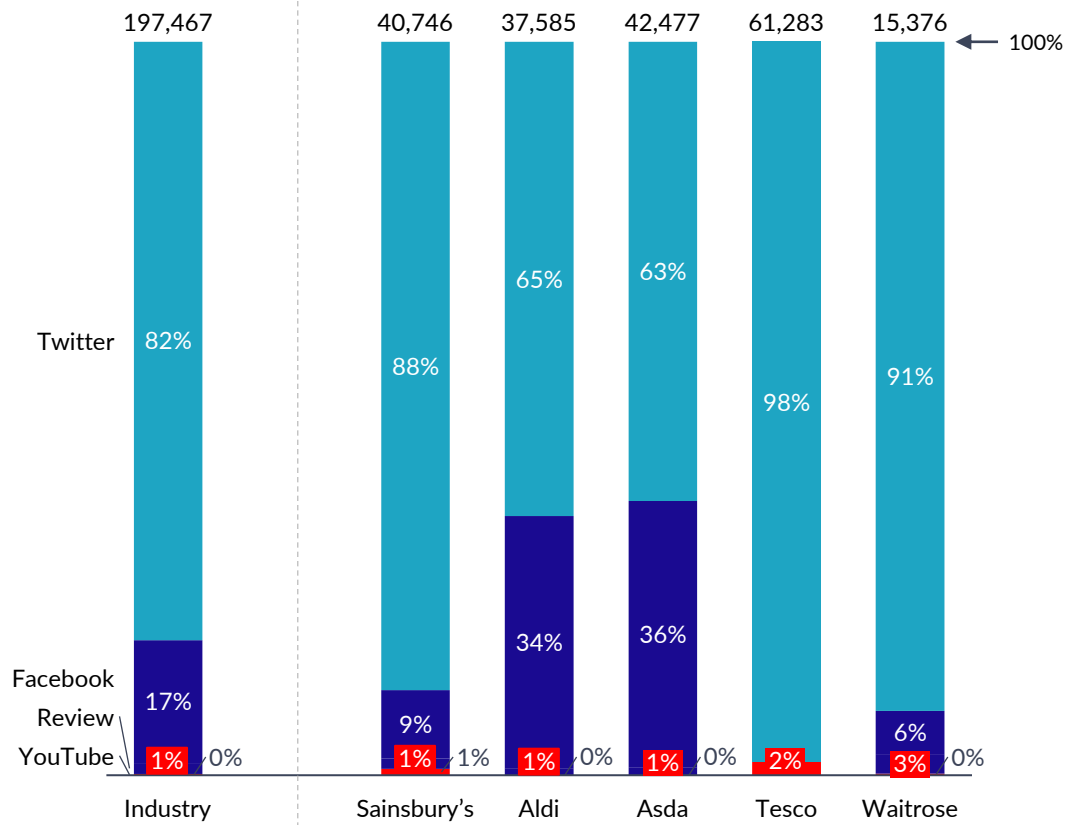
Competent
Exciting
Sincere
Sophisticated
Sympathetic
Ruggedness

*SOURCE: Symanto AI

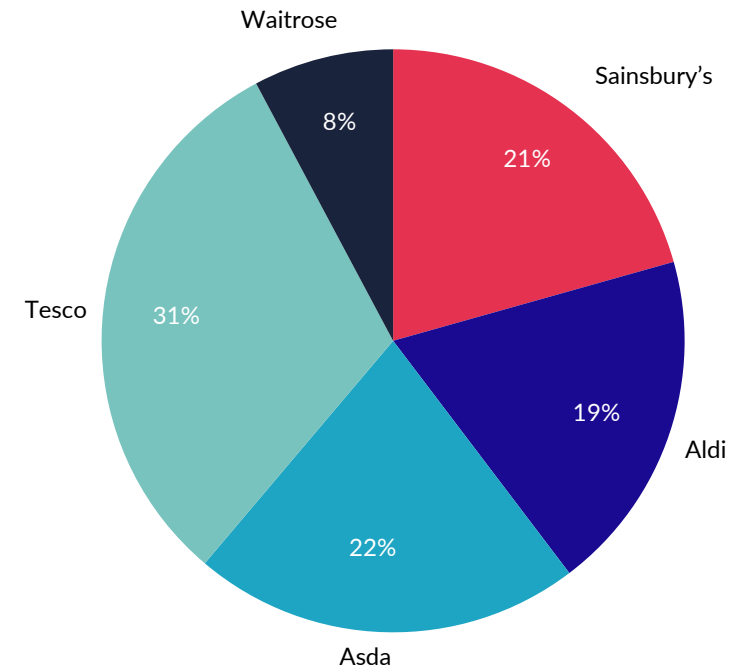
Symanto' s AI is trained to recognize dimensions of consumer brandperception, based on: Aaker (1997), „Dimensions of Brand Personality“

DATA SOURCE AND DISTRIBUTION

Channel Distribution: Industry & Brand

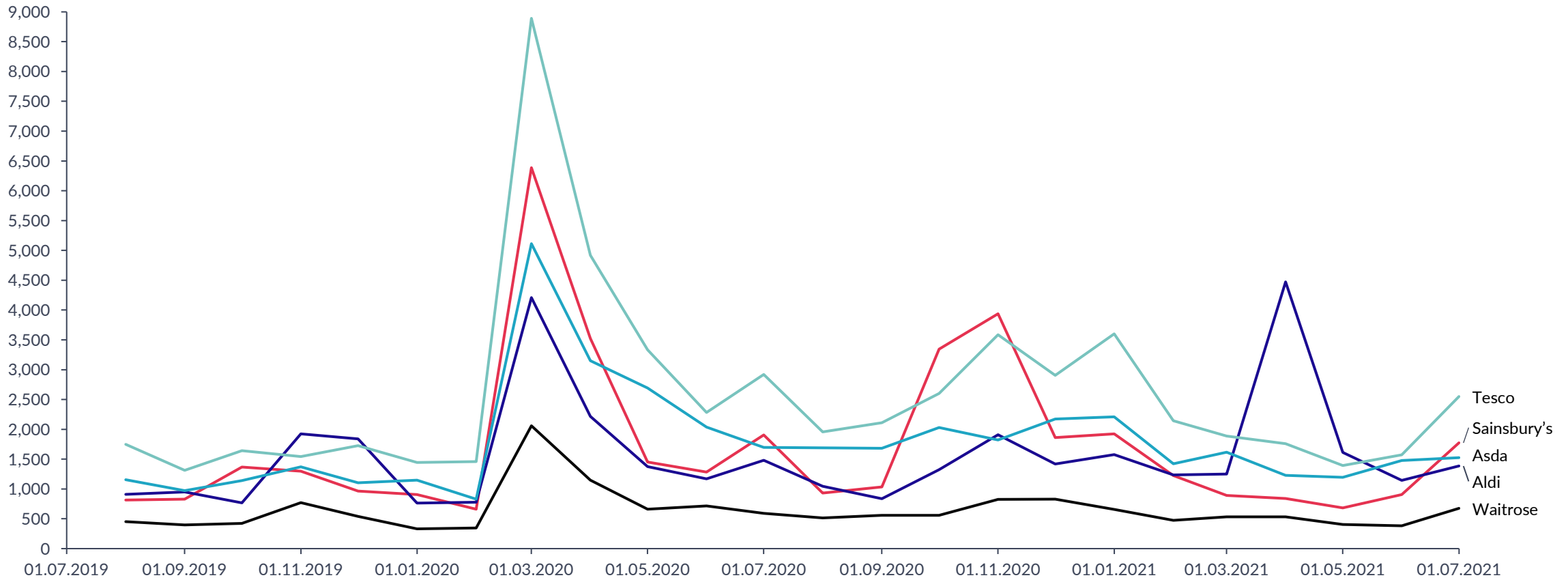


Brand Share of Discussions



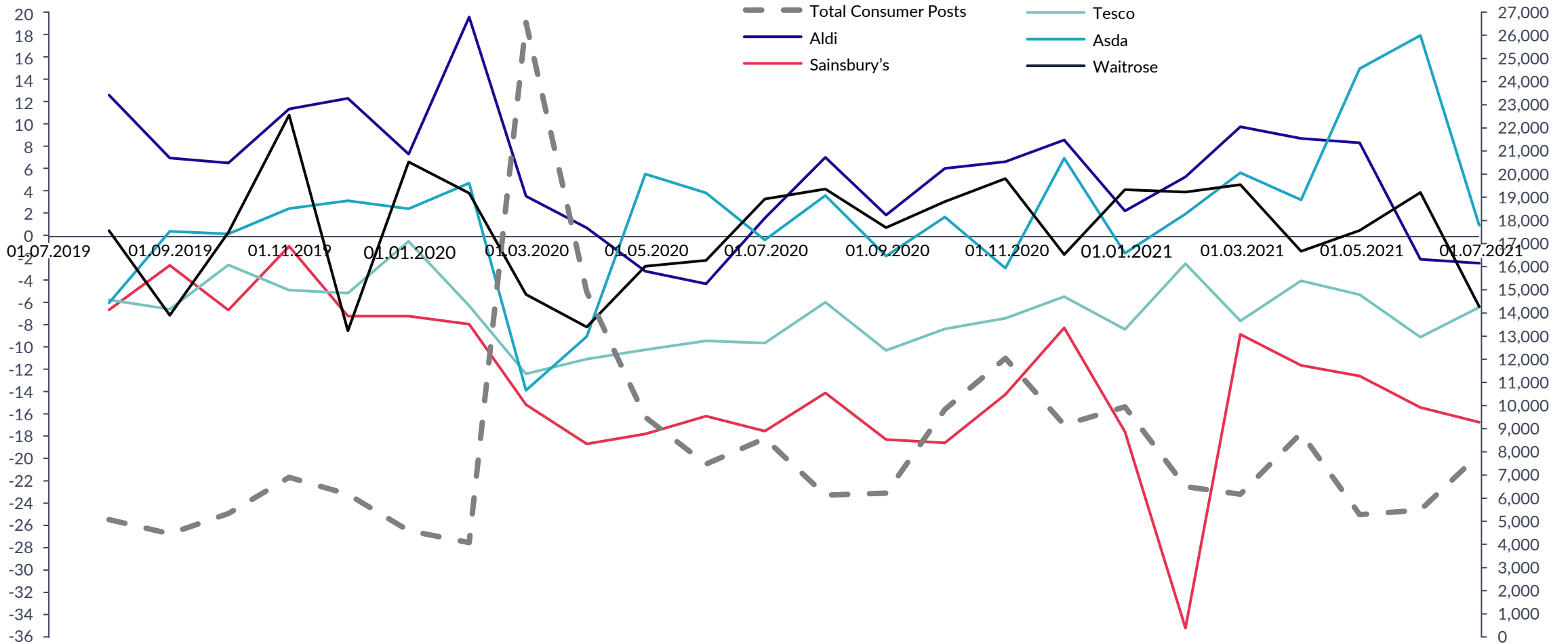
CONVERSATION VOLUME

Trended conversation volume, # of posts



TREND ANALYSIS

Trended Engagement and sentiment, # of posts and Net Sentiment¹

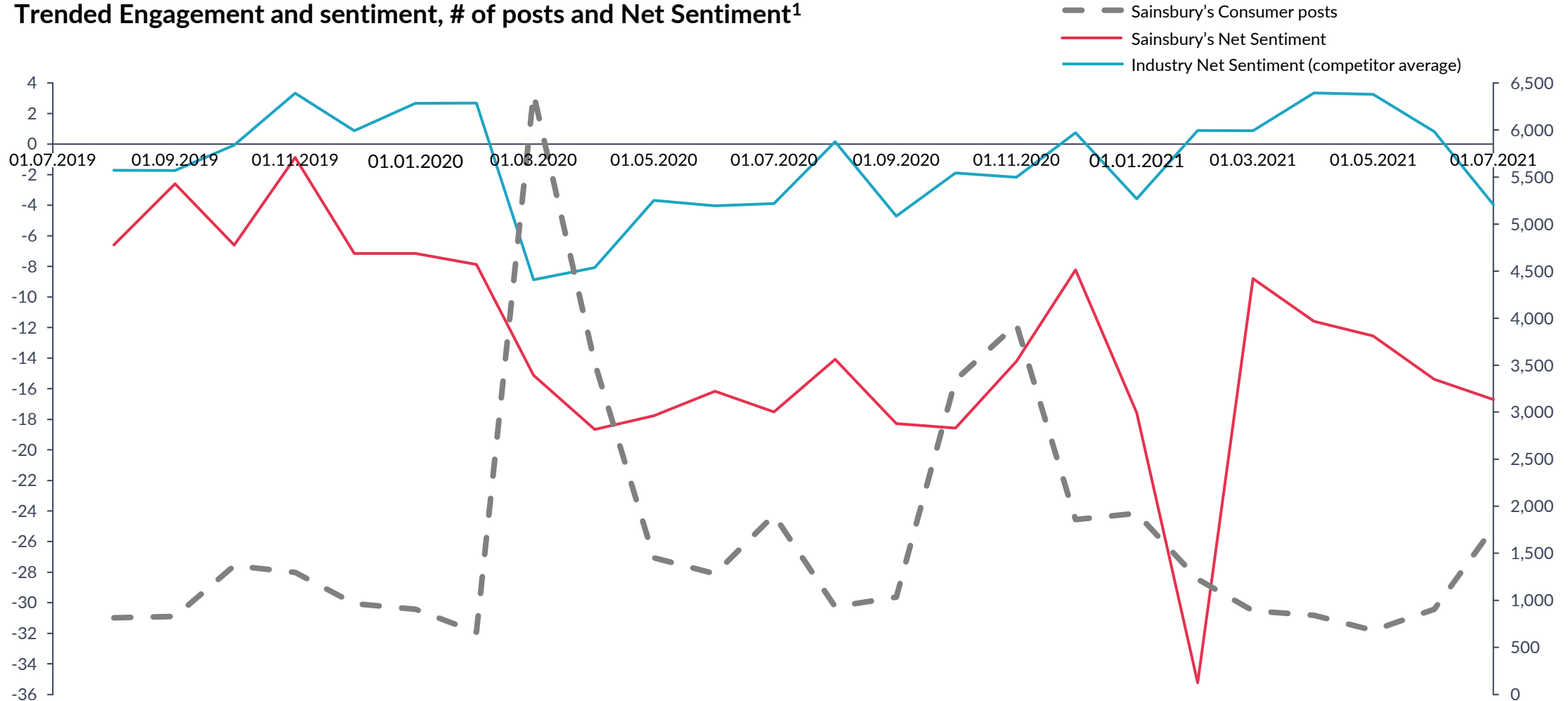


N: 197467 Conversations from Facebook, Review, Twitter, YouTube between 01/08/2019 - 01/07/2021

¹Net Sentiment is calculated: % positive comments - % negative comments

TREND ANALYSIS

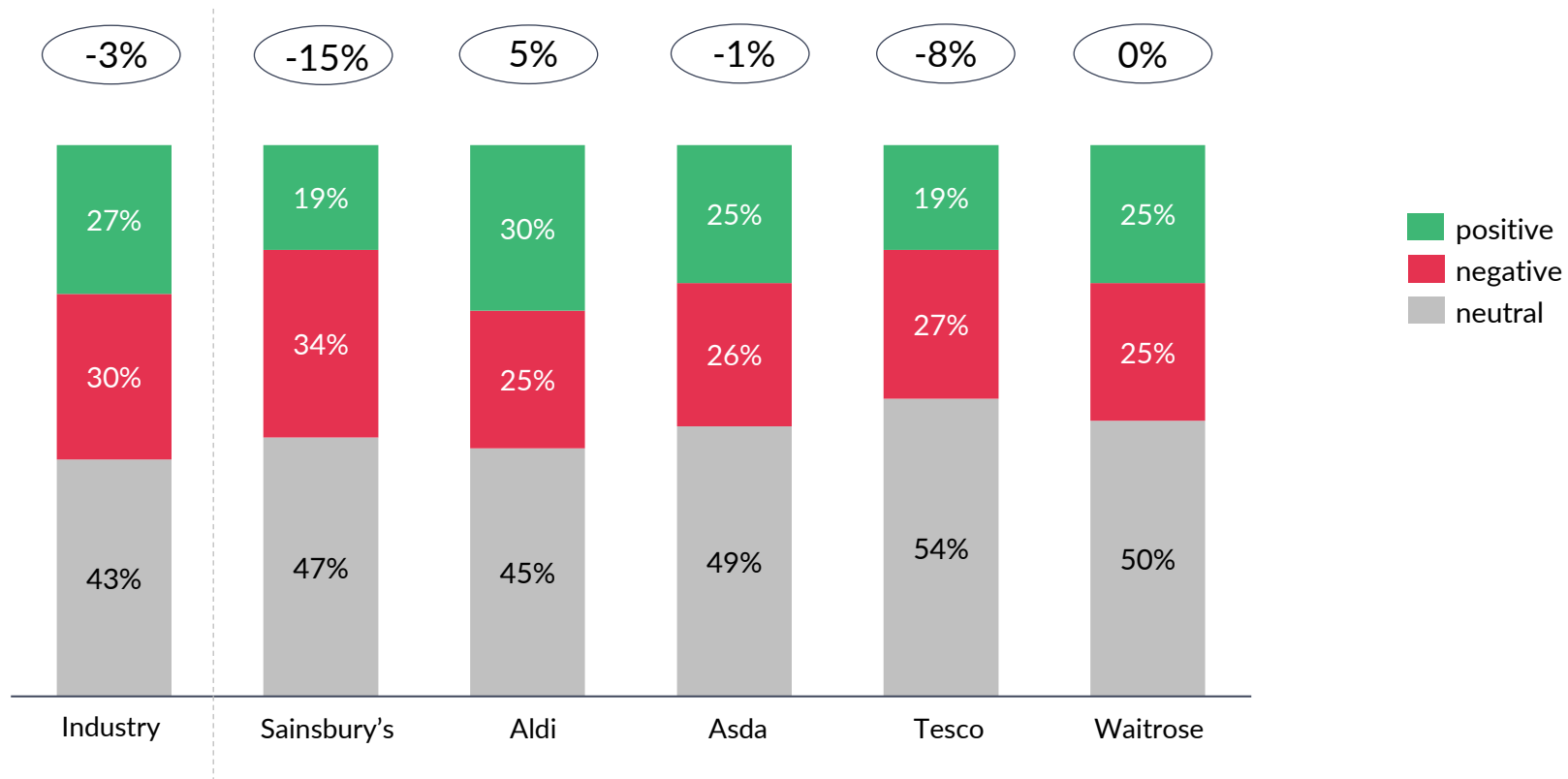
Trended Engagement and sentiment, # of posts and Net Sentiment¹



NET SENTIMENT – HIGH LEVEL OVERVIEW

Aldi and Asda have the best net sentiment and highest share in positive mentions. Sainsbury's has the worst net sentiment and the highest share of negative mentions.

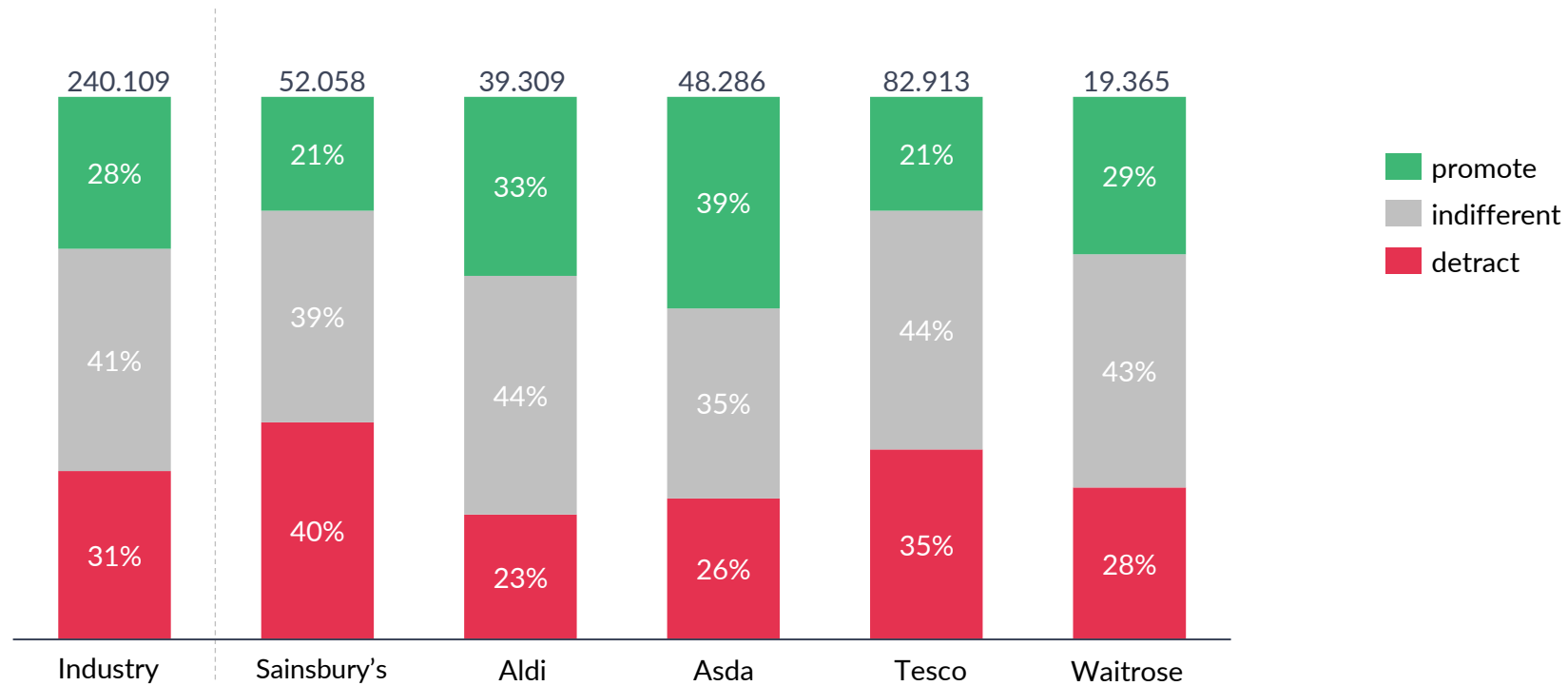
Discussion Sentiment¹, % of total messages



BRAND RECOMMENDATION – HIGH LEVEL OVERVIEW

Asda and Aldi have the highest shares of promoters, Sainsbury's has the highest share of detractors.

