SYMANTO PSYCHOLOGY AI

Standard Due Diligence Market Analytics

UK Retail
September 2022

Sample Report

TOPIC INDEX

Overall Experience
- Brand Perception
- General Experience
- Intent To Revisit/Repurchase
- Recommendation

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

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

Process
- Checkout/Payment
- Delivery Process
- Order Accuracy
- Shopping Process

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

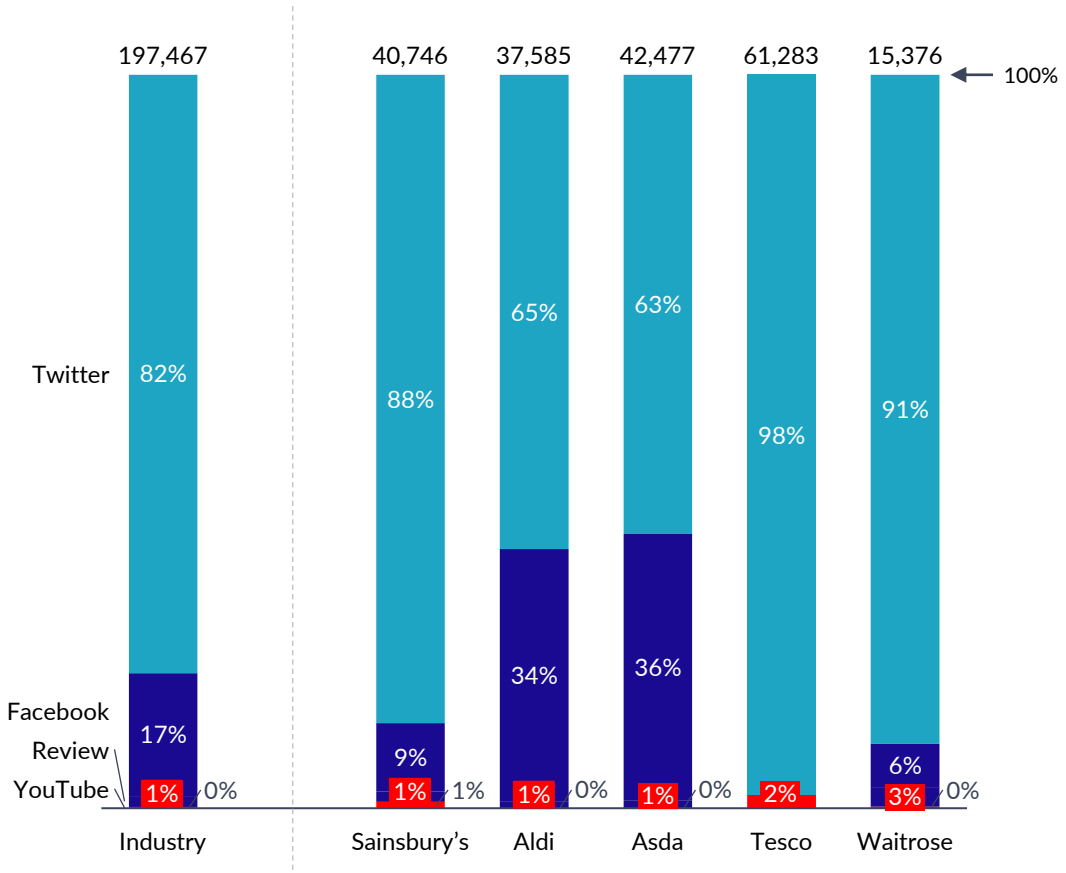
Safety & Security
- Covid
- Safety/Security