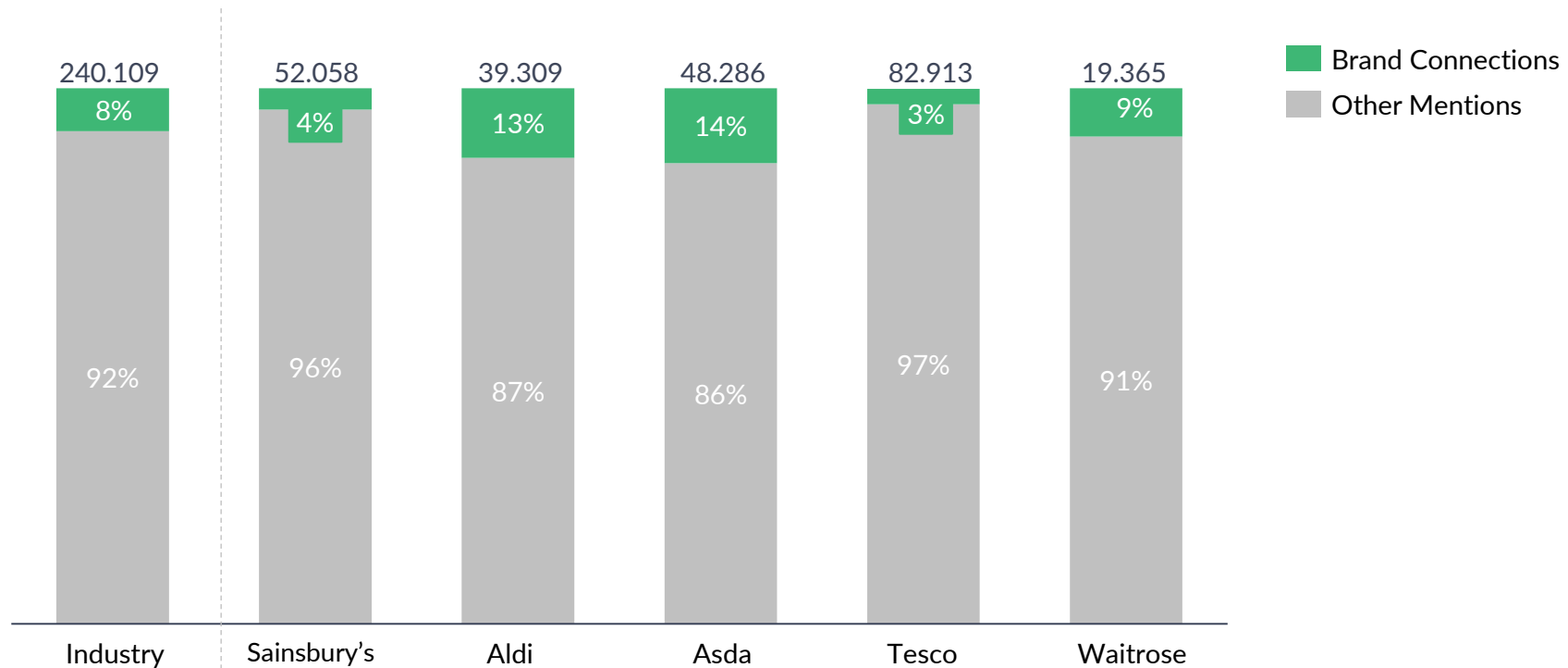
Share of promoters, detractors and indifferent, % of total messages



BRAND CONNECTIONS

Aldi and Asda with the highest share of brand connections in the industry.

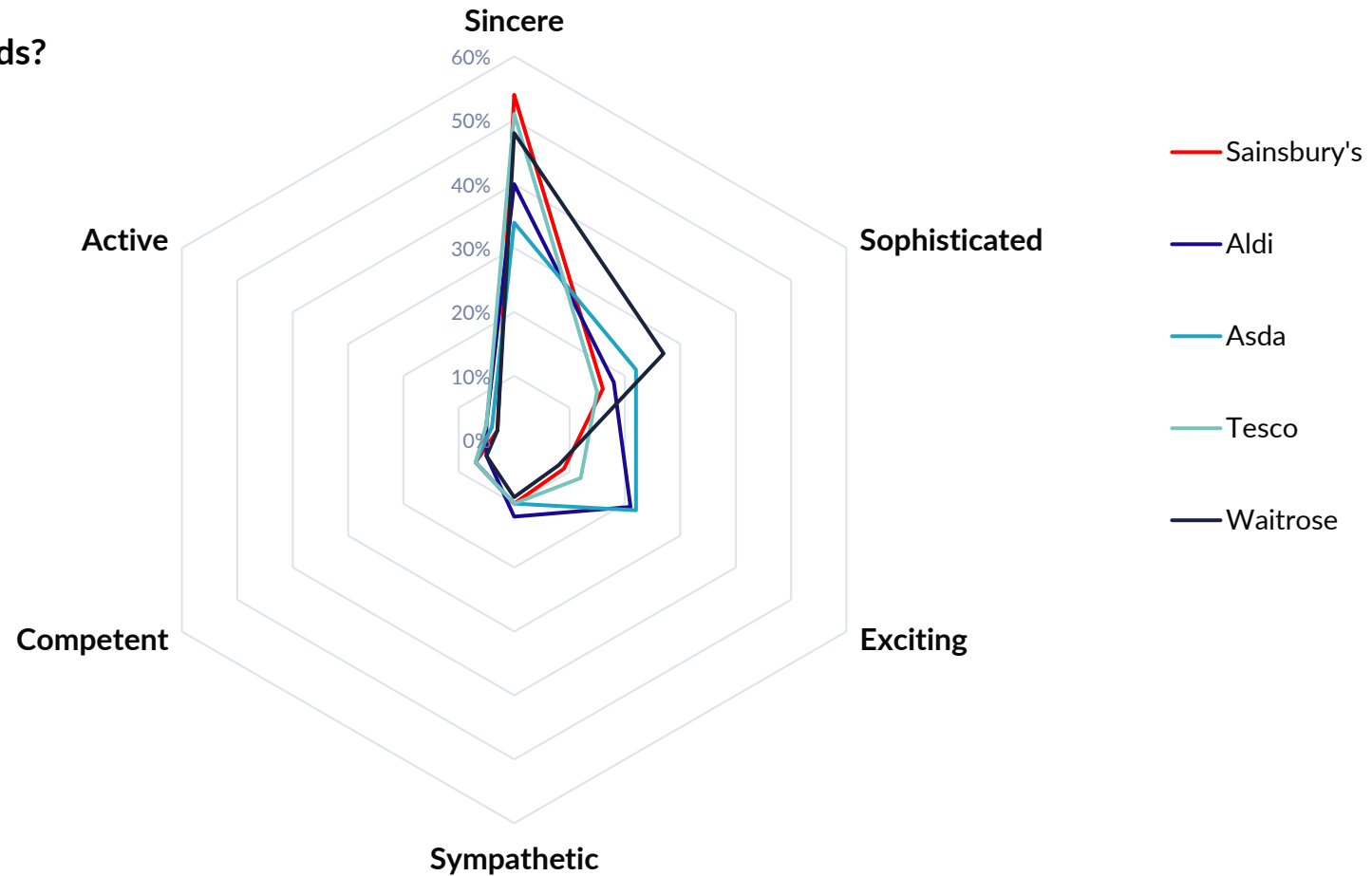
Conversations which have intense positive emotional connections towards brands, % of total posts



CONSUMER OVERALL BRAND PERSONALITY

Most Retailers are perceived as *Sincere* and either *Sophisticated* (Waitrose) or *Exciting* (Aldi & Asda). Sainsbury's is seen as the sincerest Brand.

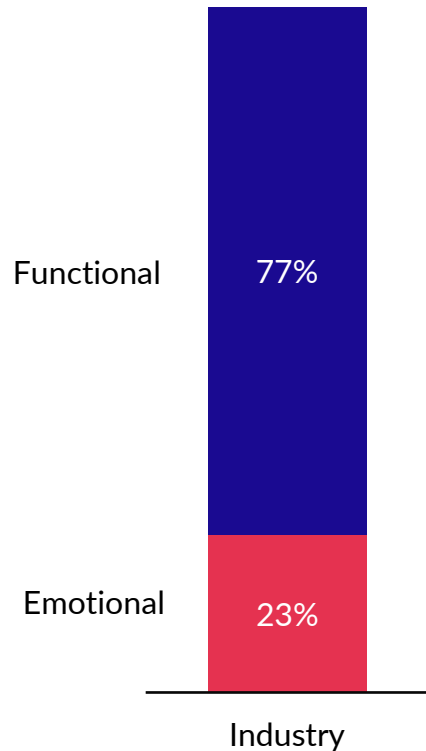
How do consumers perceive the brands?



KEY TOPICS

77% of conversations in the industry are devoted to functional aspects of the retailers.

Functional & Emotional Ratio¹ % of conversations



Top 5 Functional Topics

- Brand Perception
- General Experience
- General Service
- Approach
- Shopping Process

“The tangible, basic elements of the consumer experience that influence consumers’ **quality perceptions** of the brand”

Top 5 Emotions

- Anger
- Love
- Joy
- Distrust
- Sadness

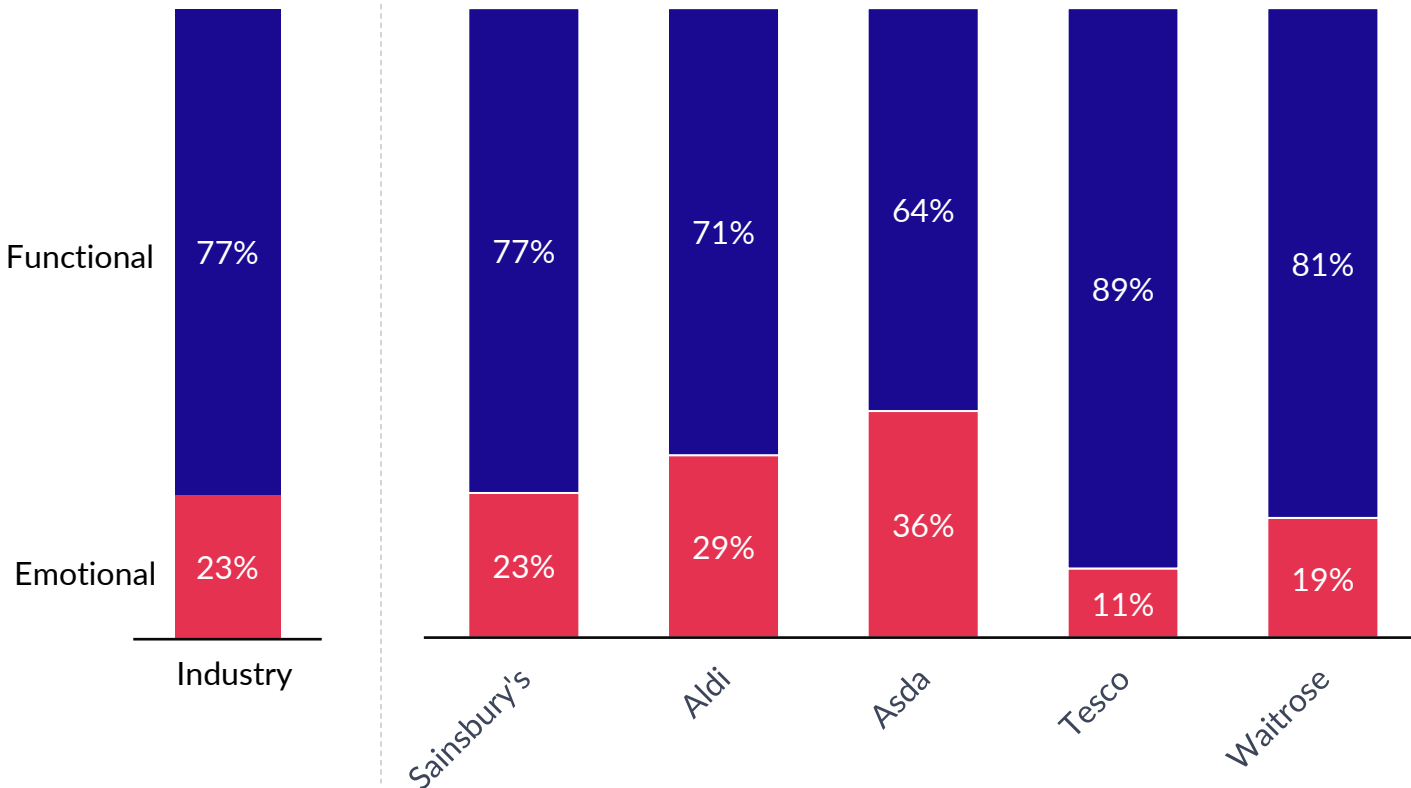
“How consumers describe their **emotional experience** with the brand”

¹Based on psycholinguistic consumer modules of Symanto Psychology AI, further deep-learning clustering can be applied for identification of 360° consumer segmentation

FUNCTIONAL & EMOTIONAL CONVERSATIONS BY BRAND

Whilst all retailers are mainly discussed in functional terms, Asda and Aldi have above average shares of emotional discussions.

Functional & Emotional Ratio by brand, % of conversations



Brand Promote Functional Topics % of Promote within Posts

| | |
|--------------------|-------|
| Brand Perception | 11,4% |
| General Experience | 8,0% |
| General Service | 6,2% |
| Approach | 1,9% |
| Shopping Process | 1,4% |

Brand Connect Emotional Topics % of Connect within Posts

| | |
|-----------|-------|
| Love | 14,2% |
| Joy | 0,9% |
| Trust | 0,1% |
| Amazement | 0,1% |

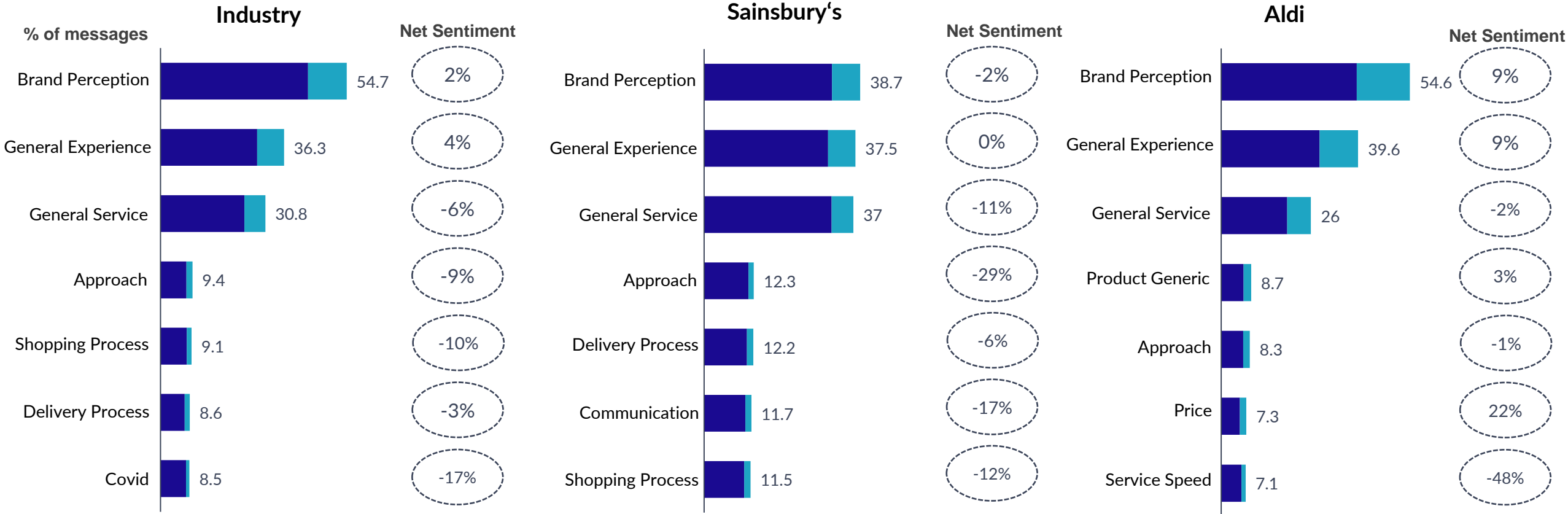
1. Based on psycholinguistic consumer modules of Symanto Psychology AI, further deep-learning clustering can be applied for identification of 360° consumer segmentation

FUNCTIONAL SENTIMENT DRIVERS (1/2)

Brand Perception is the most important sentiment driver for most retailers and it accounts for the highest share of brand promoters.

Functional sentiment drivers by brand ¹

Other posts Brand promote



In total, 240109 mentions of themes were identified & analyzed within discussions amongst all brands

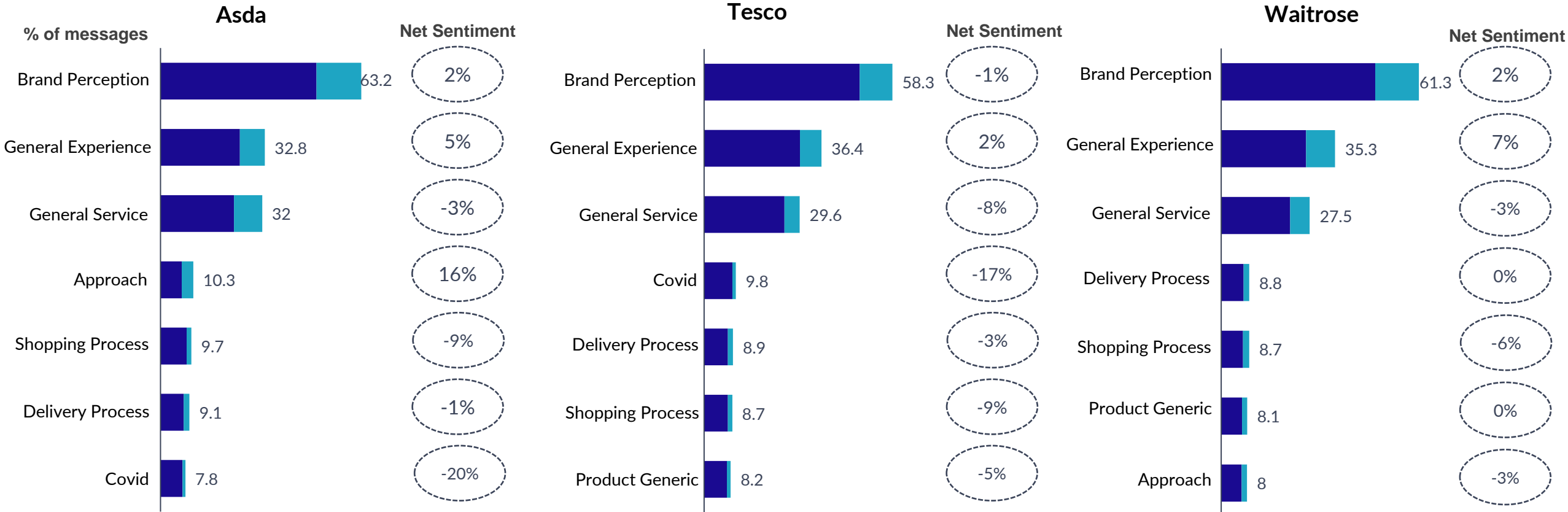
¹Net Sentiment is calculated: % positive comments - % negative comments

FUNCTIONAL SENTIMENT DRIVERS (2/2)

General Experience and General Service follow as topics with the second and third highest shares of brand promotes.

Other posts Brand promote

Functional sentiment drivers by brand ¹

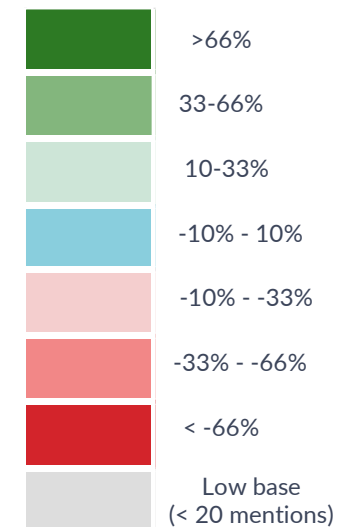


In total, 240109 mentions of themes were identified & analyzed within discussions amongst all brands

¹Net Sentiment is calculated: % positive comments - % negative comments

NET SENTIMENT IMPACT

| | | Industry | Sainsbury's | Aldi | Asda | Tesco | Waitrose |
|------------------------------|------------------------------|----------|-------------|------|------|-------|----------|
| Overall Experience | Brand Perception | 3% | -3% | 15% | 4% | -2% | 4% |
| | General Experience | 9% | 4% | 18% | 13% | 4% | 13% |
| | Intent To Revisit/Repurchase | -41% | -57% | -22% | -44% | -41% | -10% |
| | Recommendation | 16% | 12% | 34% | 22% | 4% | 15% |
| Service | General Service | -7% | -15% | -2% | -1% | -9% | -3% |
| | Approach | -10% | -35% | 2% | 18% | -17% | -2% |
| | Speed Of Service | -62% | -62% | -61% | -61% | -61% | -66% |
| | Helpful/Supportive | 32% | 19% | 39% | 42% | 31% | 37% |
| | Communication | -22% | -31% | -11% | -24% | -17% | -14% |
| | Competency | 40% | 35% | 53% | 43% | 35% | 40% |
| | Friendliness | 73% | 58% | 71% | 86% | 65% | 74% |
| | Availability Of Staff | -79% | -86% | -86% | -75% | -70% | -93% |
| Product | Price | 14% | -4% | 31% | 22% | 9% | -6% |
| | Product Generic | 0% | -5% | 6% | 1% | -2% | 6% |
| | Promotions/Discounts | 10% | 6% | 28% | 10% | 4% | 17% |
| | Product Availability | -24% | -24% | -10% | -41% | -22% | -20% |
| | Quality | -15% | -30% | 2% | -22% | -19% | 4% |
| | Variety | 20% | 8% | 30% | 21% | 18% | 29% |
| | Value For Money | 14% | -3% | 27% | 14% | 8% | 32% |
| | Packaging | -8% | -14% | -4% | -1% | -10% | -5% |
| Process | Shopping Process | -18% | -23% | -13% | -18% | -16% | -12% |
| | Delivery Process | -14% | -20% | -15% | -11% | -13% | -7% |
| | Checkout/Payment | -20% | -30% | -10% | -22% | -19% | -15% |
| | Order Accuracy | -77% | -86% | -79% | -66% | -76% | -72% |
| Store | Layout/Design | -3% | -10% | 7% | 5% | -9% | -1% |
| | Parking | -18% | -20% | -11% | -16% | -17% | -21% |
| | Amenities | -22% | -24% | -20% | -25% | -21% | -17% |
| | Location/Signage | -14% | -7% | -22% | -20% | -16% | -3% |
| | Cleanliness/Maintenance | 6% | 1% | 9% | 6% | 6% | 10% |
| | Crowd | -90% | -92% | -87% | -93% | -91% | -80% |
| | Opening Hours | 26% | 19% | 5% | 59% | 22% | |
| Safety & Security | Covid | -33% | -34% | -32% | -37% | -32% | -22% |
| | Safety/Security | -16% | -21% | -18% | -14% | -16% | -5% |
| | Website | -11% | -24% | 9% | -12% | -7% | -1% |
| | Mobile App | 34% | -14% | 52% | 40% | 47% | 62% |

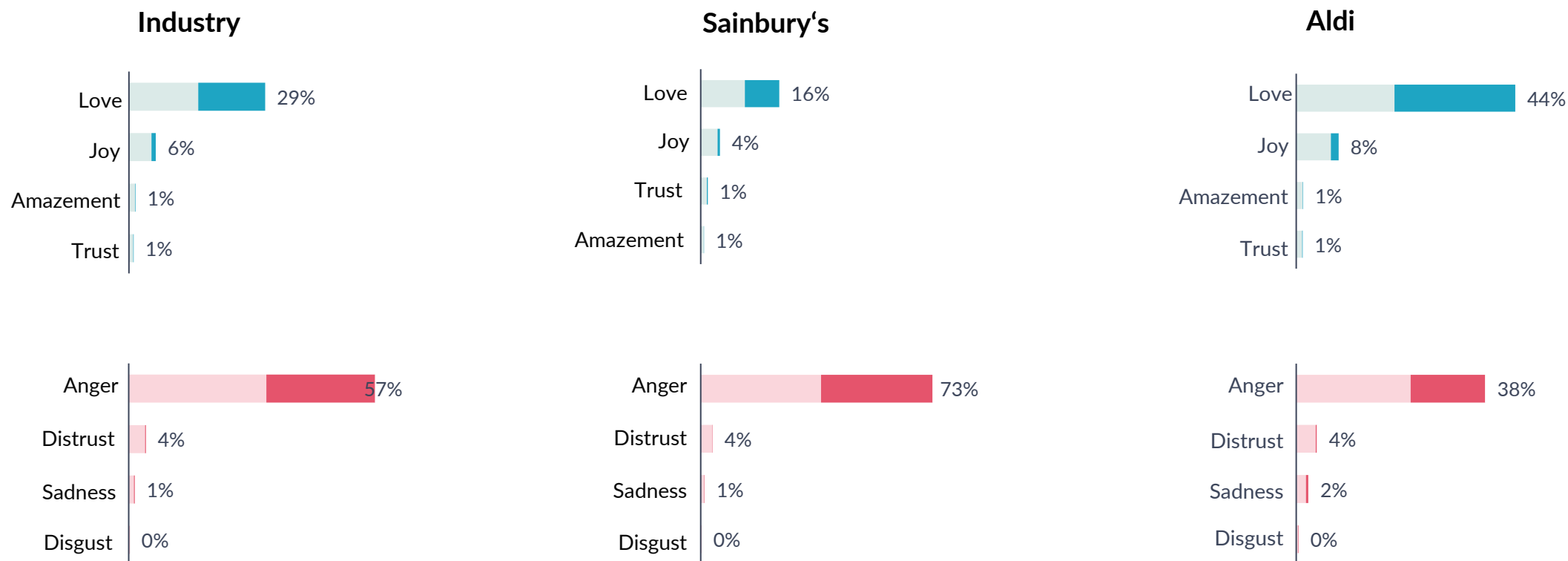


EMOTIONAL CONVERSATIONS TOWARDS BRANDS (1/2)

When people talk about British retailers, they mainly express *Anger*. Sainsbury's and Tesco have the highest expression of *Anger* in emotional conversations.

Emotional drivers by brand ¹

Brand Connections Brand Haters Other posts

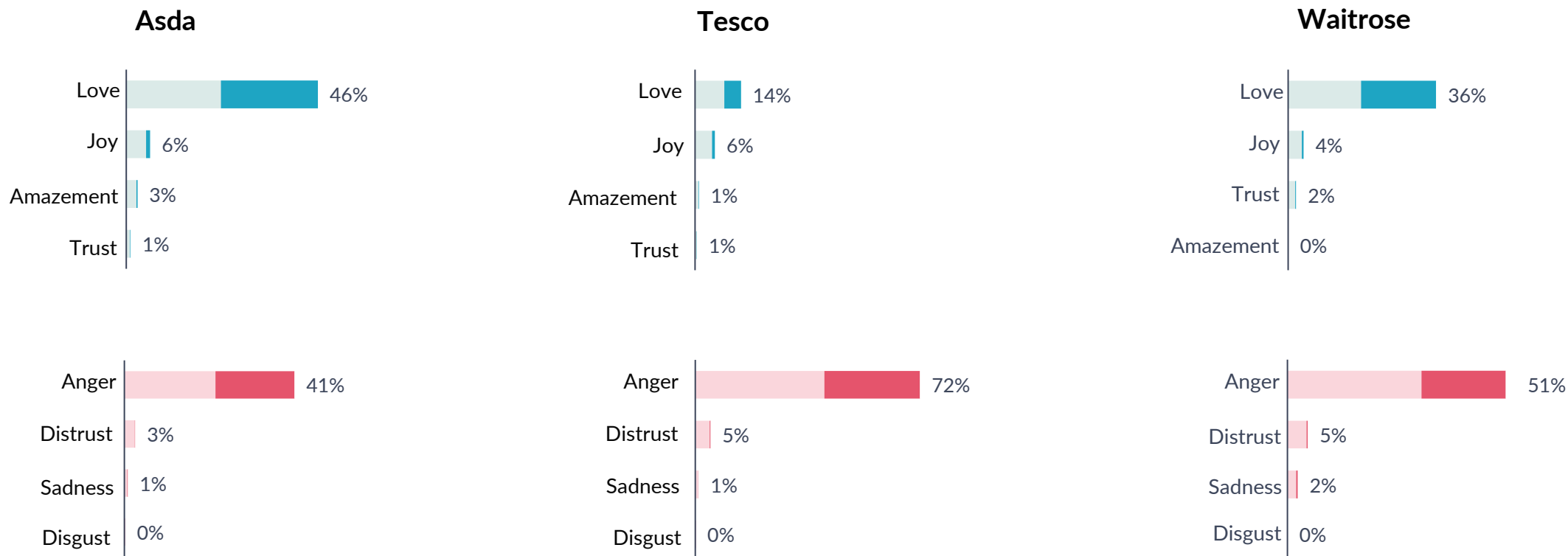


EMOTIONAL CONVERSATIONS TOWARDS BRANDS (2/2)

When people talk about Aldi and Asda, they express above average shares of *Love* in emotional conversations as well as *Brand Connections* within those conversations.

Emotional drivers by brand ¹

Brand Connections Brand Haters Other posts

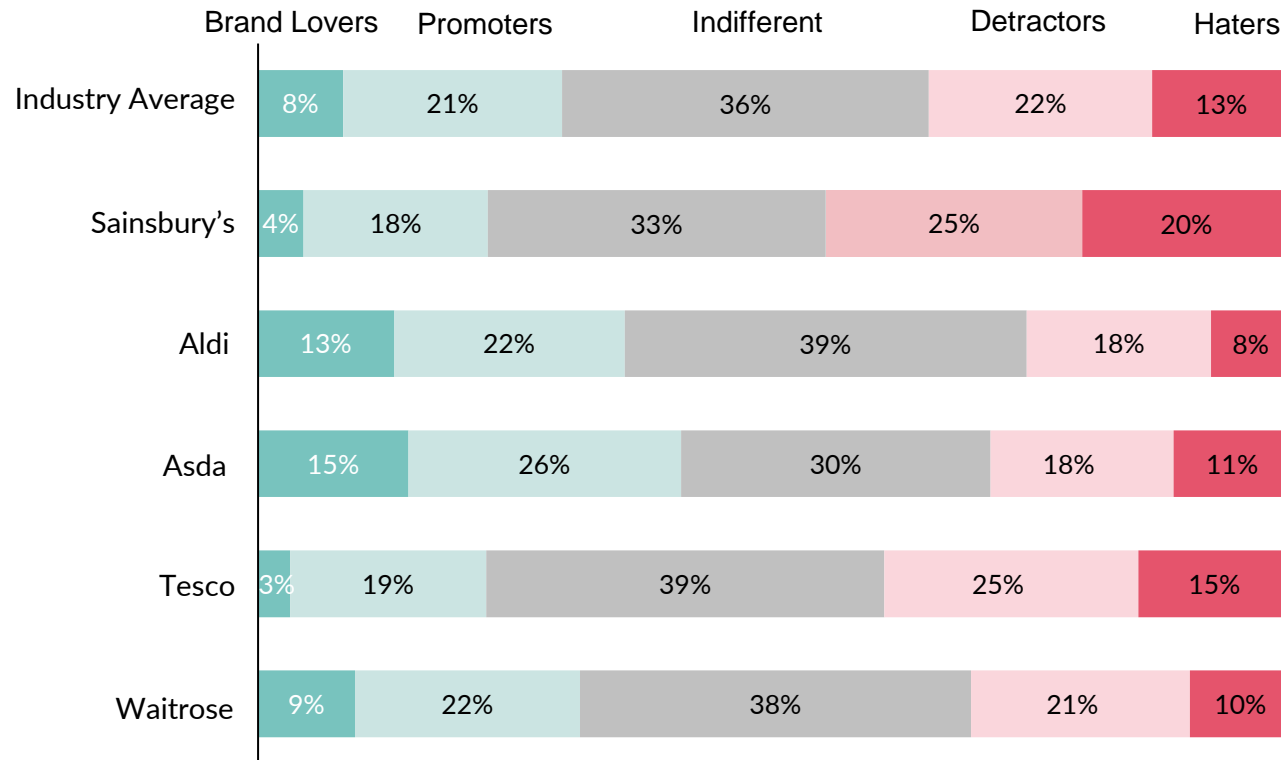


CONSUMER PROFILES BY BRAND

Aldi and Asda have the highest shares in Brand Lovers and Promoters with the lowest number of haters. Sainbury's is trailing behind the industry average in every psychological segment.

Consumer Psychographic Segmentation¹

Based on Personality and Tonality of identifiable users



Brand Lovers *Emotional Consumers with Positive Tonality*

They are emotionally connected to the brand / product / service and tend to be the most loyal customers of the brand.

Promoters *Functional Consumers with Positive Tonality*

They tend to be great advocates as their opinions are expressed in a positive and rational manner that can greatly influence other customers comparing the product / service against competitors.

Indifference *Neutral brand posts*

Posts without sentiment.

Detractors *Functional Consumers with Negative Tonality*

They tend to be unsatisfied due to rational and logical reasons. By zooming into their complaints and solving their pain points, they are most likely to turn around.

Brand Haters *Emotional Consumers with Negative Tonality*

Most frustrated customers who are emotionally disconnected from the brand / product / service. They tend to share their frustration rather than opinion, which can be highly influential for other emotional customers.

¹Based on psycholinguistic consumer modules of Symanto Psychology AI, further deep-learning clustering can be utilized for identification of 360° consumer segmentation (Personality Traits Theory of Carl Gustav Jung's Psychological Types are applied) to understand what influences the author's decision-making process and preference
In total, 197467 consumer profiles were identified

Sainsbury's

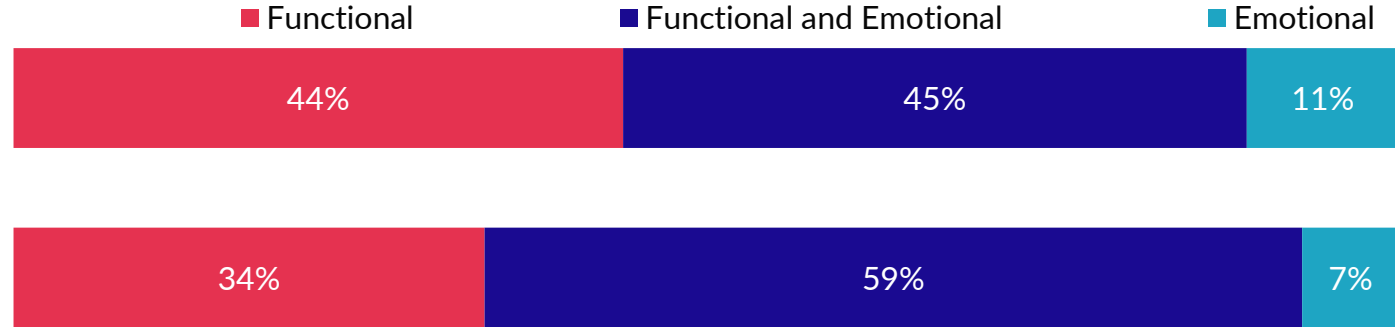
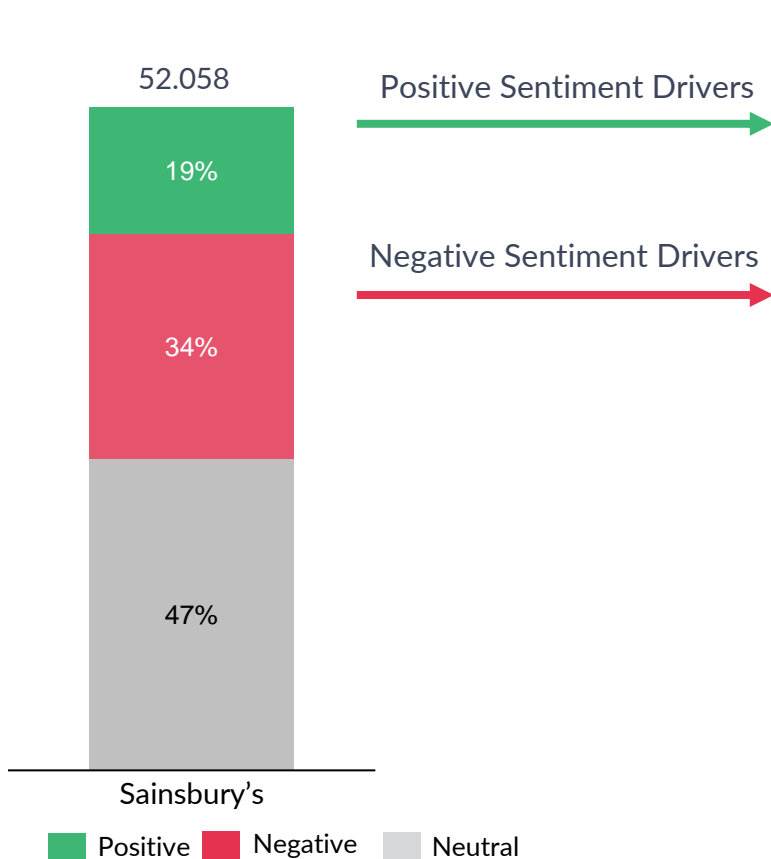


OVERALL SENTIMENT DRIVERS AND BARRIERS

Sainsbury's

Sainsbury's received mostly negative reviews of its functional aspects.

Discussion Sentiment ¹



Positive Sentiment Word Cloud



Negative Sentiment Word Cloud



DRIVERS & BARRIERS

Sainsbury's

Service is by far the most important aspect at Sainsbury's. The perception of the service deteriorated in the past years.

Discussion Sentiment ¹



TOP TOPICS

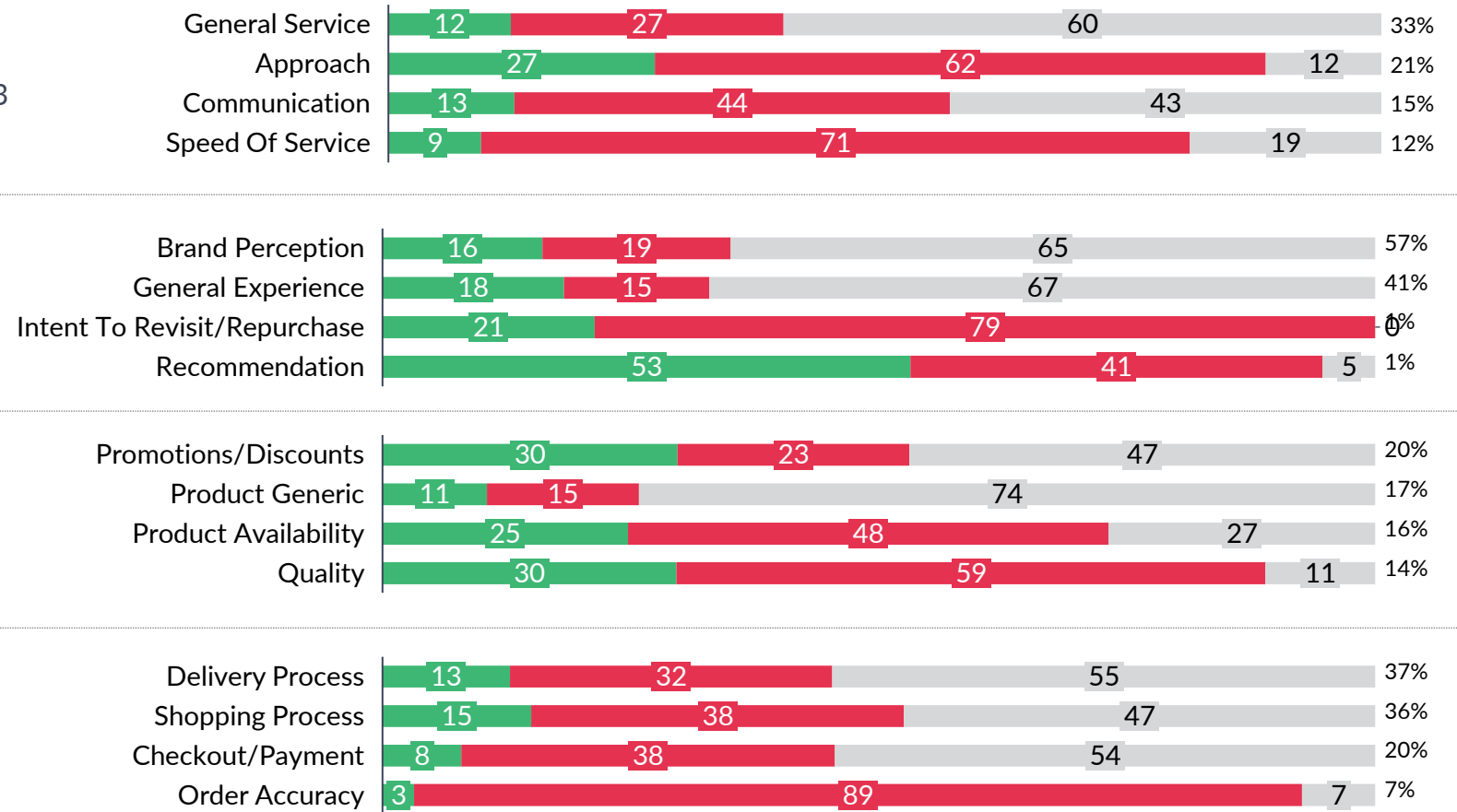
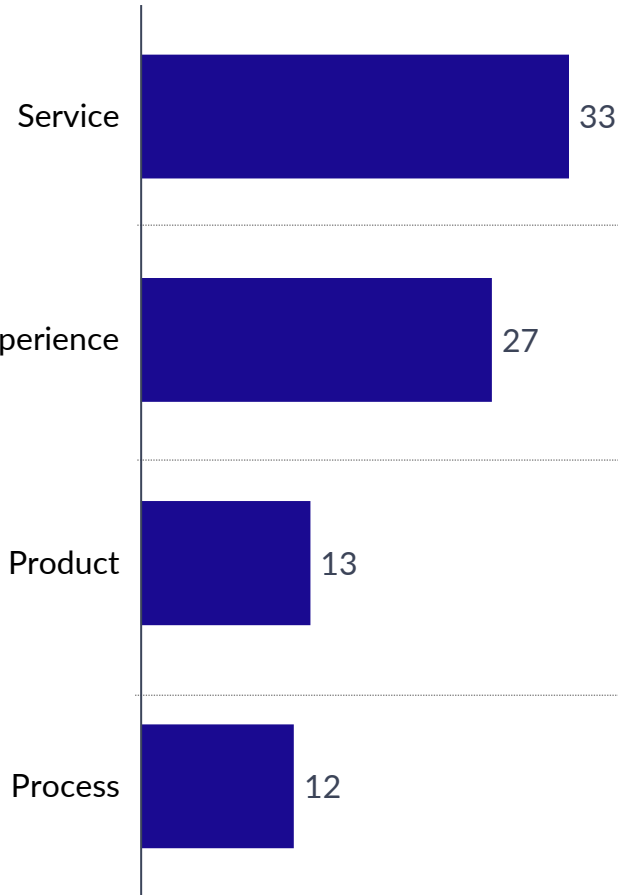
Sainsbury's

Discussion Themes¹
Percent of total messages

Discussion Sub-themes
Sentiment share, % of all brand messages

Positive Negative Neutral

% of Mentions

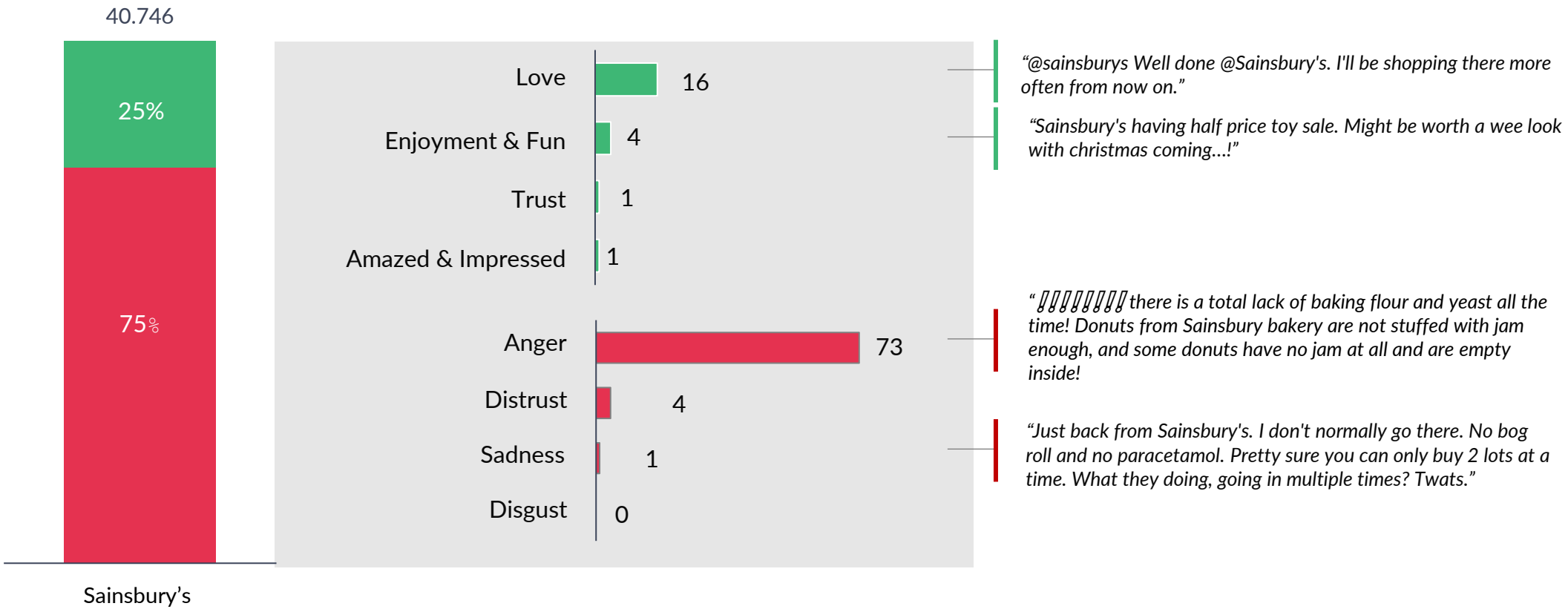


EMOTIONAL DRIVERS & BARRIERS

Sainsbury's

In 75% of the conversations, people express negative emotions (mainly Anger) when talking about Sainsbury's.