Digital Experience
- Mobile App
- Website

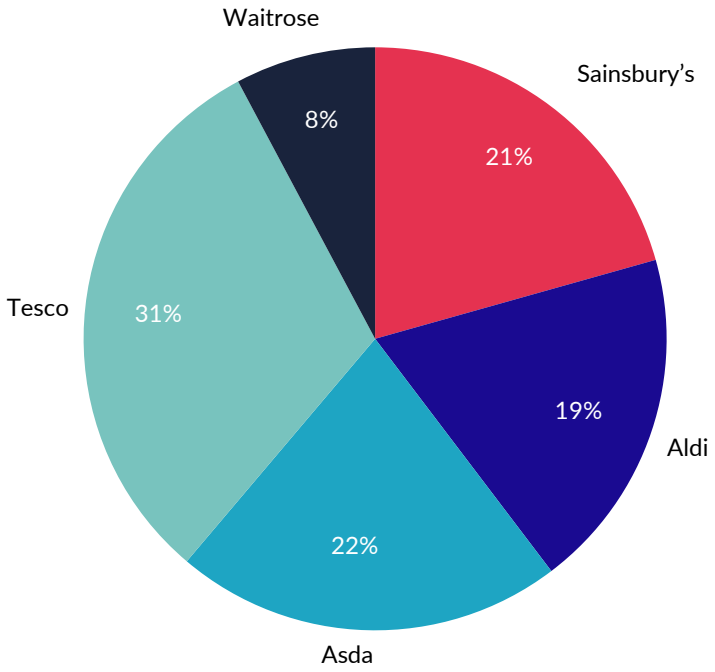
35 topics were identified across 7 categories for respective data sources