Emotional Sentiment¹

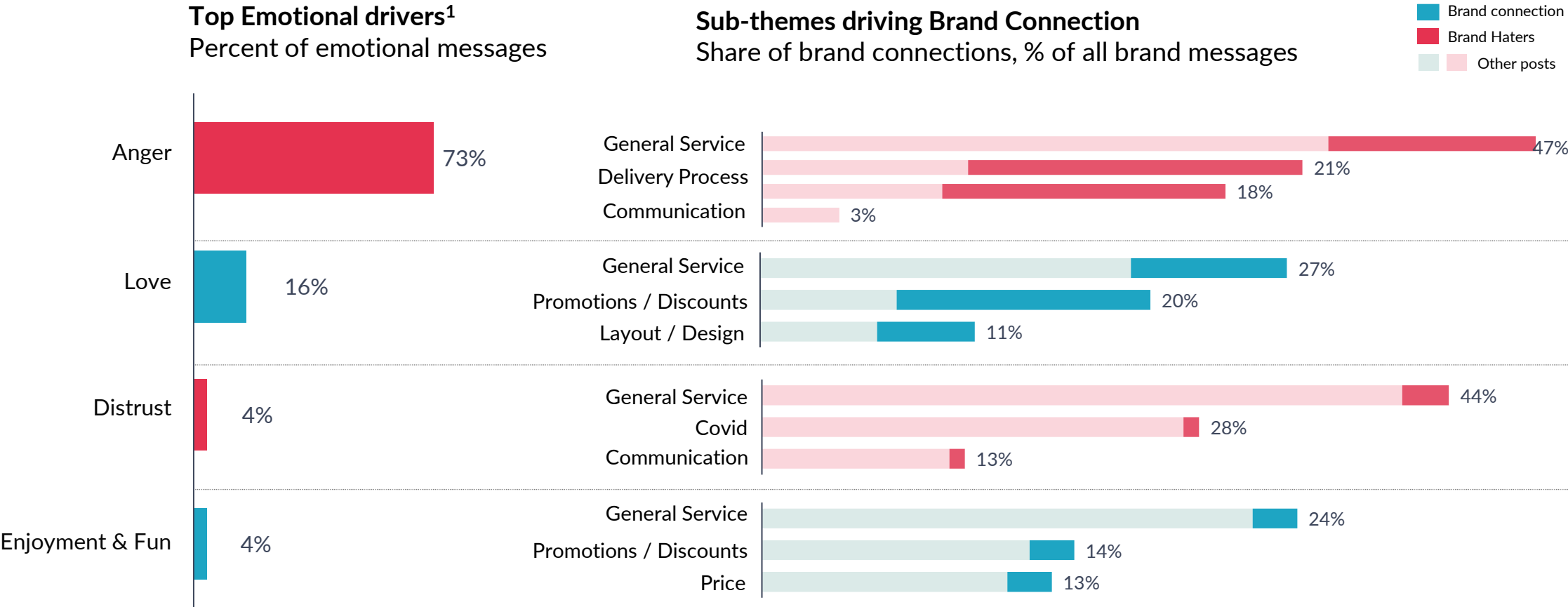


¹In total, 46746 conversations on Sainsbury's

EMOTIONAL & FUNCTIONAL TOPICS

Sainsbury's

Service at Sainsbury's causes anger among the shop's visitors and leads to a high share of brand haters. Promotions and discounts are accountable for a high share of brand connections.



In total, 23721 emotional conversations on Sainsbury's

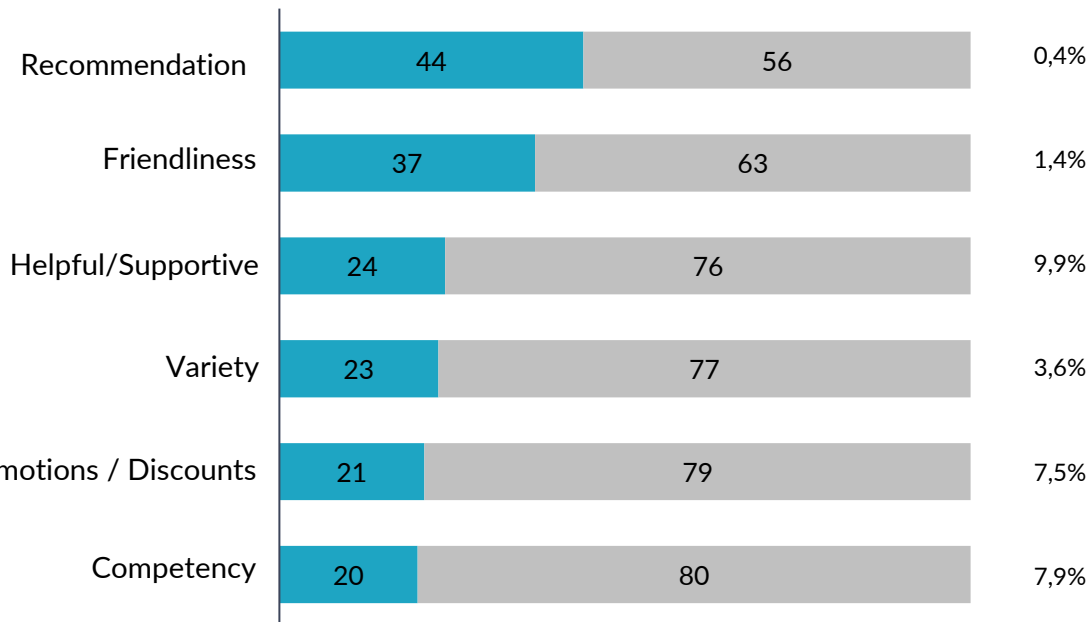
BRAND PROMOTE & CONNECT DRIVERS

Sainsbury's

Promoters of Sainsbury's favourably evaluate the brand's service, variety and promotions. Love generates the highest share of brand connections.

Functional Equities driving Brand Promotion

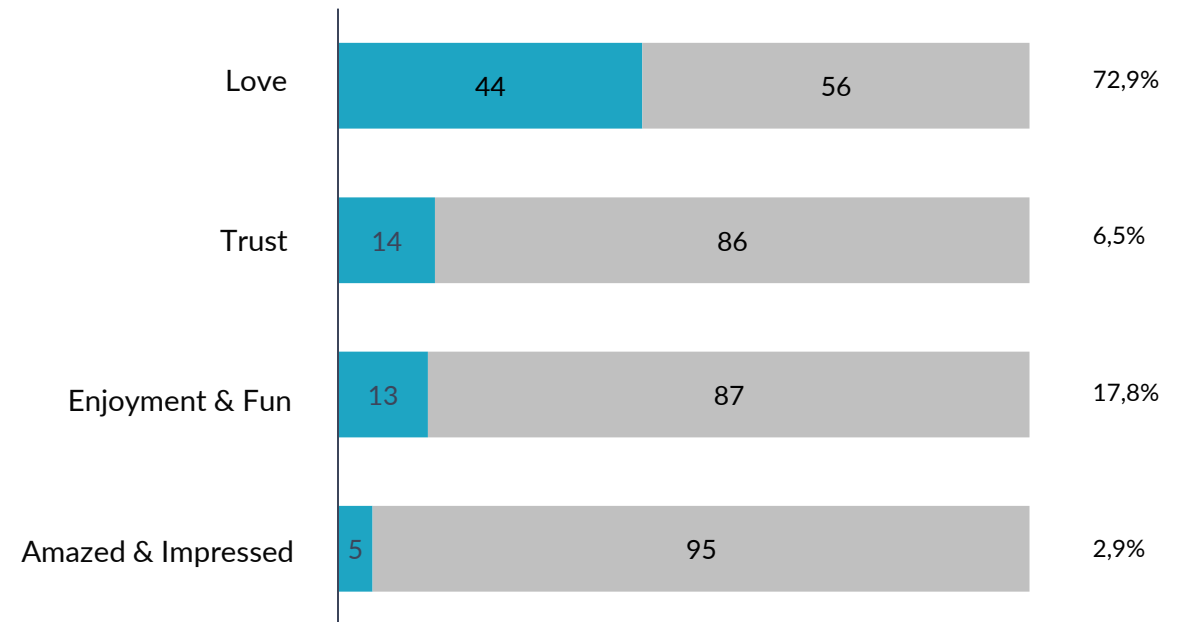
% of Mentions



Brand promote
Other posts

Emotional Equities driving Brand Connection

% of Mentions



Brand connect
Other posts

TOP TOPIC DRIVING PROMOTE AND CONNECT

Sainsbury's

Brand Promote Word Cloud



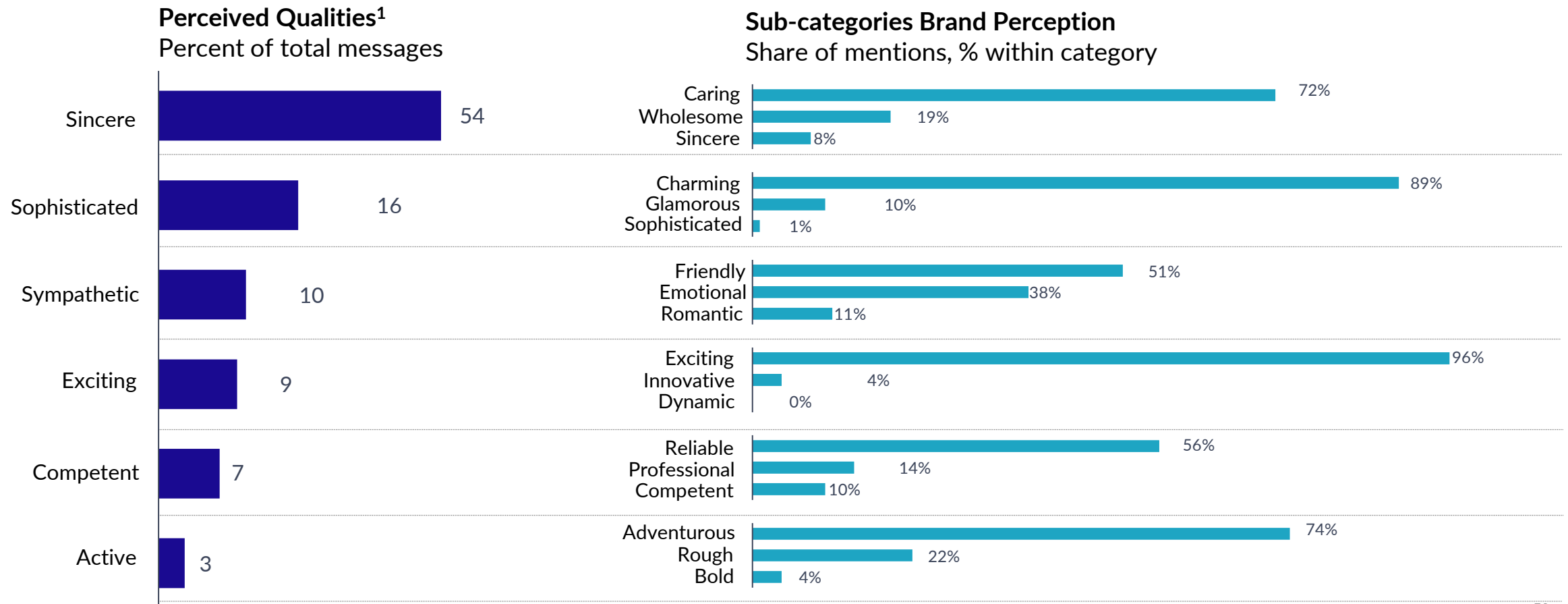
Brand Connect Word Cloud



BRAND PERSONALITY

Sainsbury's

Sainsbury's is perceived as the sincerest brand among its competitors. Moreover, it's also seen as sophisticated (charming).



Aldi



DRIVERS & BARRIERS

Aldi

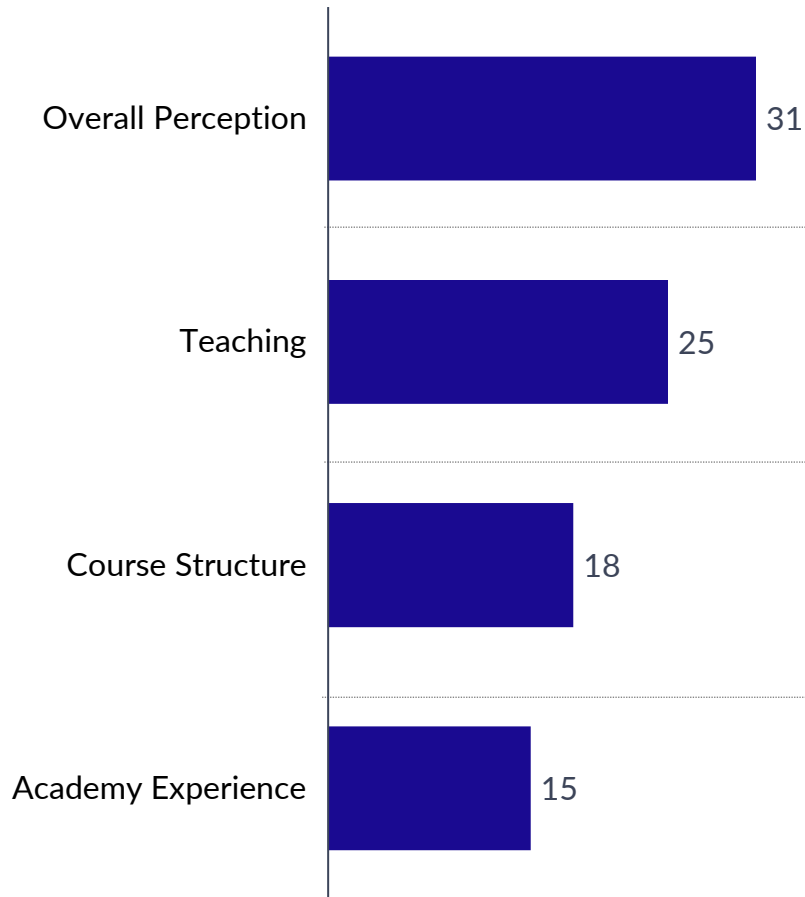
Discussion Sentiment¹



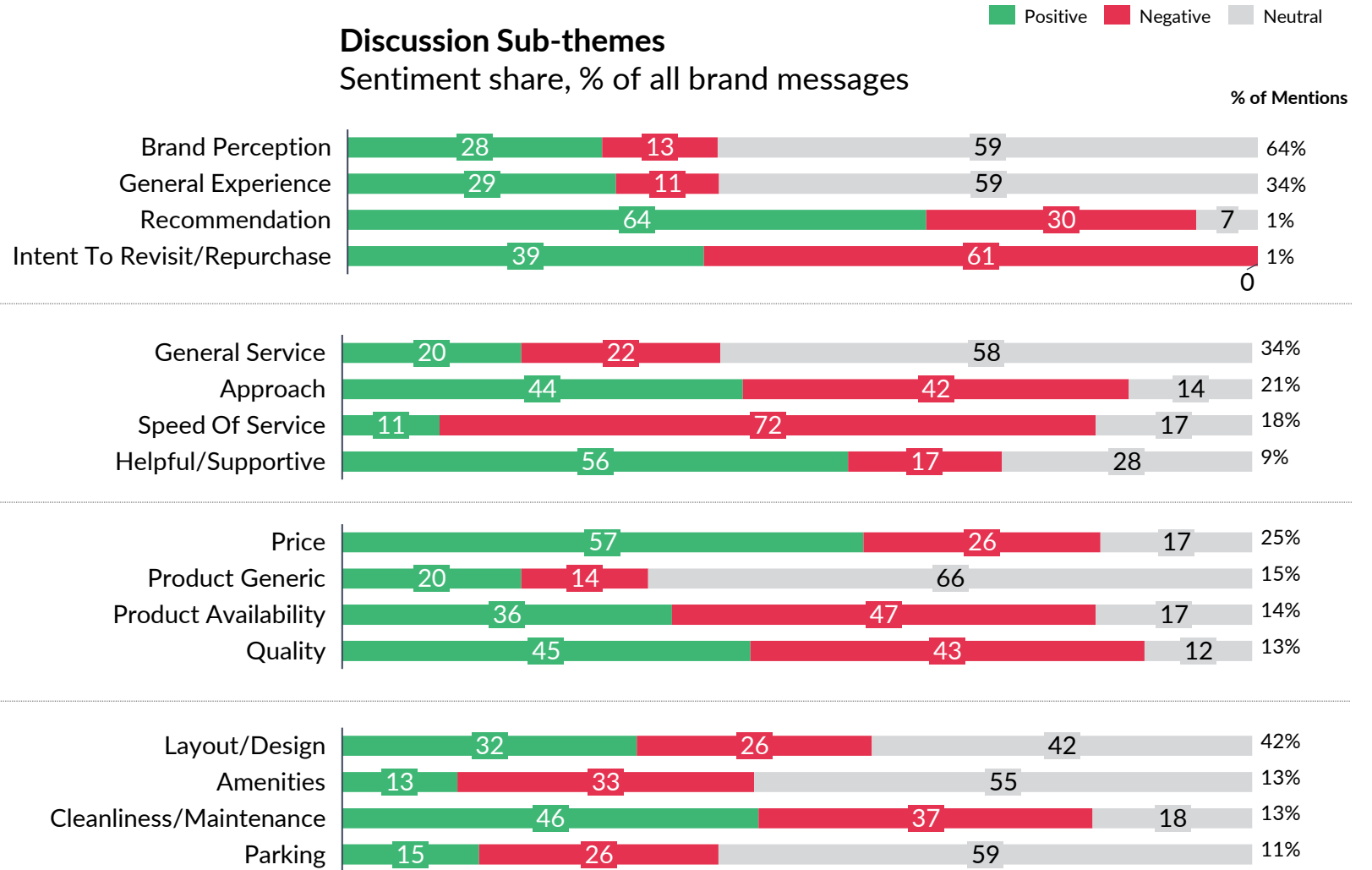
TOP TOPICS

Aldi

Discussion Themes¹
Percent of total messages



Discussion Sub-themes
Sentiment share, % of all brand messages

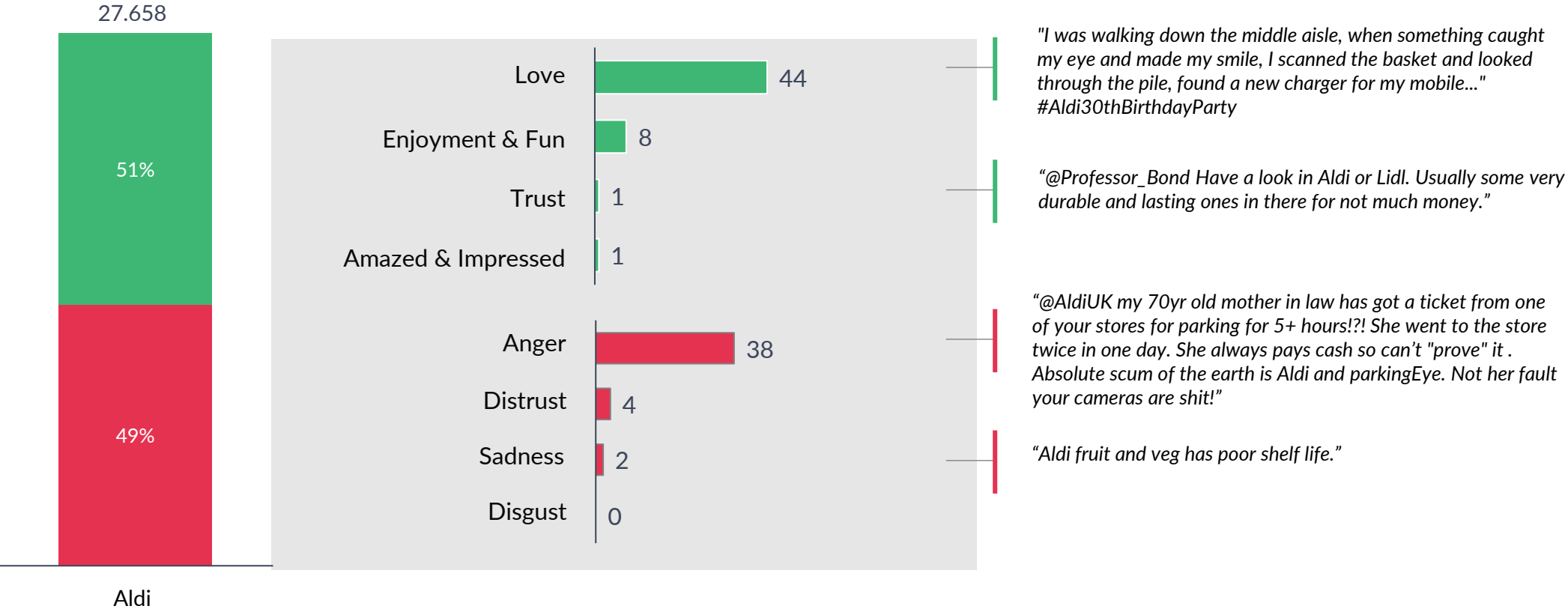


EMOTIONAL DRIVERS & BARRIERS

Aldi

Aldi has a high share of positive emotional conversations, with love being the most expressed emotion.

Emotional Sentiment¹

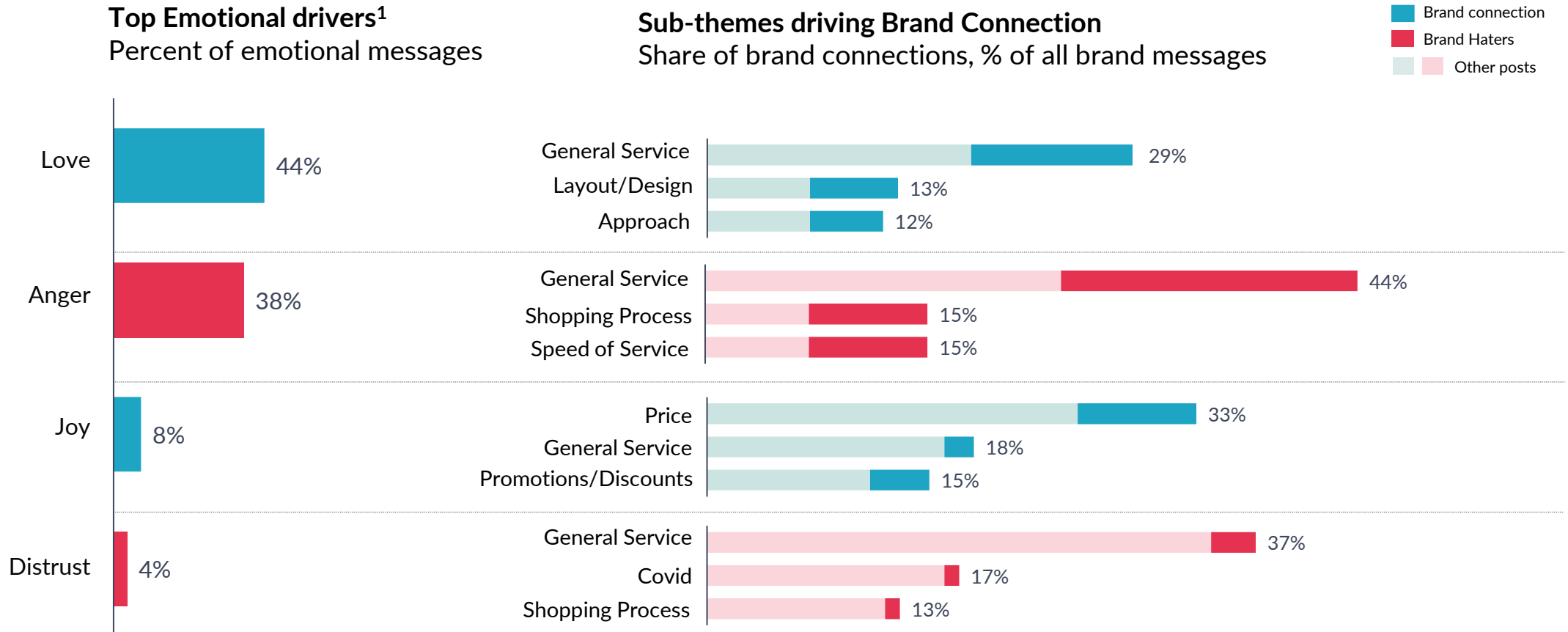


¹In total, 27658 conversations on Aldi.

EMOTIONAL X FUNCTIONAL TOPICS

Aldi

Shoppers love the service at Aldi. However, the service, together with its speed and the shopping process are also causing anger and lead to a high share of haters..



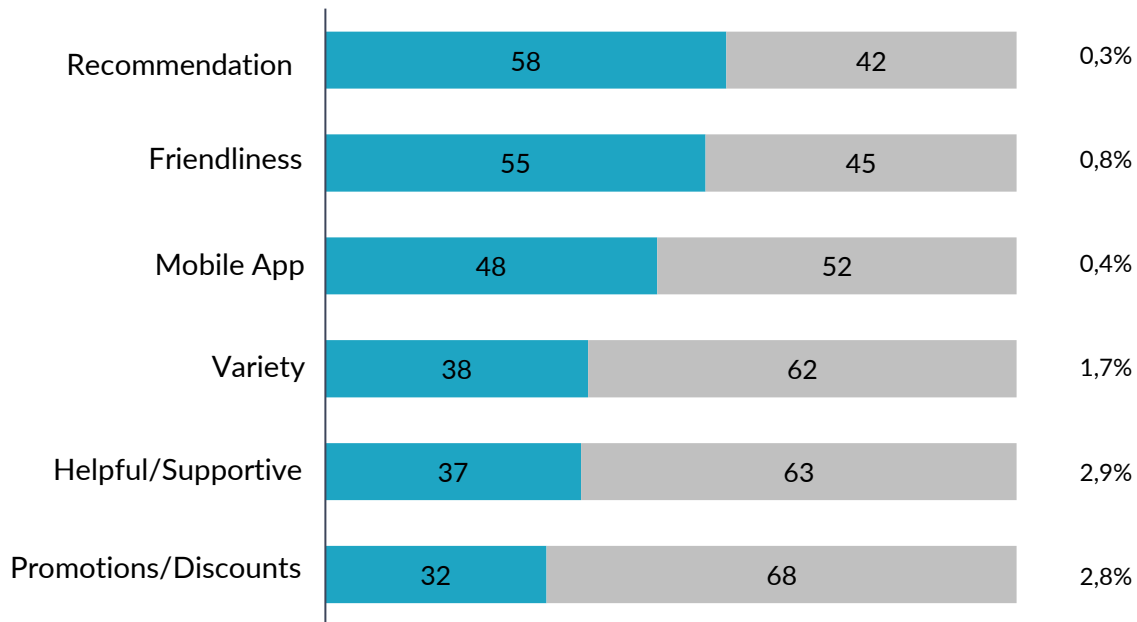
BRAND PROMOTE & CONNECT DRIVERS

Aldi

Aldi has a very high share of brand connections due to people loving the brand. Besides service, promotions / discounts and the variety at Aldi are driving brand promotions.

Functional Equities driving Brand Promotion

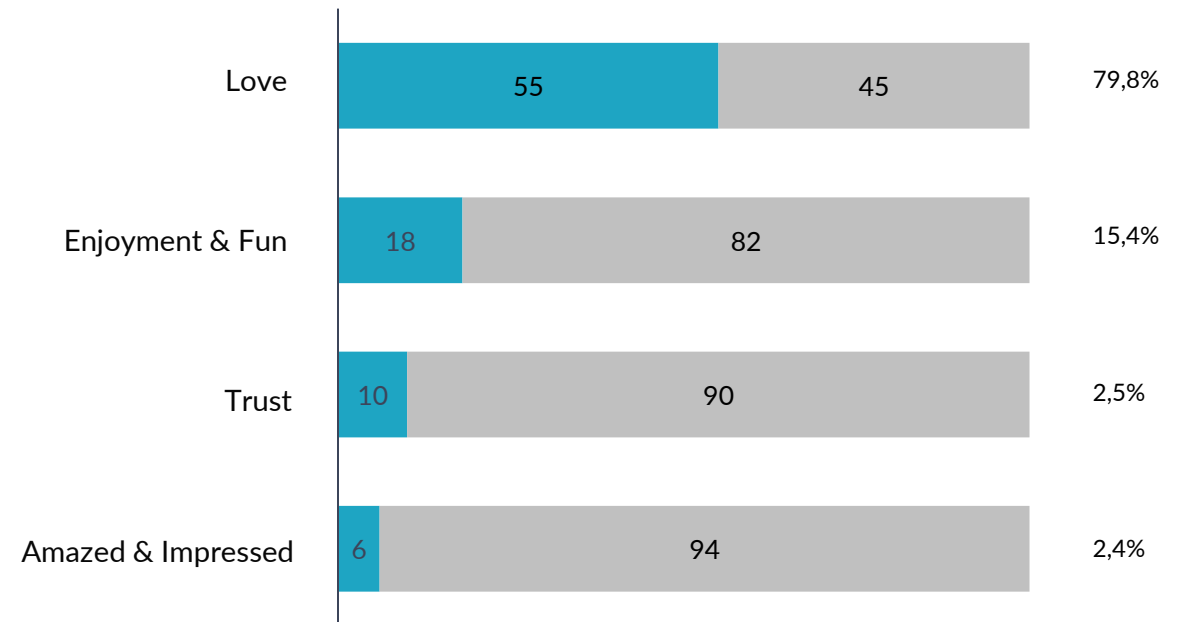
% of Mentions



Brand promote
Other posts

Emotional Equities driving Brand Connection

% of Mentions

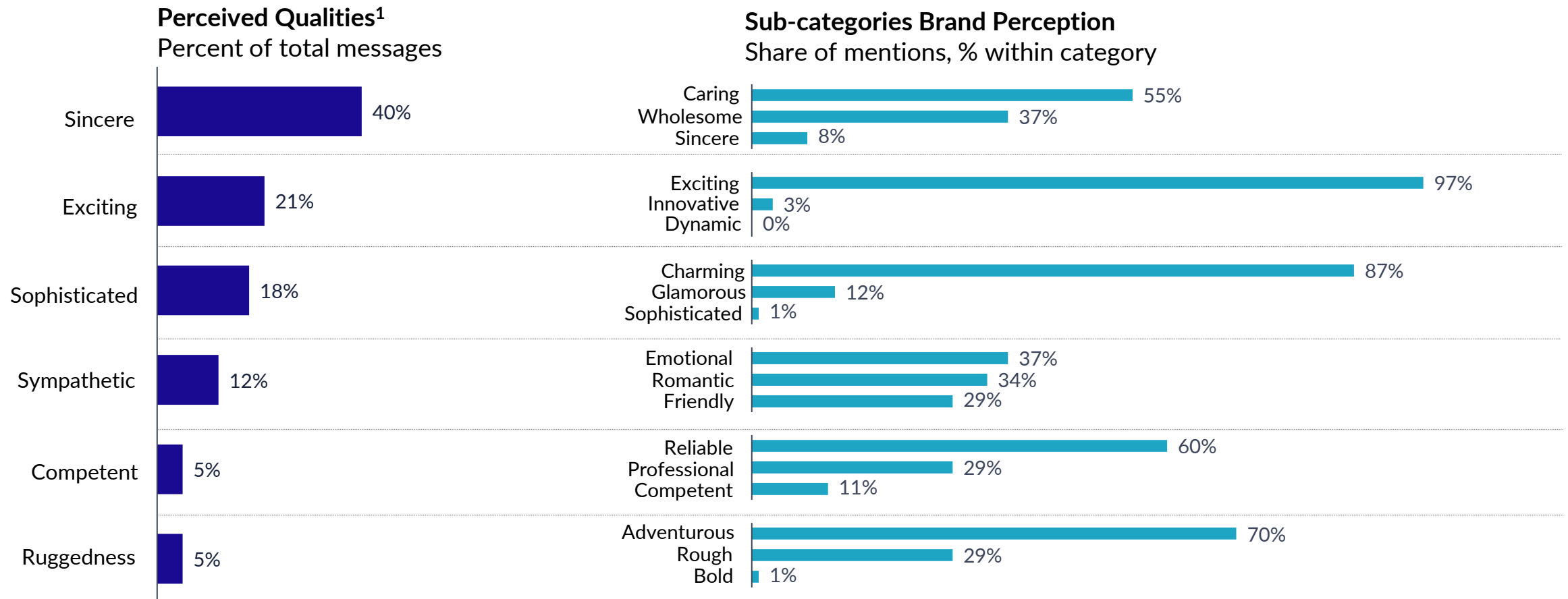


Brand connect
Other posts

BRAND PERSONALITY

Aldi

Aldi is perceived as very sincere (caring) and exciting.



Asda

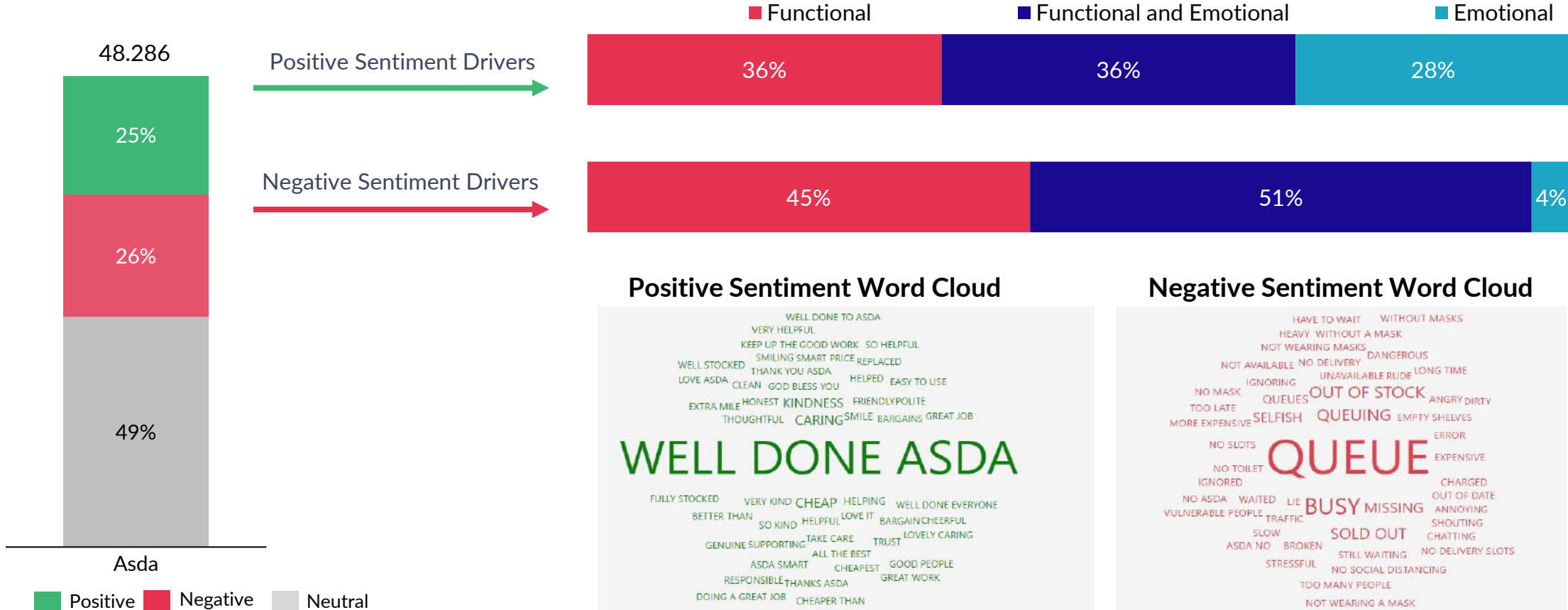


OVERALL SENTIMENT DRIVERS AND BARRIERS

Asda

Asda with a particularly high share of positive emotional conversations.

Discussion Sentiment ¹

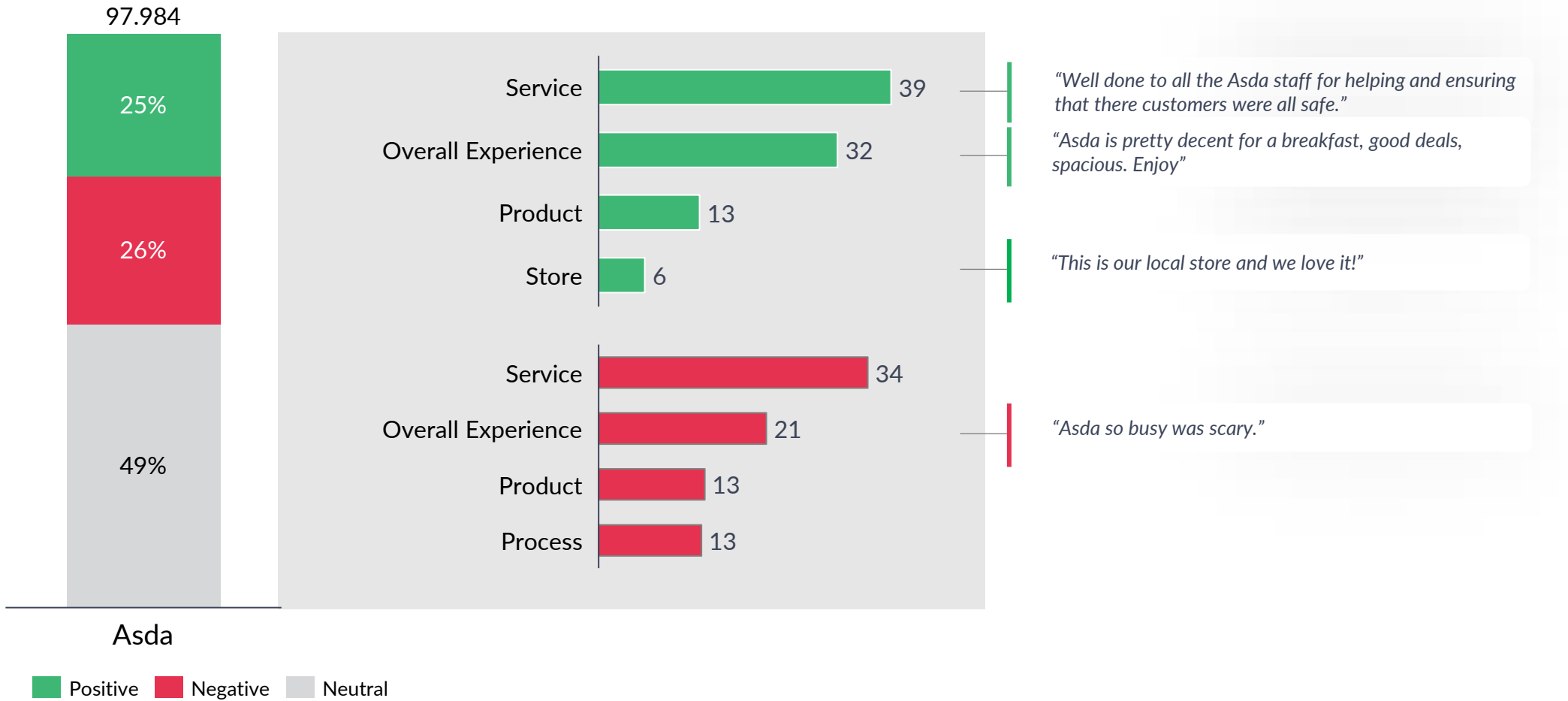


¹In total, 48286 mentions of themes were identified & analyzed within discussions of Asda