DATA SOURCE AND DISTRIBUTION

Channel Distribution: Industry & Brand



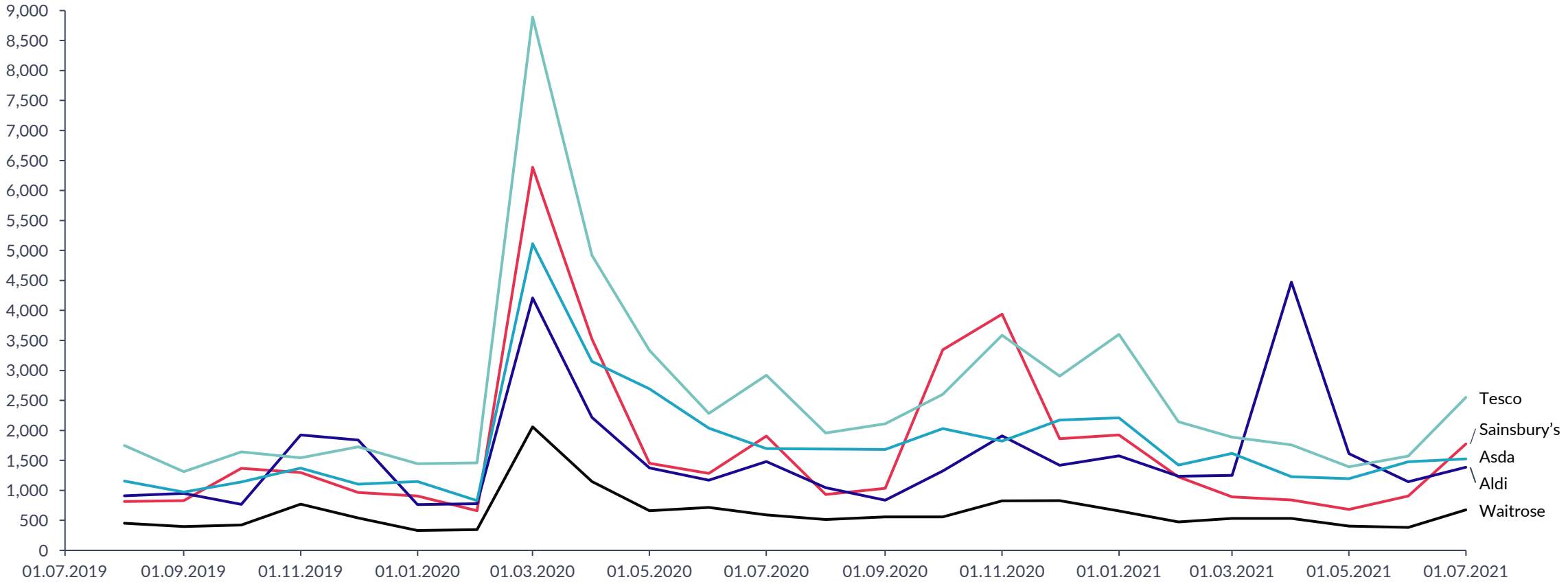
Brand Share of Discussions



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

CONVERSATION VOLUME

Trended conversation volume, # of posts



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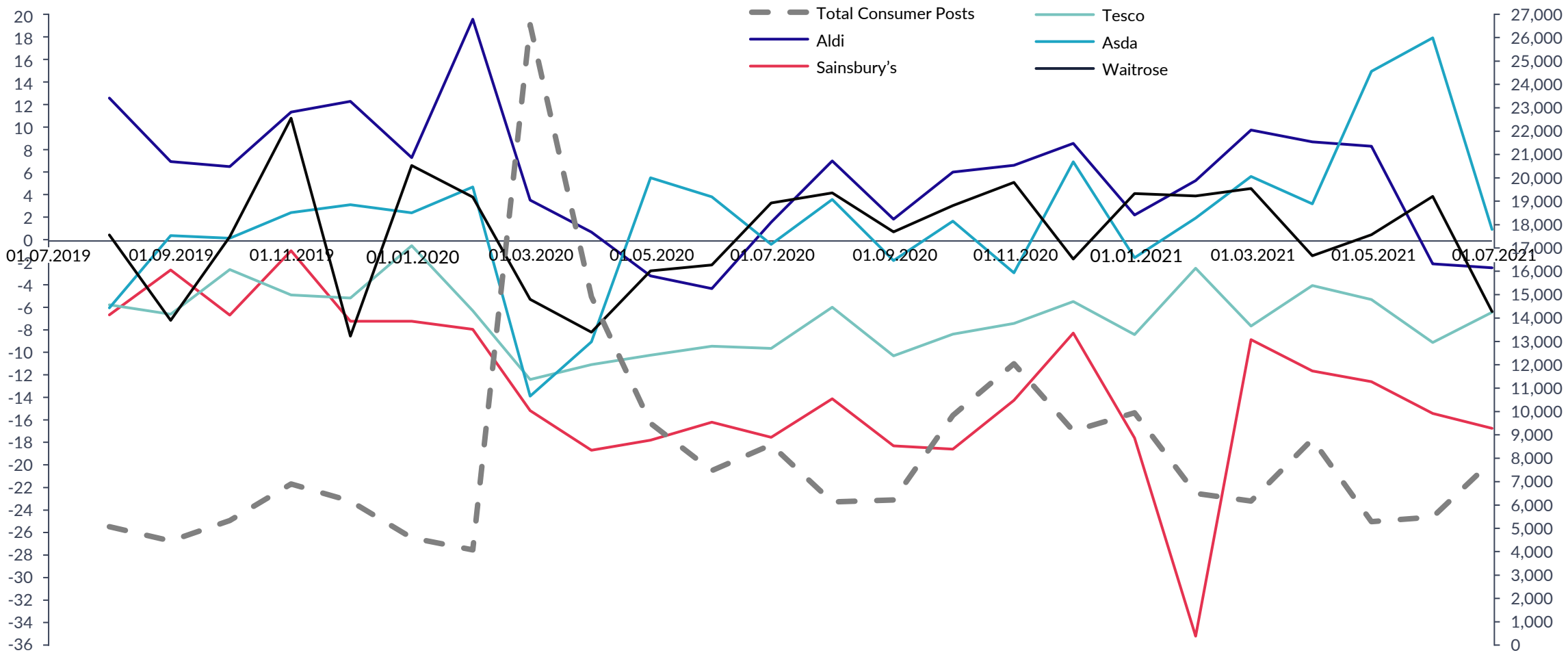
TREND ANALYSIS

Trended Engagement and sentiment, # of posts and Net Sentiment[1]