DRIVERS & BARRIERS

Asda

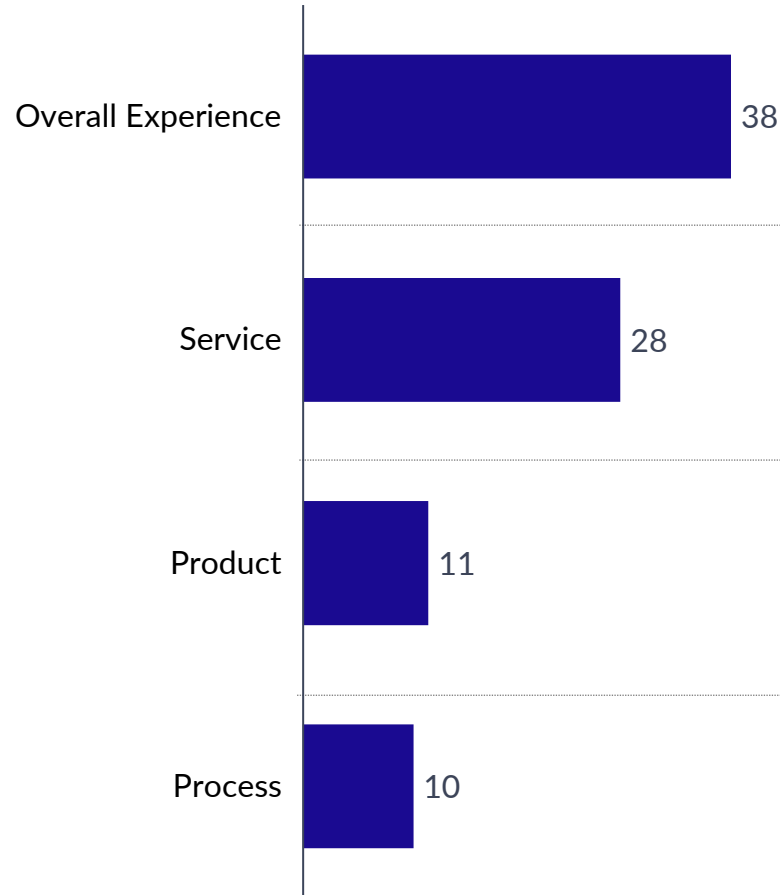
Discussion Sentiment¹



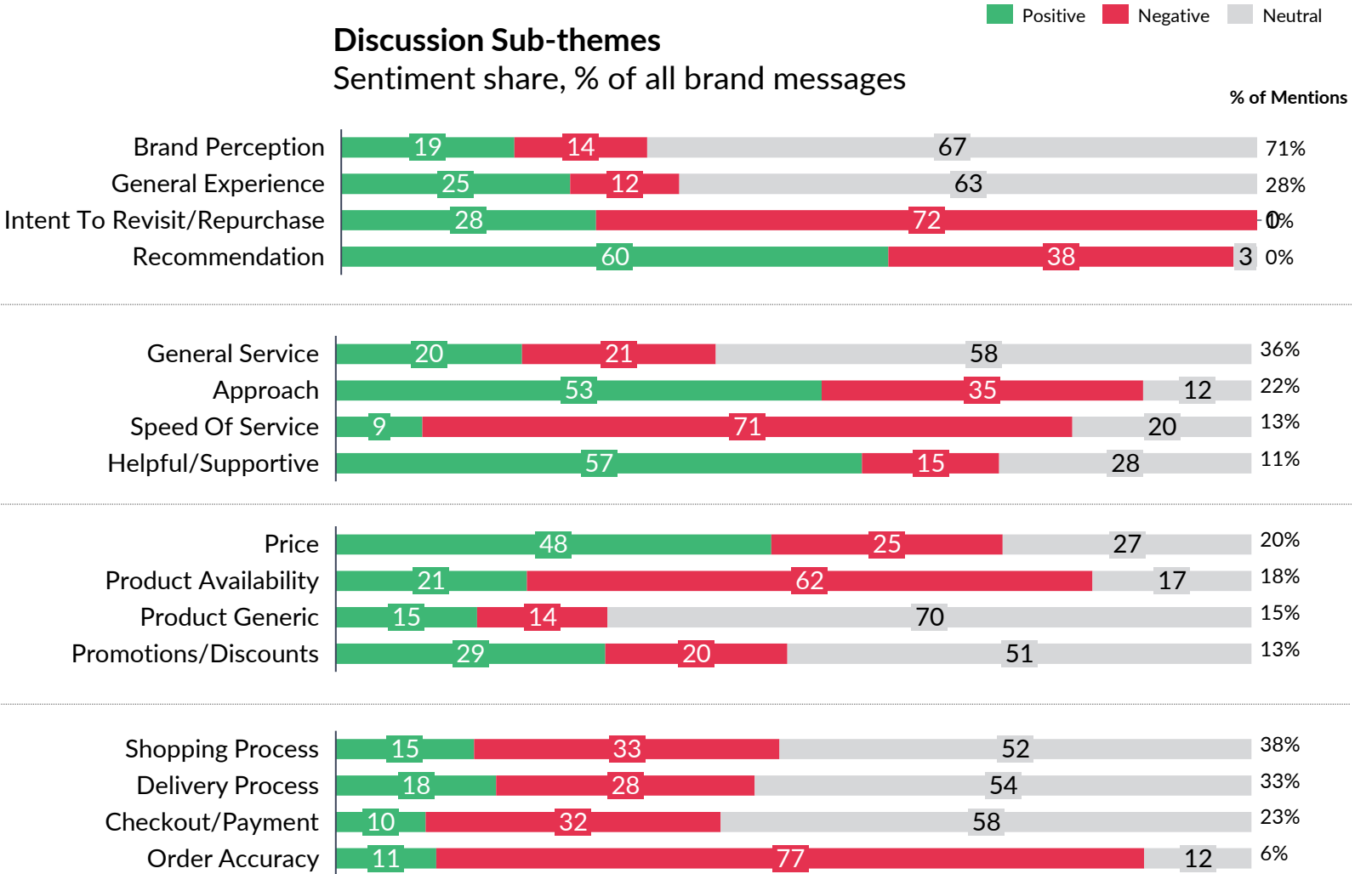
TOP TOPICS

Asda

Discussion Themes¹
Percent of total messages



Discussion Sub-themes
Sentiment share, % of all brand messages

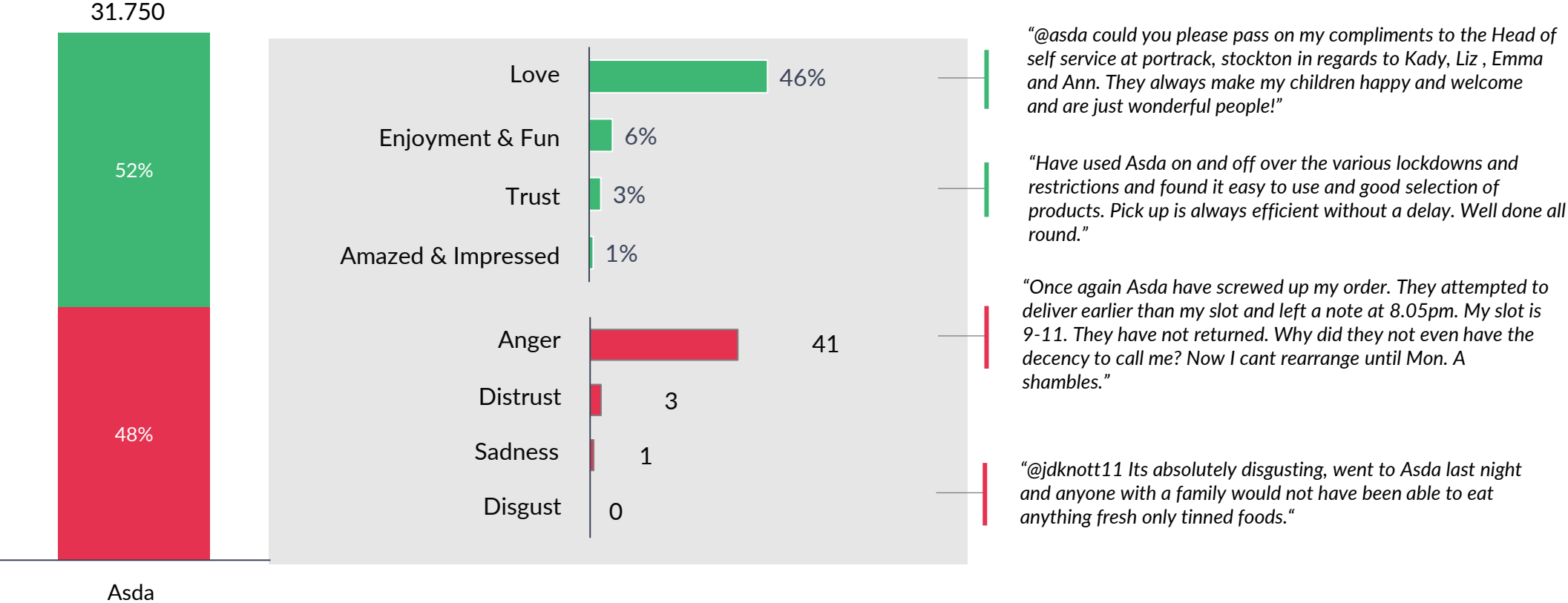


EMOTIONAL DRIVERS & BARRIERS

Asda

Asda has the highest share in positive emotional conversations among its competitors, with love driving the positivity.

Emotional Sentiment¹

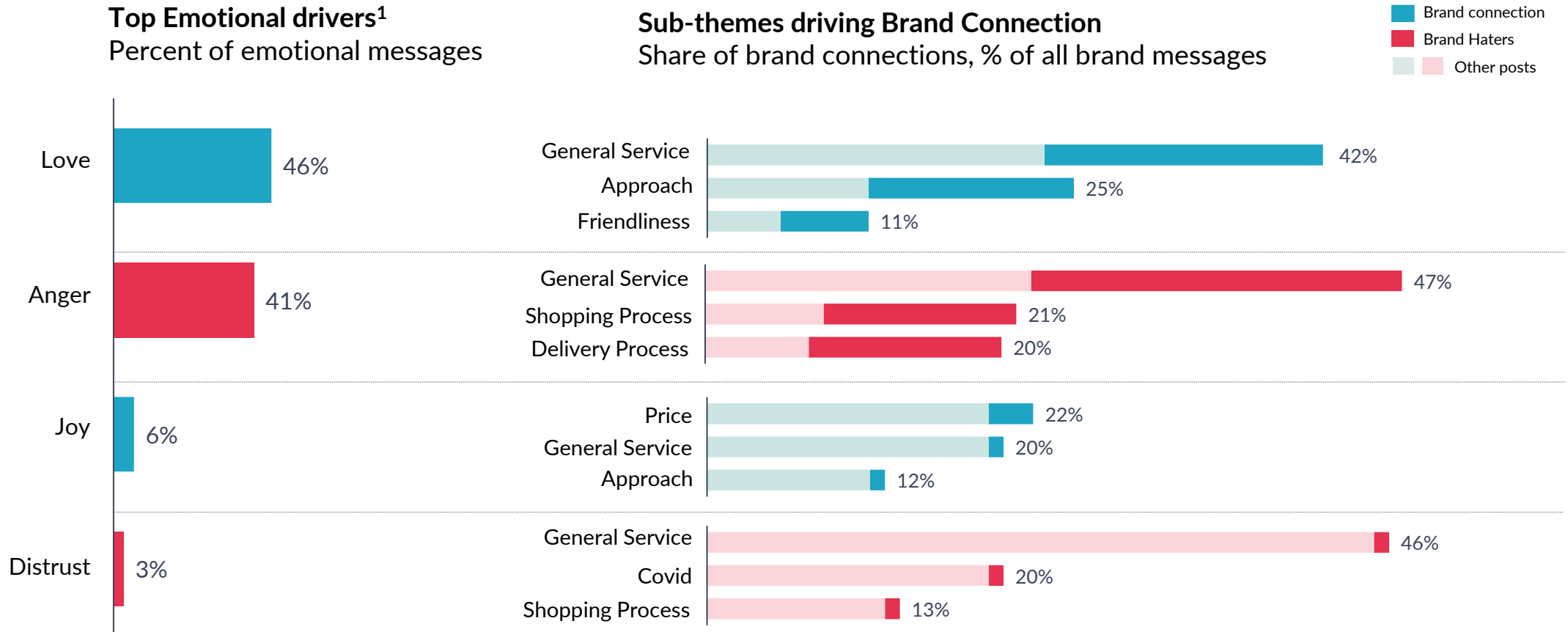


¹In total, 31750 conversations on Asda

EMOTIONAL X FUNCTIONAL TOPICS

Asda

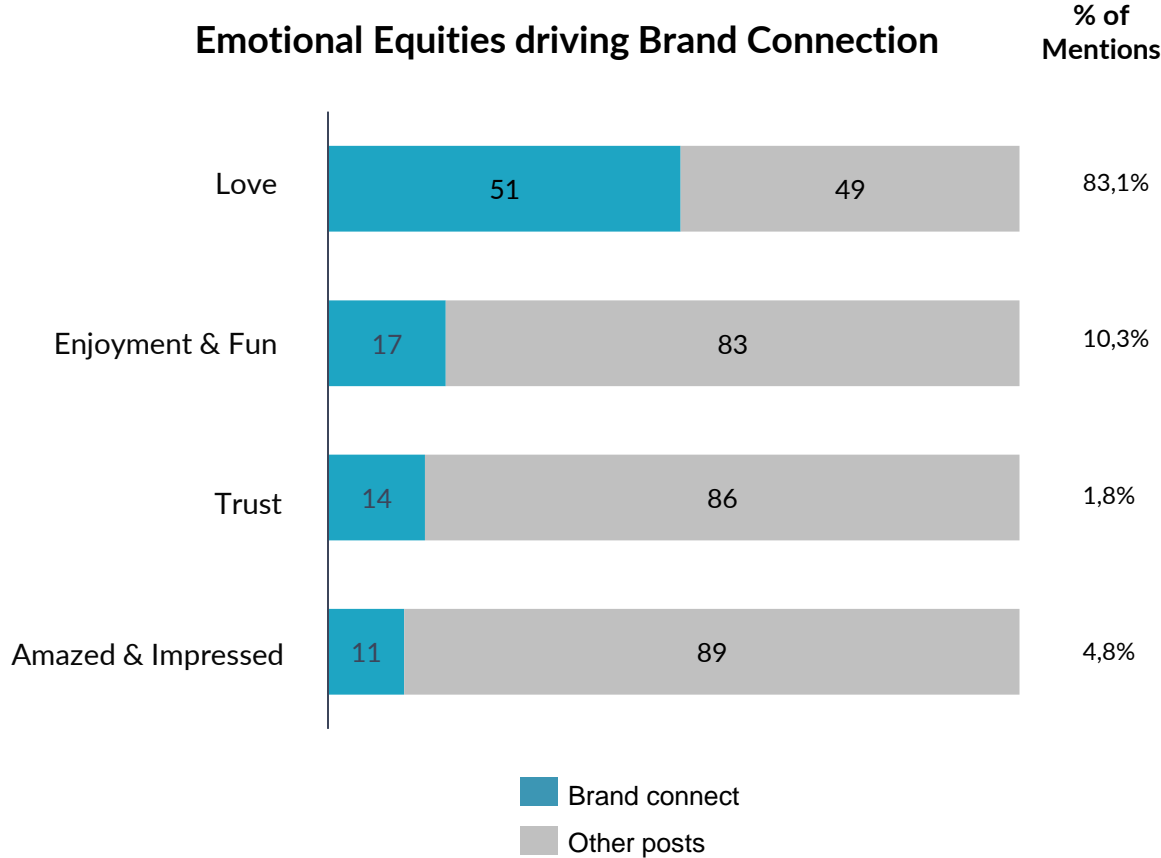
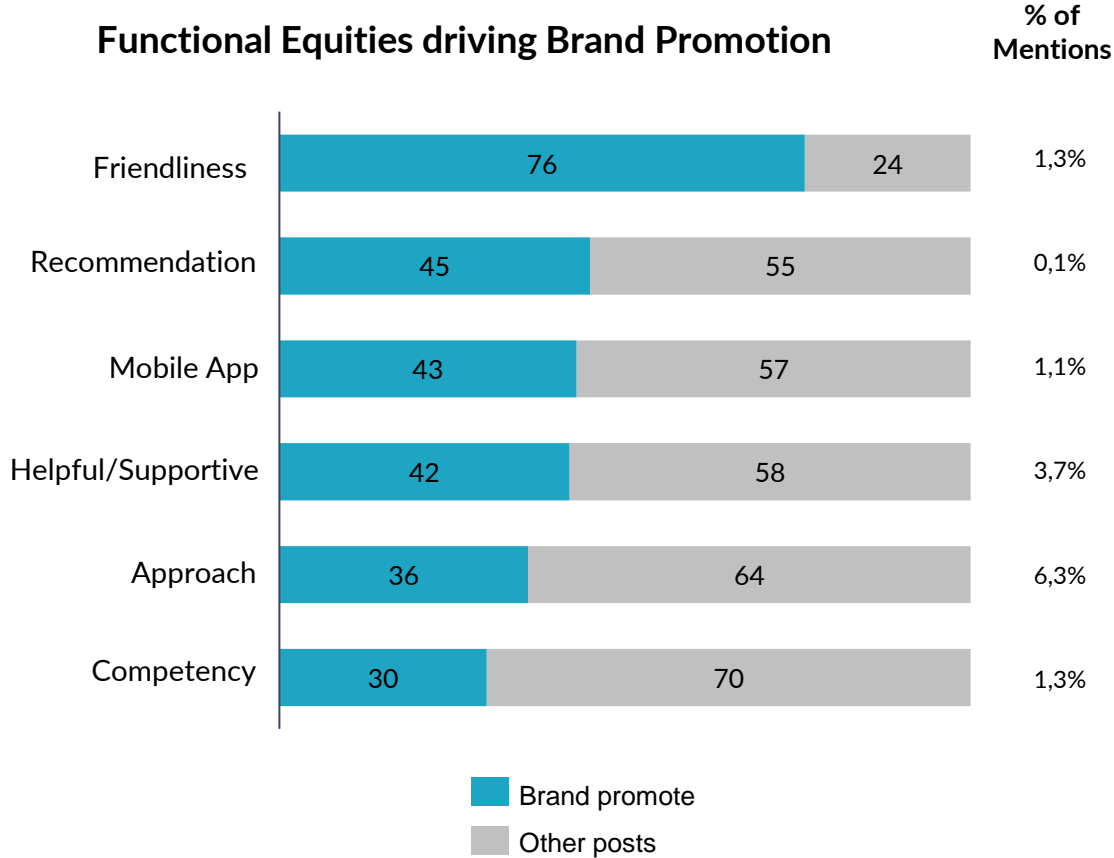
Asda has the highest share of love expressions compared to other brands. Love is driven by its service.



BRAND PROMOTE & CONNECT DRIVERS

Asda

The service's friendliness at Asda is driving brand promotion. Love generates the highest share of brand connections.



TOP TOPIC DRIVING PROMOTE AND CONNECT

Asda

Brand Promote Word Cloud



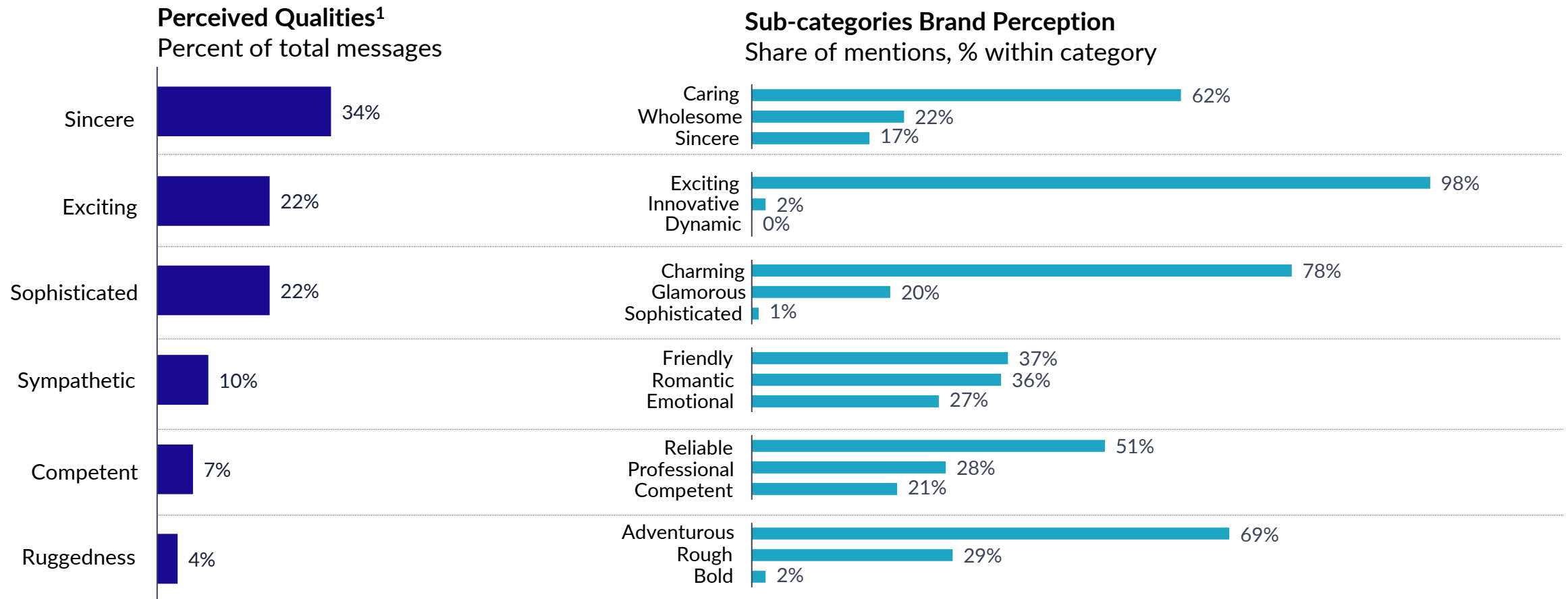
Brand Connect Word Cloud



BRAND PERSONALITY

Asda

Asda is almost exclusively perceived as sincere (caring), exciting or sophisticated (charming).



Tesco

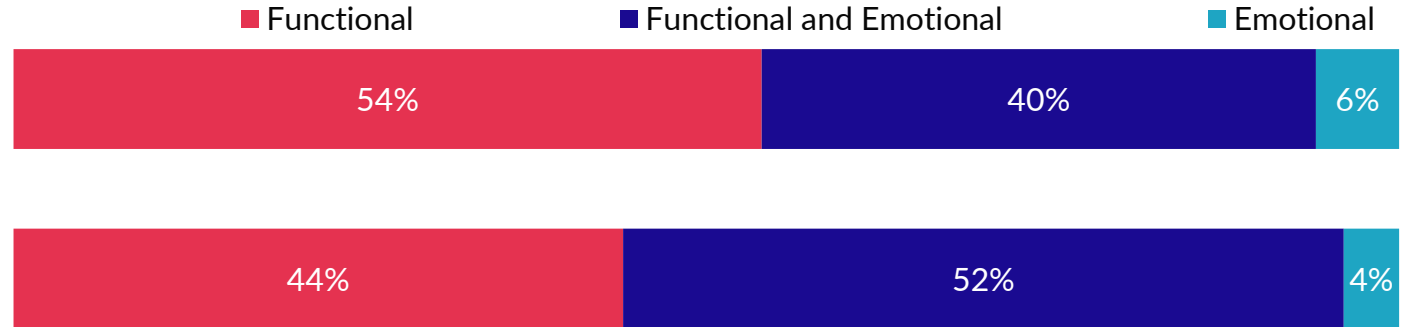
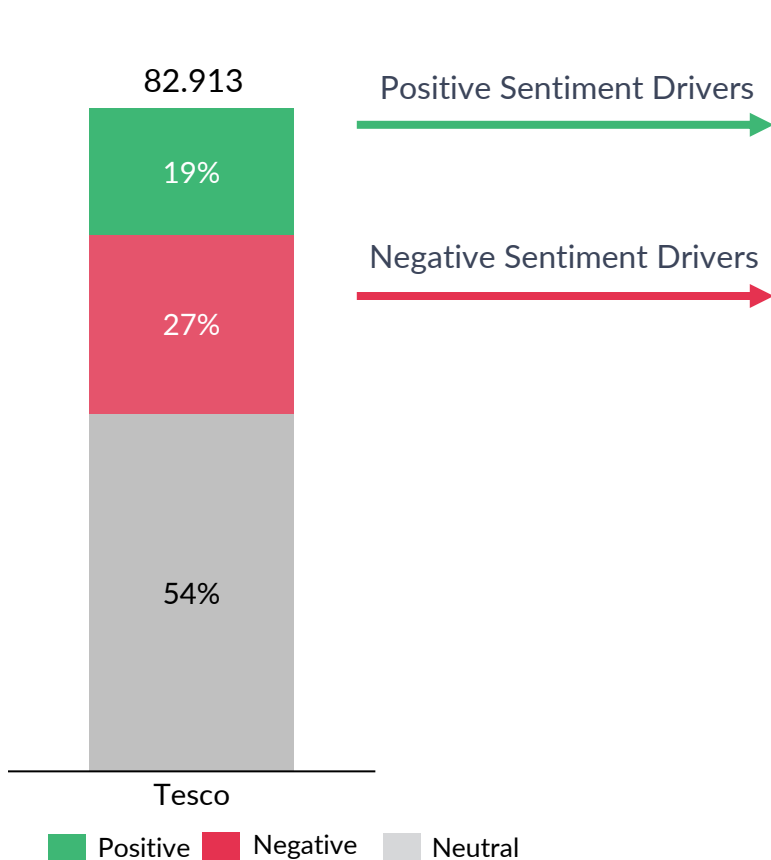


OVERALL SENTIMENT DRIVERS AND BARRIERS

Tesco

Very low share of emotional aspects in positive and negative conversations around Tesco.