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

TREND ANALYSIS

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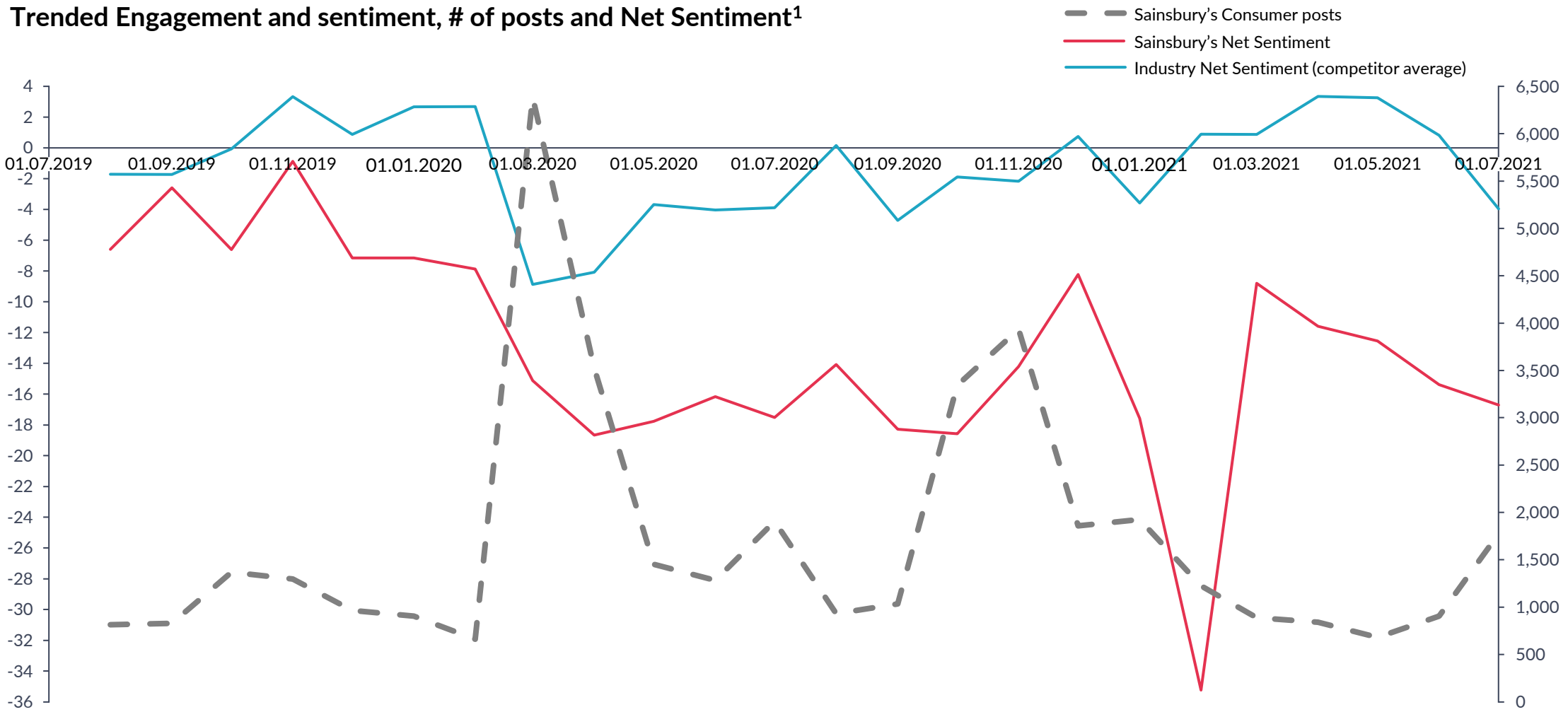

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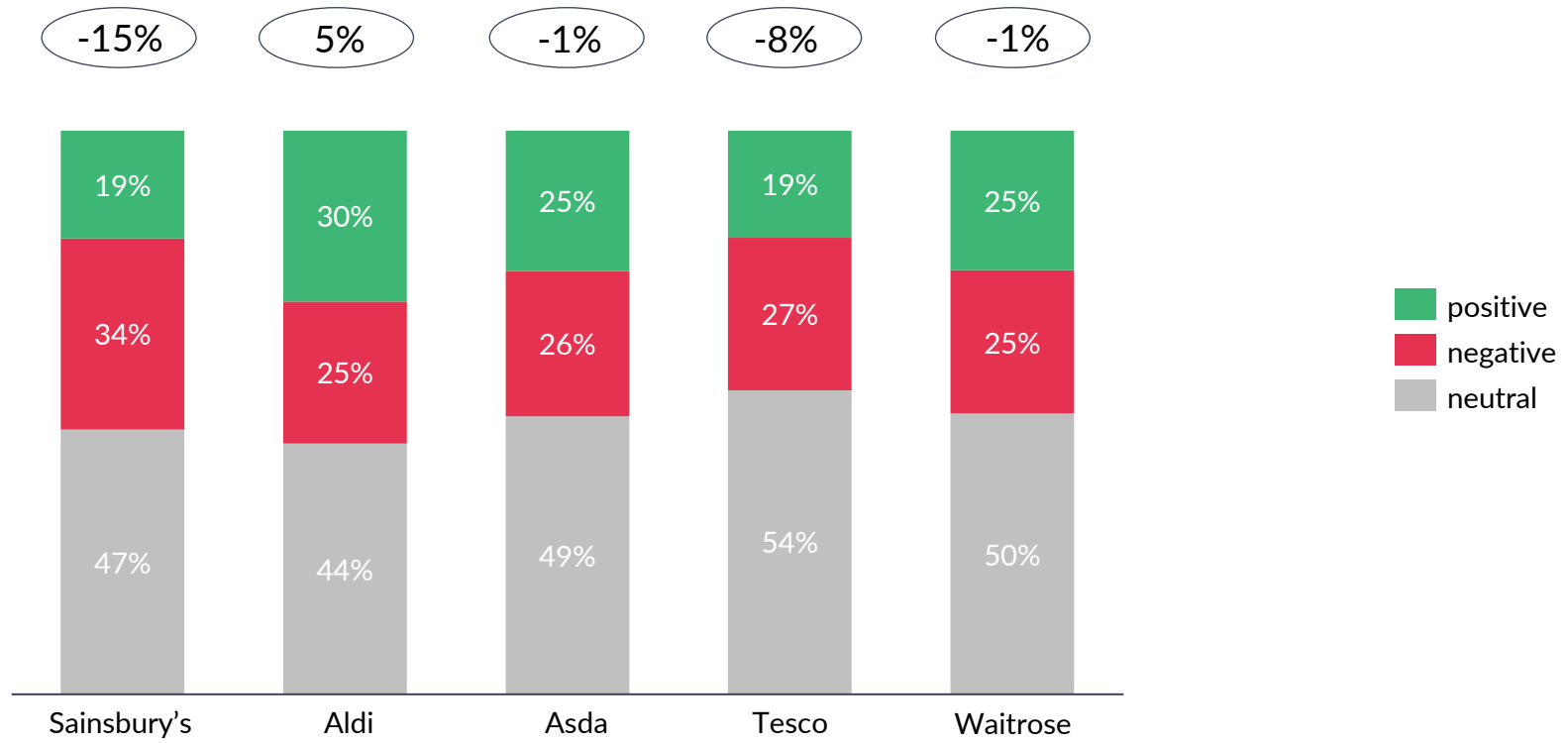
NET SENTIMENT – HIGH LEVEL OVERVIEW