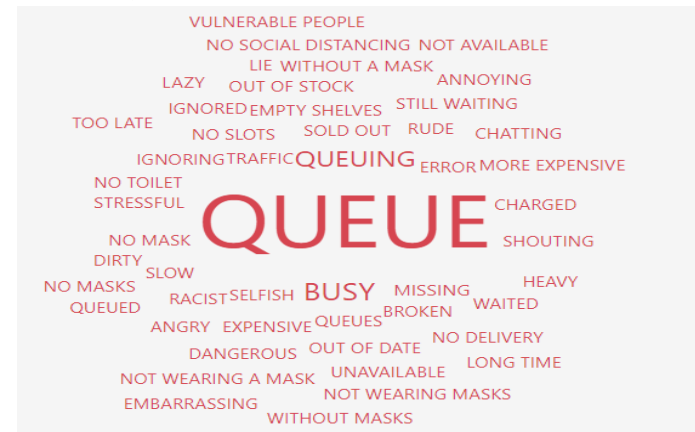
Discussion Sentiment ¹



Positive Sentiment Word Cloud



Negative Sentiment Word Cloud



DRIVERS & BARRIERS

Tesco

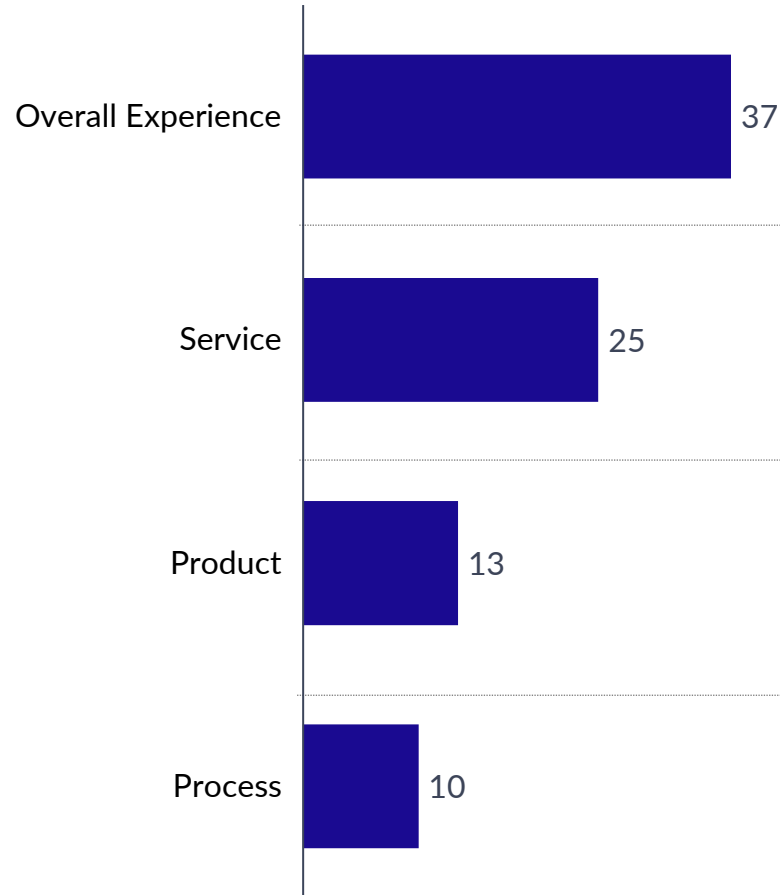
Discussion Sentiment¹



TOP TOPICS

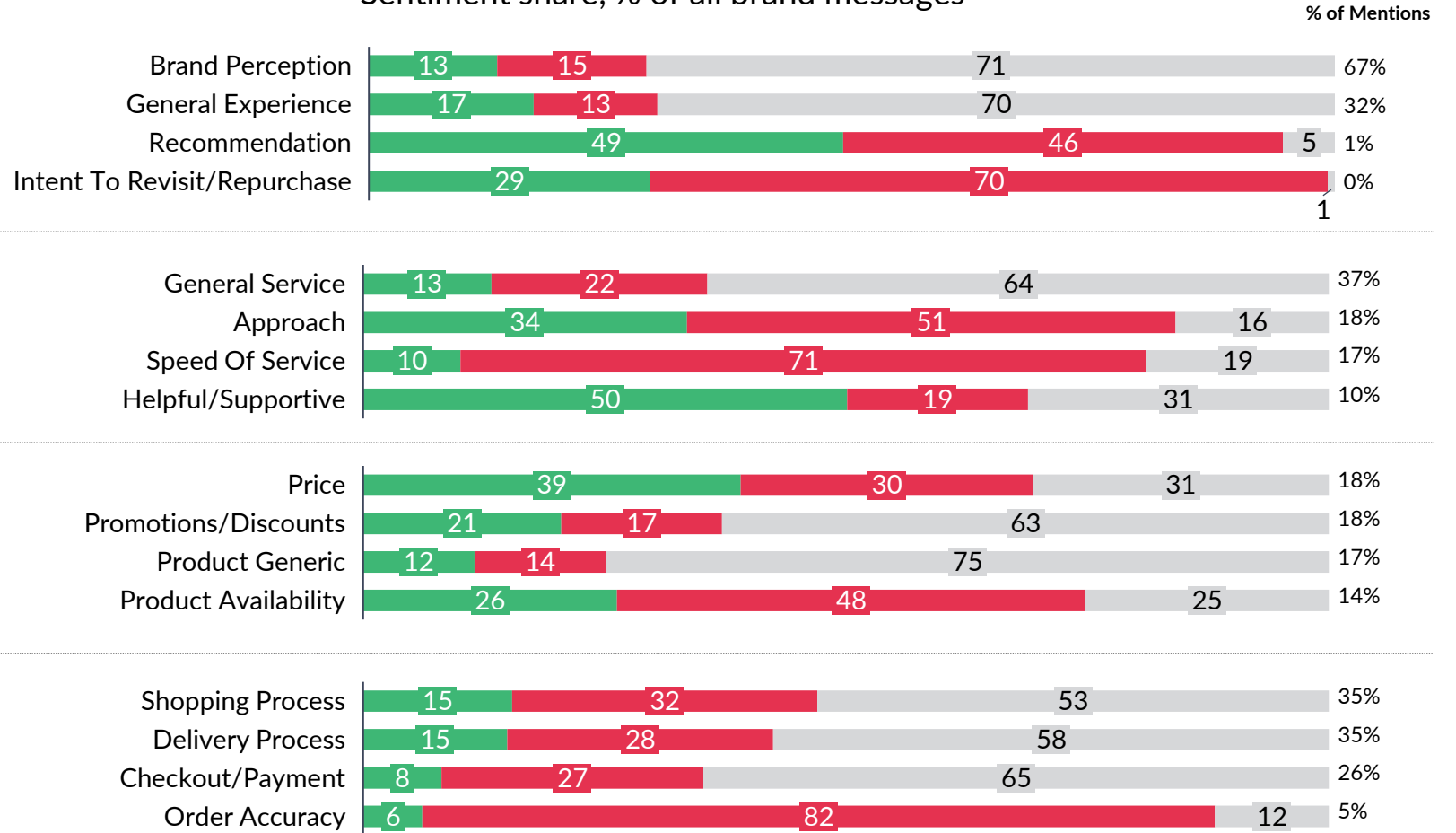
Tesco

Discussion Themes¹
Percent of total messages



Discussion Sub-themes
Sentiment share, % of all brand messages

Positive Negative Neutral

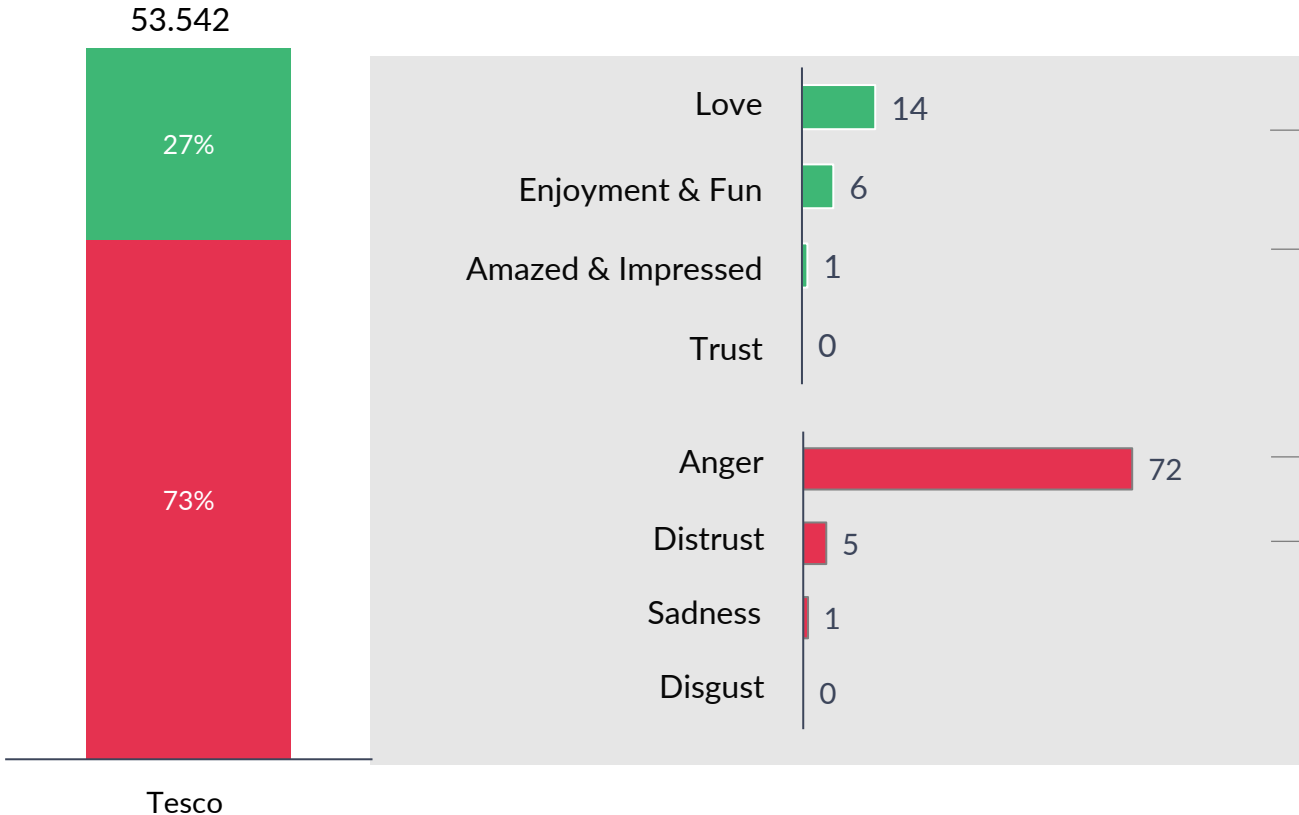


EMOTIONAL DRIVERS & BARRIERS

Tesco

In 73% of cases, people express negative emotions (mainly Anger) when talking about Tesco.

Emotional Sentiment¹



"@GeorgeG1989 That's mad! Nothing like that over here, it is busy at the big ones but I love going to this little Tesco."

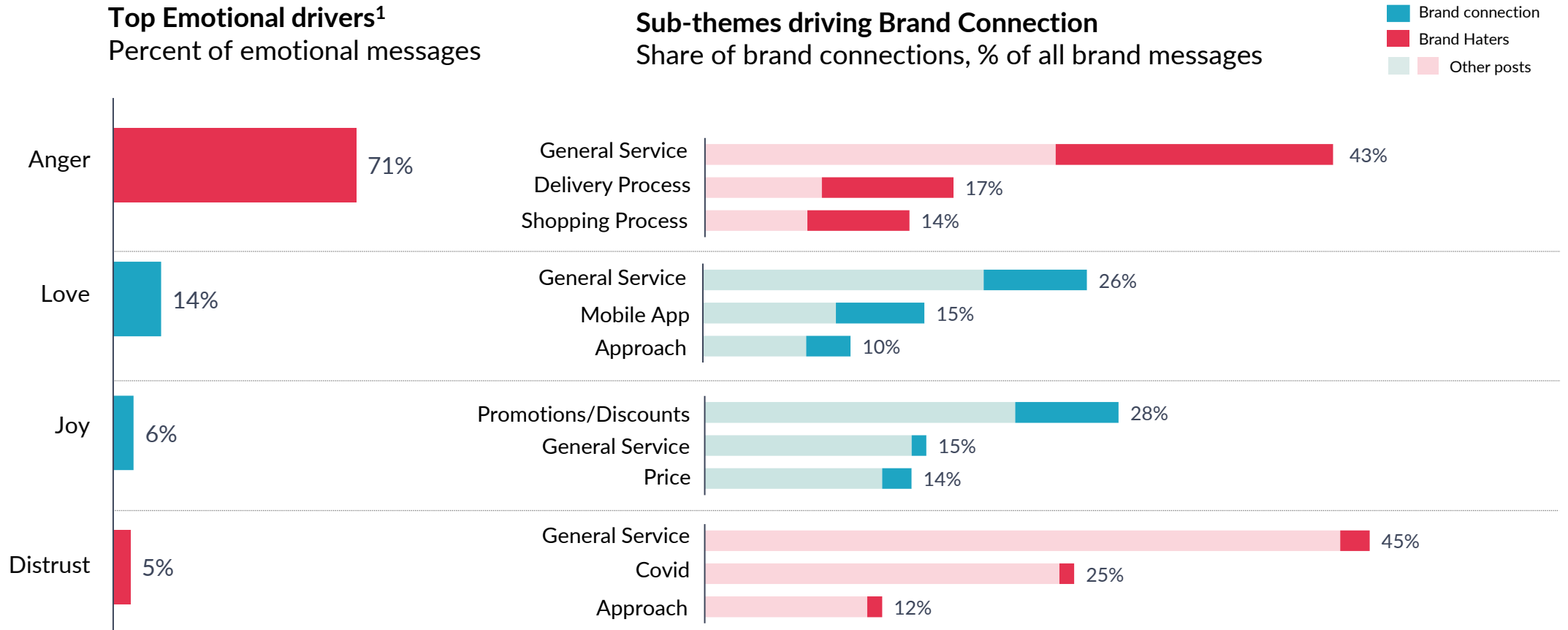
"@bornblonde12 Tesco ones are the best I think."

"@BBCNews Don't call in sick if you work for Tesco. I've was sacked for having depression due to being bullied by manager these stores are bully's playgrounds."

"@ChrisGPackham @Tesco It's the same old story time and time again 'oh we didn't realise, we shall have to investigate this' #bullshit."

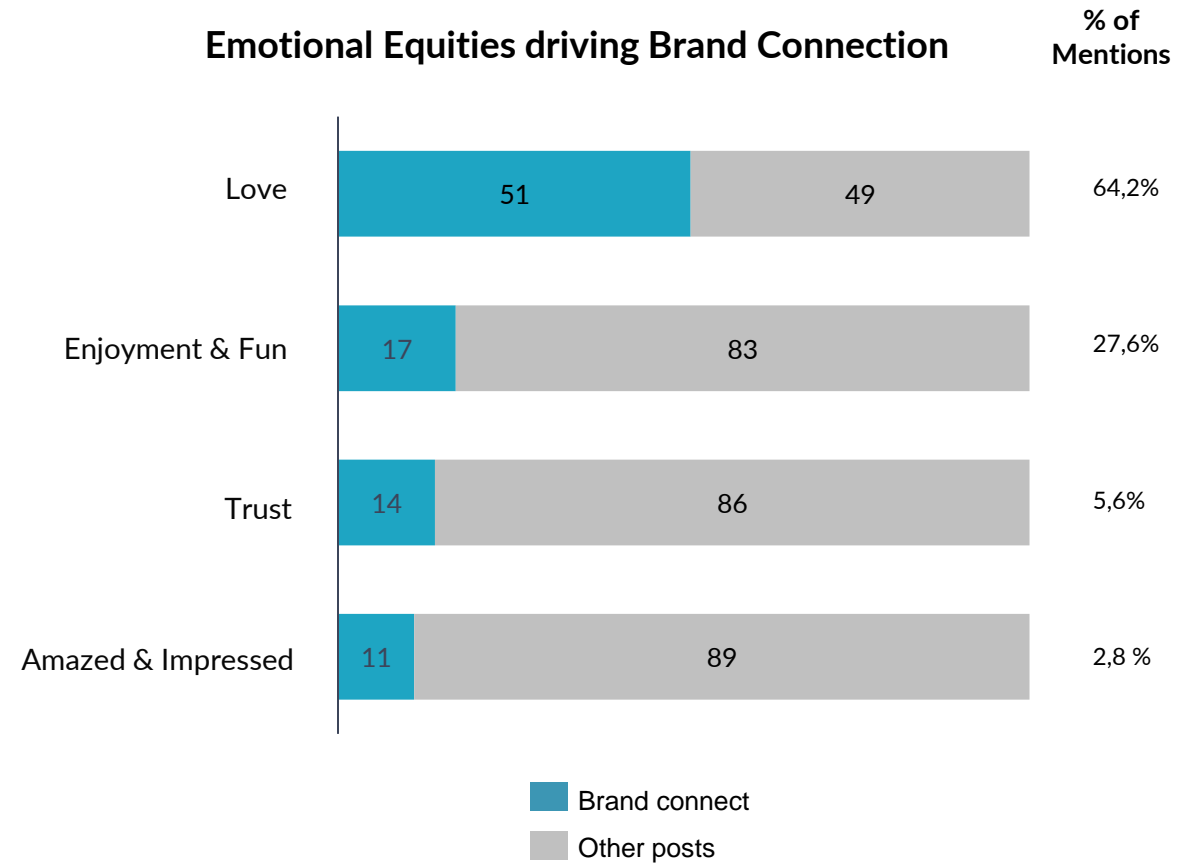
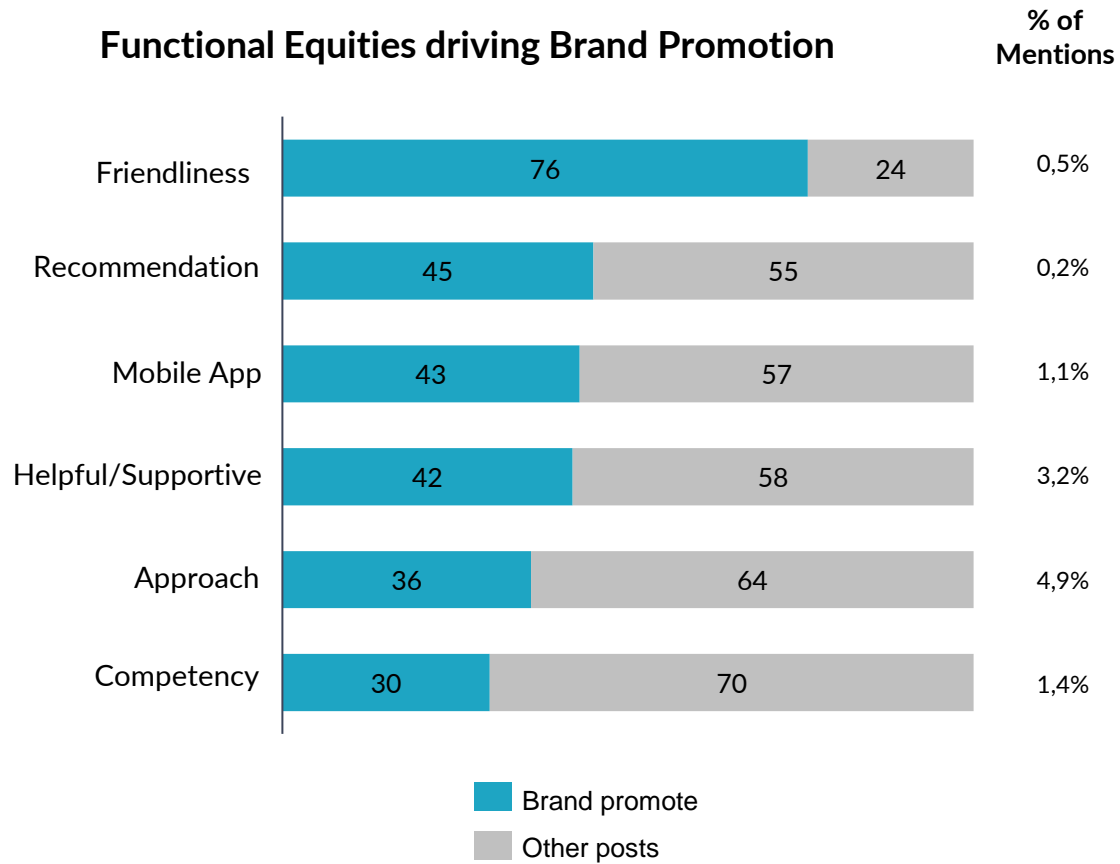
EMOTIONAL X FUNCTIONAL TOPICS

Tesco
 Service as well as the delivery and shopping process cause anger among Tesco's shoppers and lead to high share of brand haters.



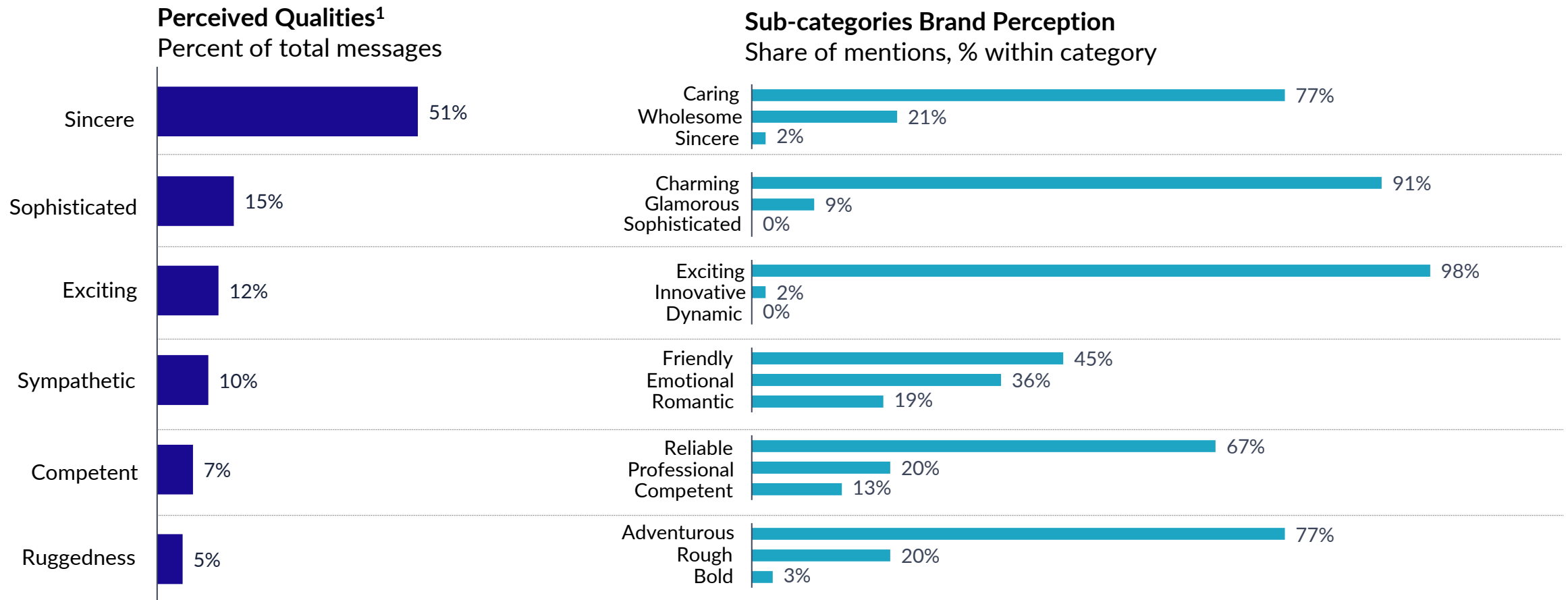
BRAND PROMOTE & CONNECT DRIVERS

Tesco
 Various service aspects at Tesco together with mobile app are driving brand promotion. Love is the main emotional driver for brand connection.



BRAND PERSONALITY

Tesco
 Most of the UK consumers perceive Tesco as a sincere (caring) brand. Tesco is also seen by its shoppers as exciting and charming.



Waitrose

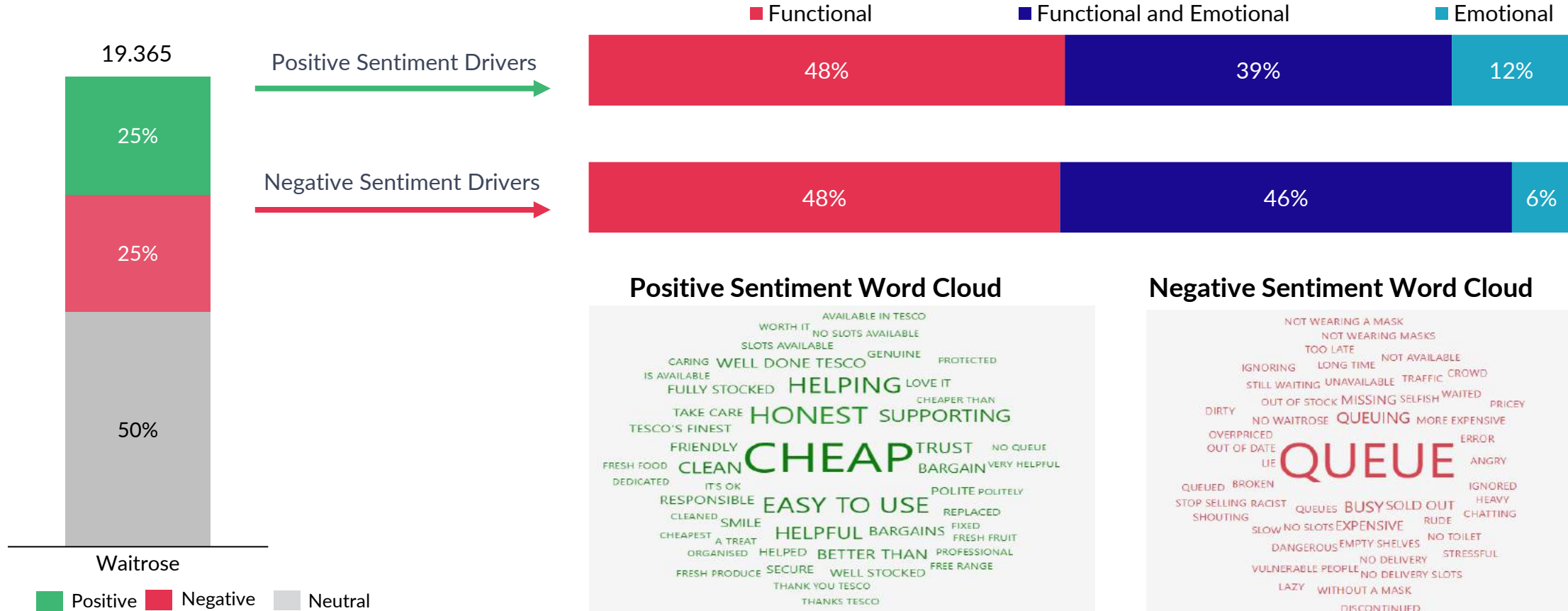


OVERALL SENTIMENT DRIVERS AND BARRIERS

Waitrose

Waitrose with the best sentiment among other retailers due to both functional and emotional aspects.

Discussion Sentiment ¹



¹ In total, 19365 mentions of themes were identified & analyzed within discussions of Waitrose

DRIVERS & BARRIERS

Waitrose

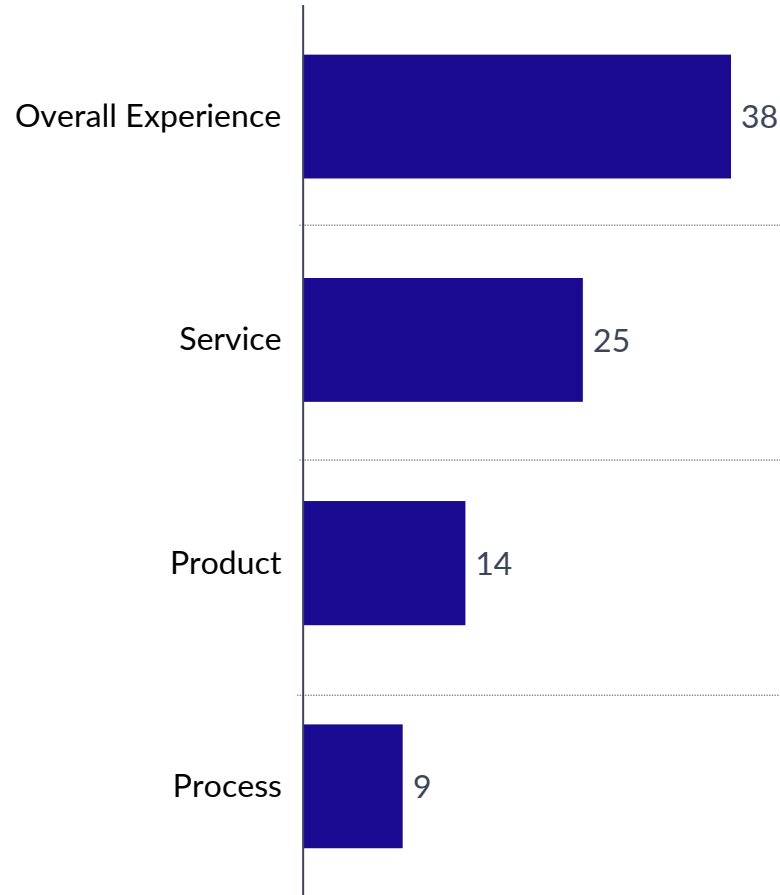
Discussion Sentiment¹



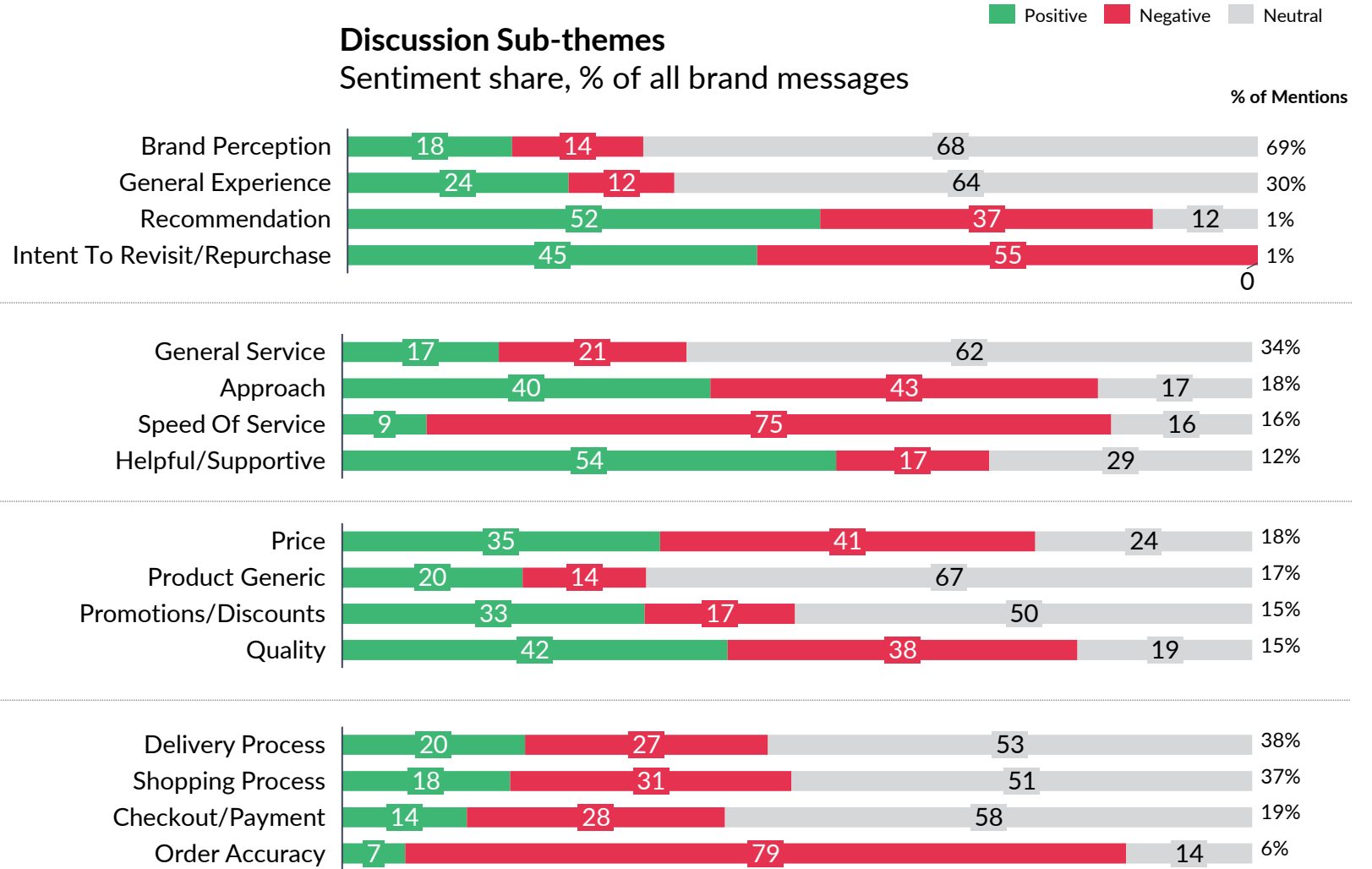
TOP TOPICS

Waitrose

Discussion Themes¹
Percent of total messages



Discussion Sub-themes
Sentiment share, % of all brand messages

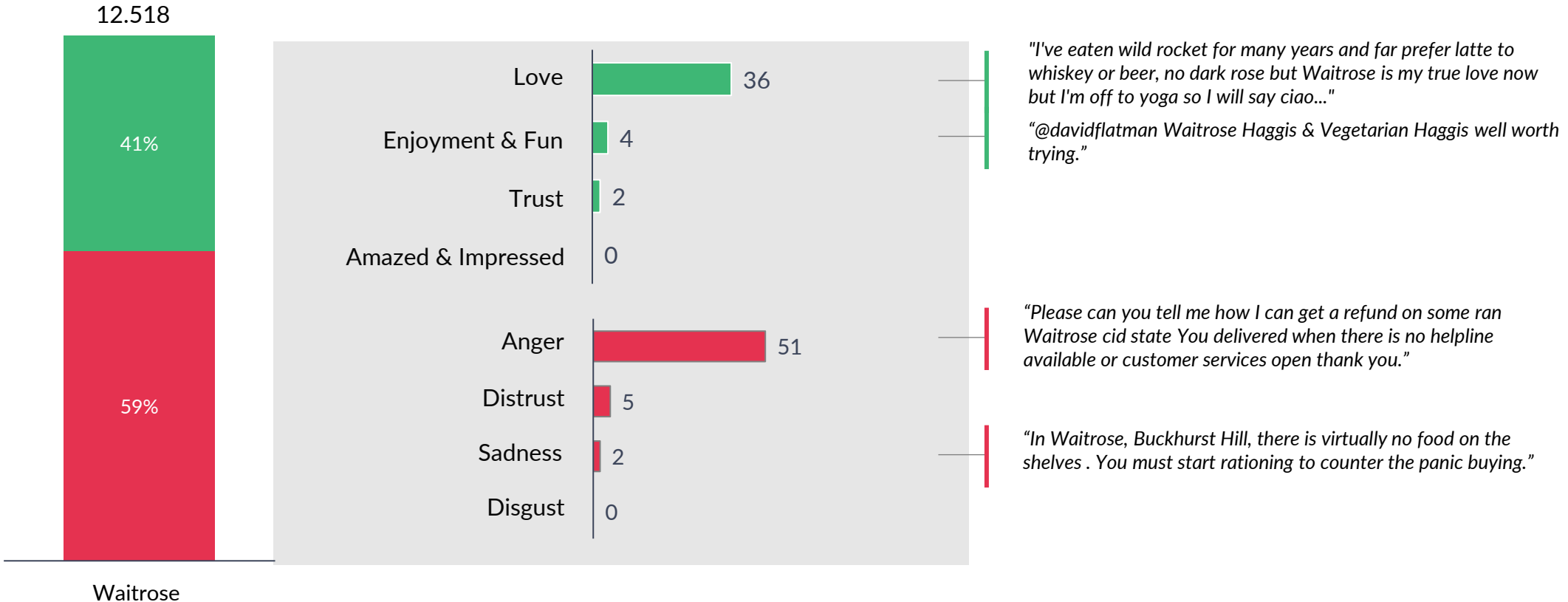


EMOTIONAL DRIVERS & BARRIERS

Waitrose

Anger and Love are most often expressed in conversations on Waitrose.

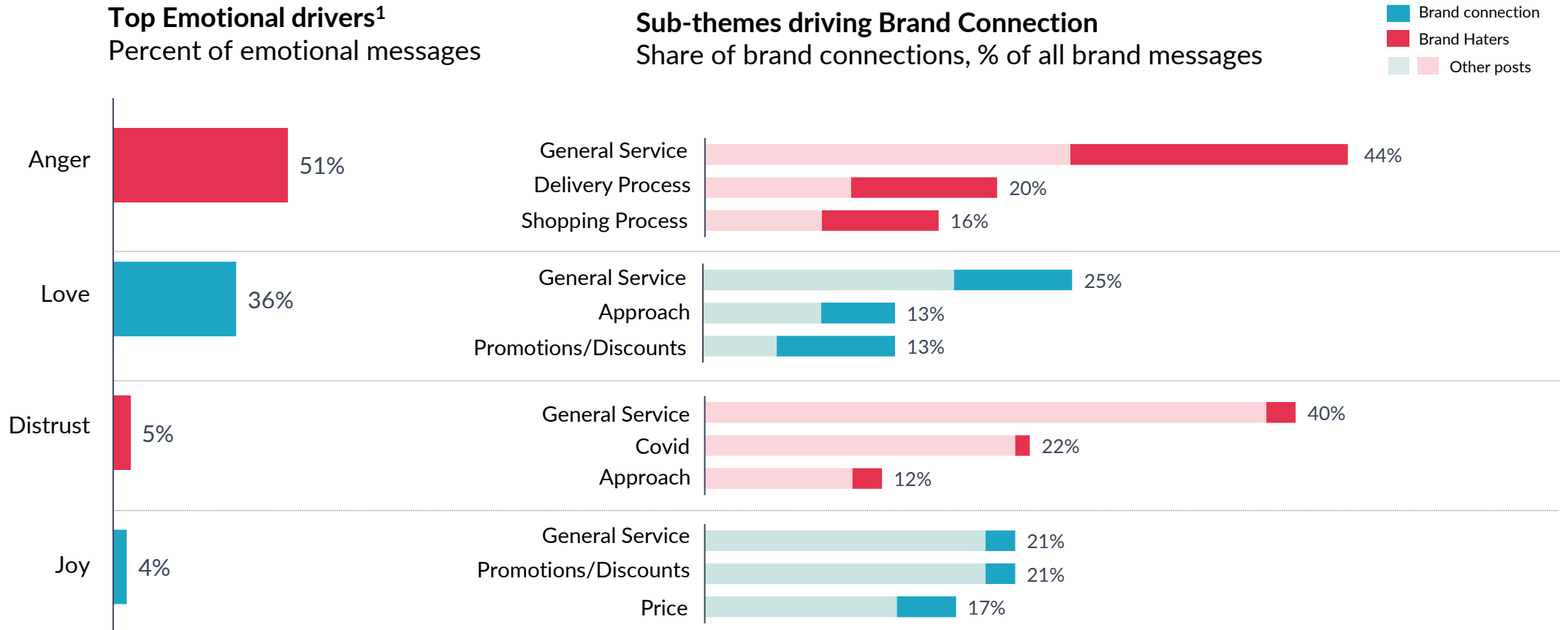
Emotional Sentiment¹



EMOTIONAL X FUNCTIONAL TOPICS

Waitrose

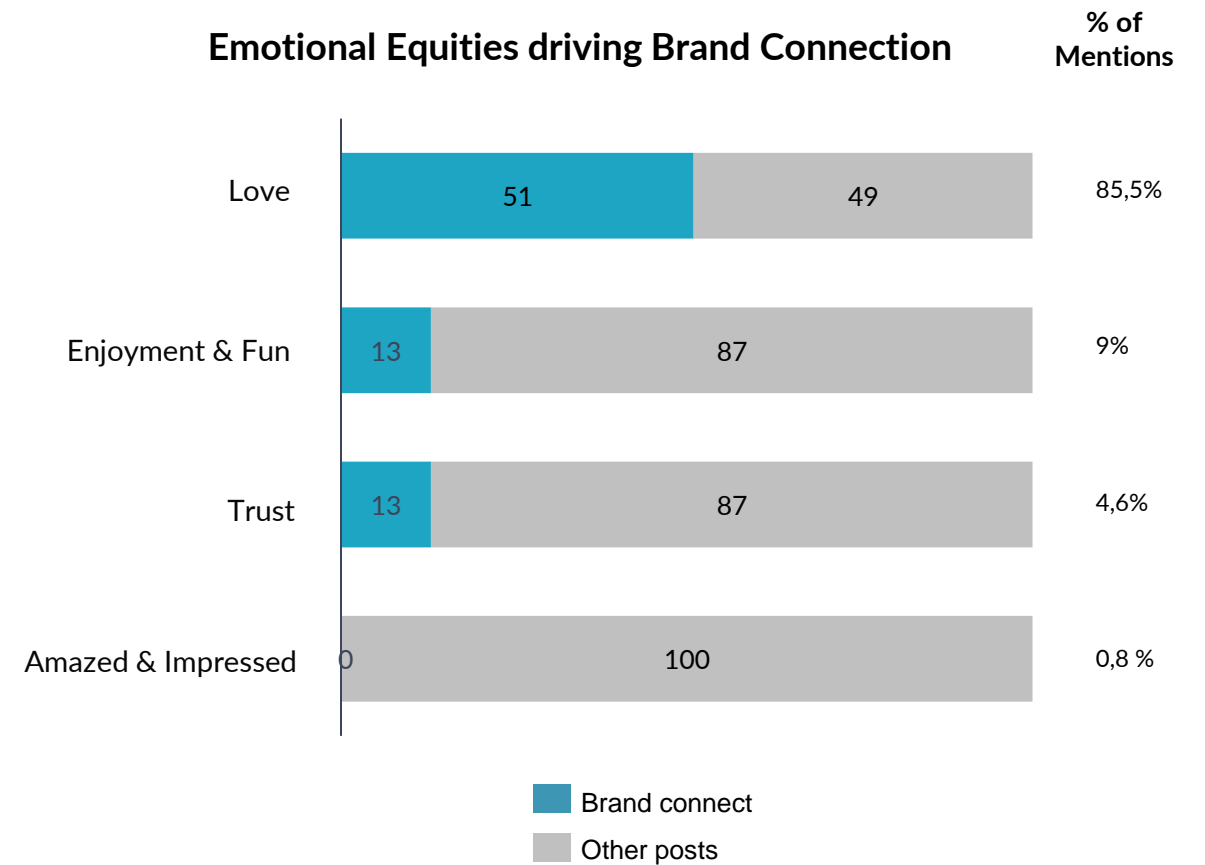
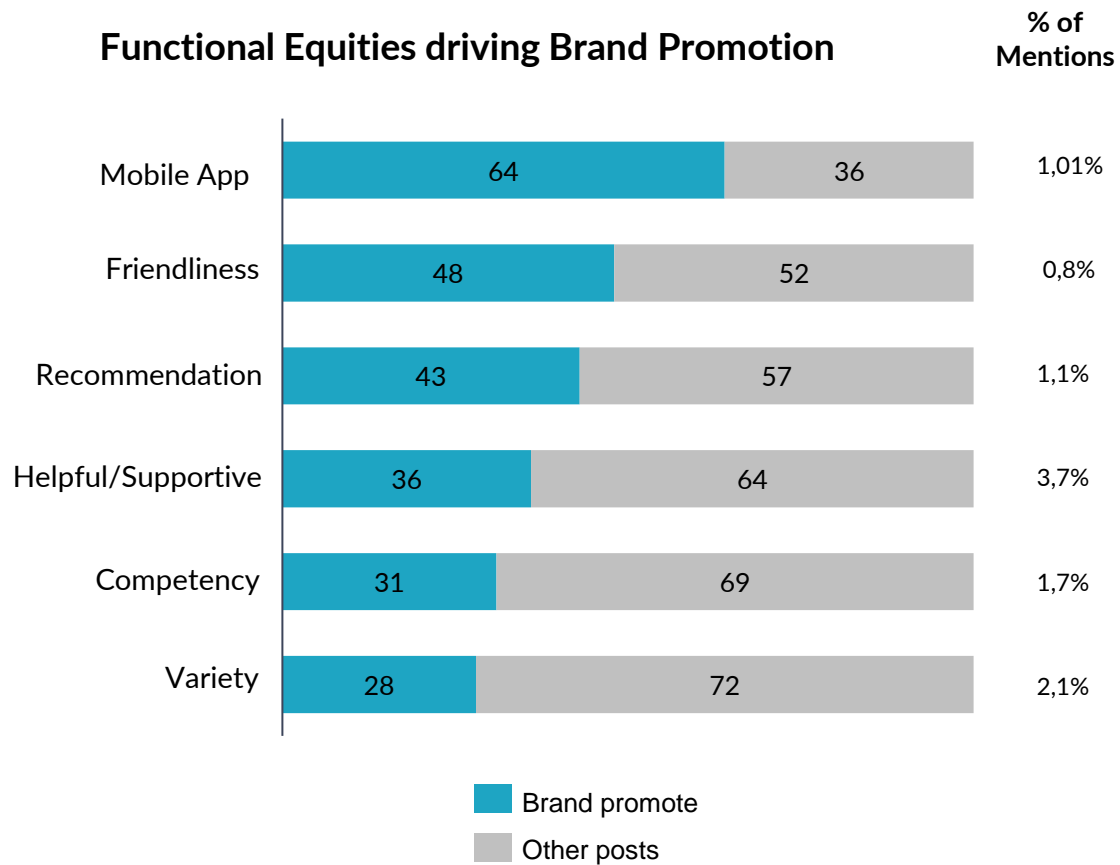
Service at Waitrose causes anger among the shop's visitors and leads to a high share of brand haters. Promotions / discounts and service are accountable for brand love with a high share of brand connections.



BRAND PROMOTE & CONNECT DRIVERS

Waitrose

Mobile App together with service are driving brand promotion. Love is responsible for the highest share of brand connections.



BRAND PERSONALITY

Waitrose

Waitrose is perceived as the most charming UK retailer. It is also seen as caring and dynamic.