Discussion Sentiment[1], % of total messages

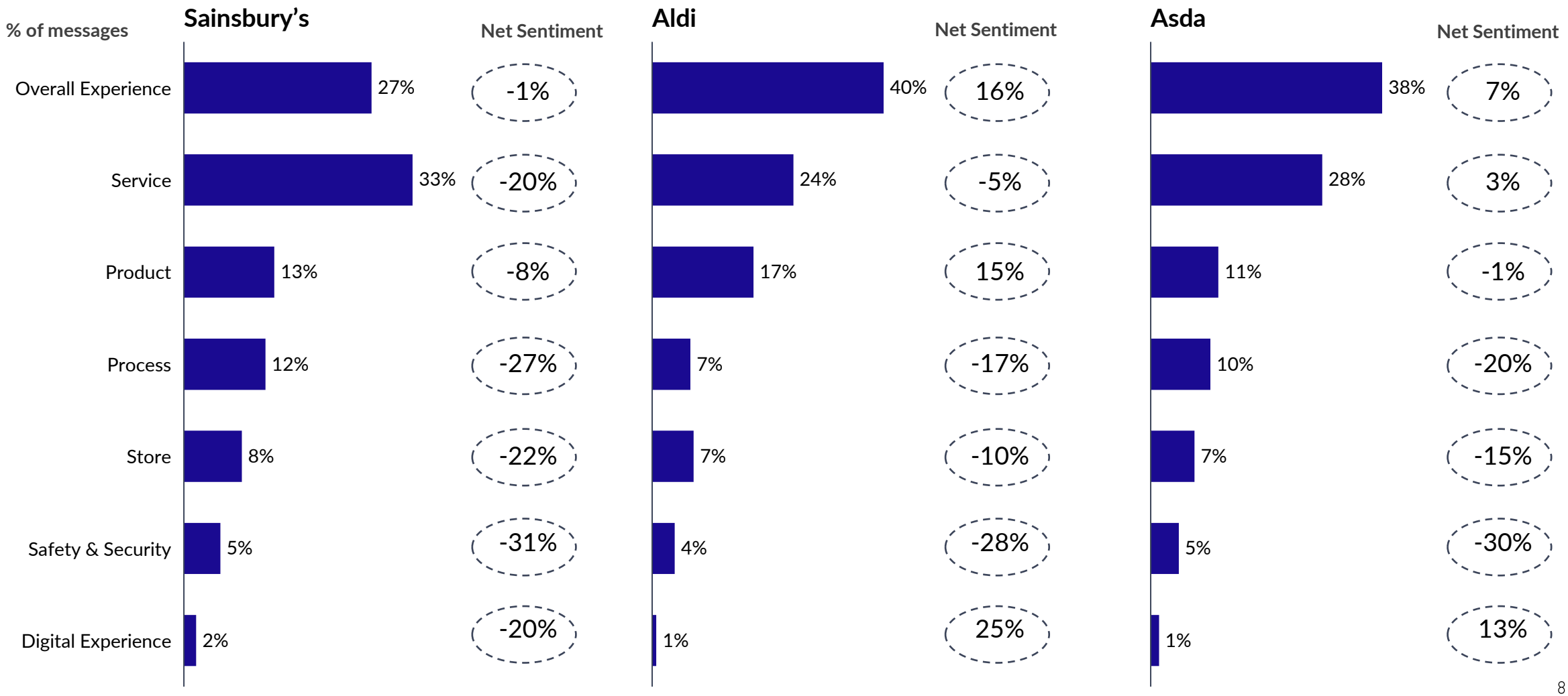


In total, 240109 mentions of themes were identified & analyzed within discussions amongst all brands

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

NET SENTIMENT DRIVERS

Sentiment drivers by brand[1]



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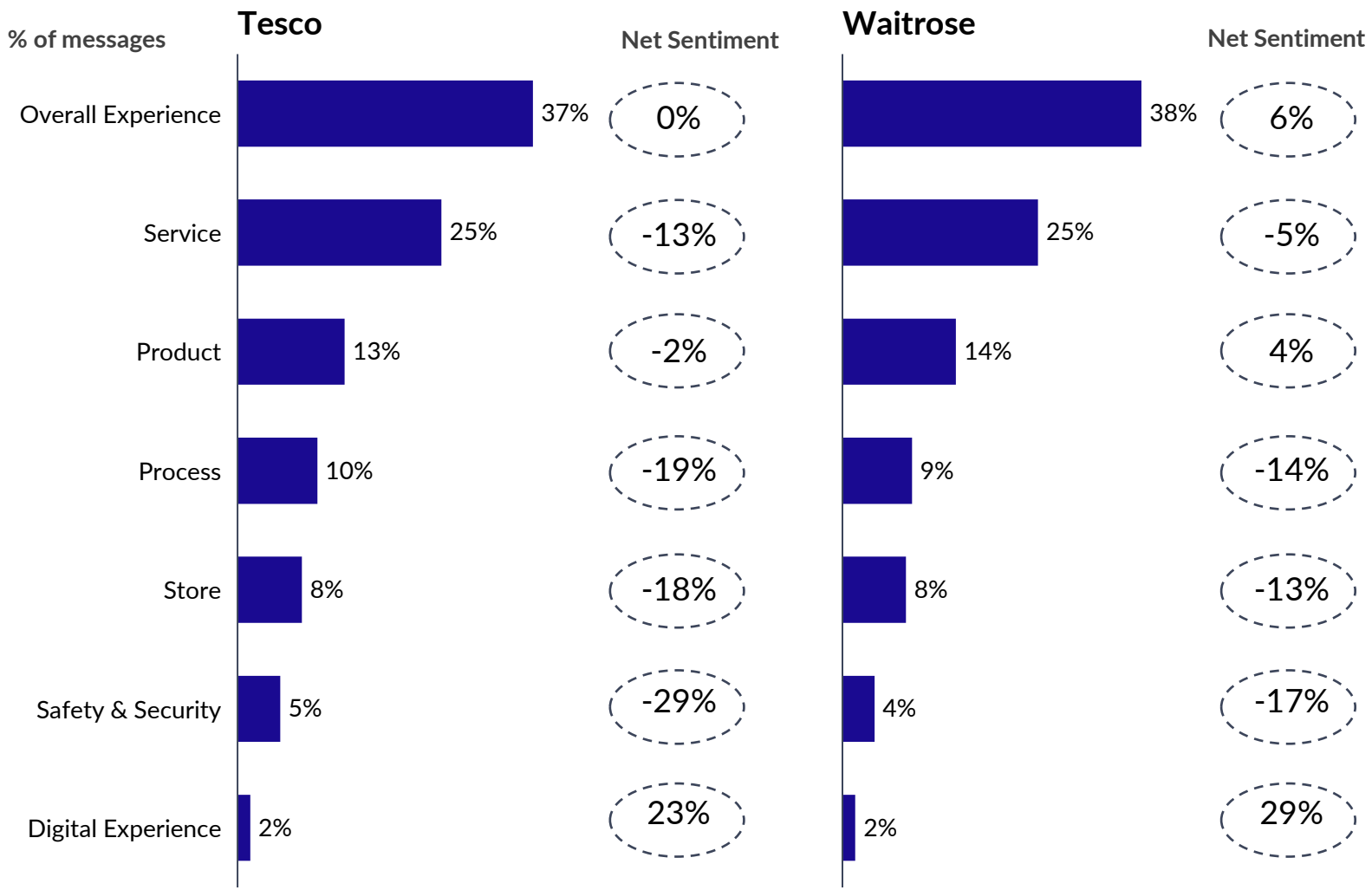
NET SENTIMENT DRIVERS

Sentiment drivers by brand[1]



In total, 240109 mentions of themes were identified & analyzed within discussions amongst all brands
Net Sentiment is calculated: % positive comments - % negative comments

NET SENTIMENT IMPACT

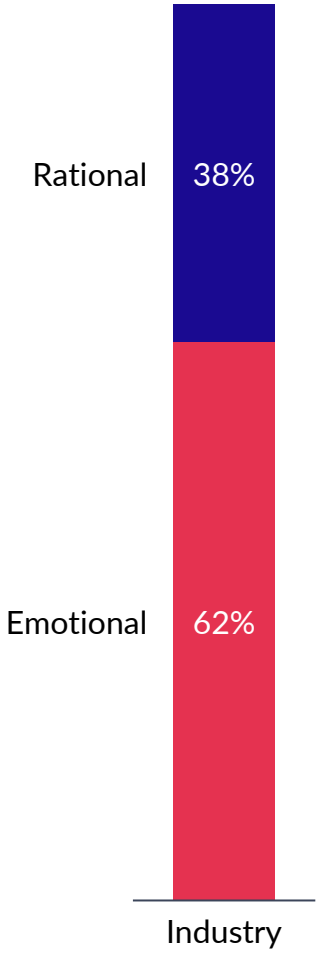
		Industry	Sainsbury's	Aldi	Asda	Tesco	Waitrose
Overall Experience	Brand Perception	3%	-3%	15%	4%	-2%	4%
	General Experience	9%	4%	18%	13%	4%	13%
	Intent To Revisit/Repurchase	-41%	-57%	-22%	-44%	-41%	-10%
	Recommendation	16%	12%	34%	22%	4%	15%
Service	General Service	-7%	-15%	-2%	-1%	-9%	-3%
	Approach	-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%

>66%
33-66%
10-33%
-10% - 10%
-10% - -33%
-33% - -66%
< -66%
Low base (< 20 mentions)

In total, 492571 mentions of themes were identified & analyzed within discussions of all brands

PSYCHOGRAPHIC KEY TOPICS

Key topics by personality[1]



Rational Key Topics

- Product Availability
- Checkout/Payment
- Shopping Process
- Delivery Process
- Quality
- Price
- Product Generic

Rational is defined as
- Decision Making: Trust their mind & rational understanding
- Pragmatic – they weigh arguments (advantages and disadvantages)
- Look for logical reasoning in argumentation

To increase affinity with 'Rational' consumers
- Emphasize the objective criteria (e.g. benefits, service & product quality)
- Tap into their needs (e.g. argue with "healthy body" or "durability")
- Structure logical arguments & conclusions (e.g. #1 in product ratings)

Emotional Key Topics

- Approach
- Brand Perception
- Helpful/Supportive
- Promotions/Discounts
- General Service
- General Experience
- Layout/Design

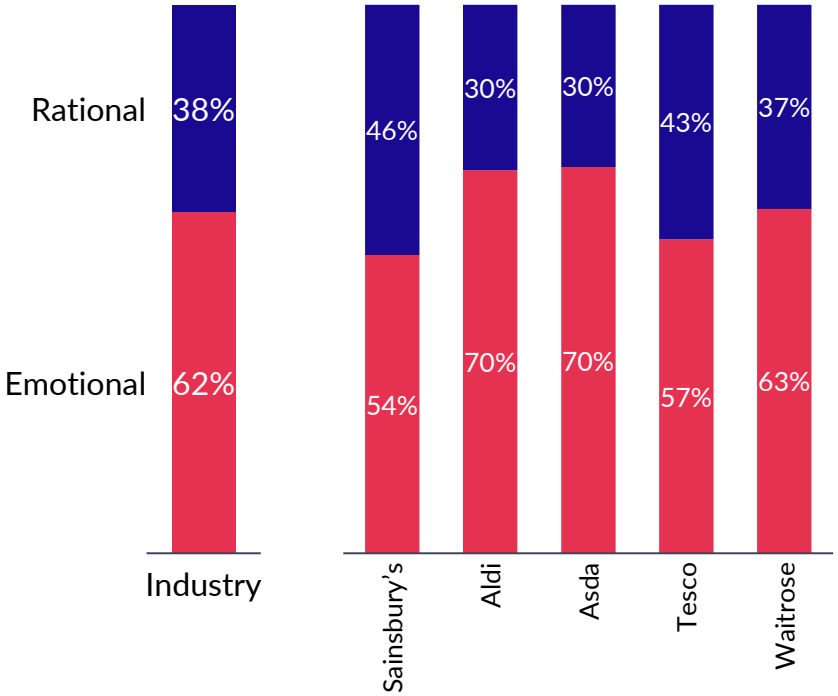
Emotional is defined as
- Decision Making: Trust their feelings & gut
- Relationship oriented, social & interpersonal aspects matter
- Tendencies for stronger emotions (enthusiastic, sad)

To increase affinity with 'Emotional' consumers
- Share people's experiences with the brand, service, and/or product
- Emphasize feelings and experiences associated with brand/product engagement
- Provide sufficient ways for interaction (service support, social groups etc.)

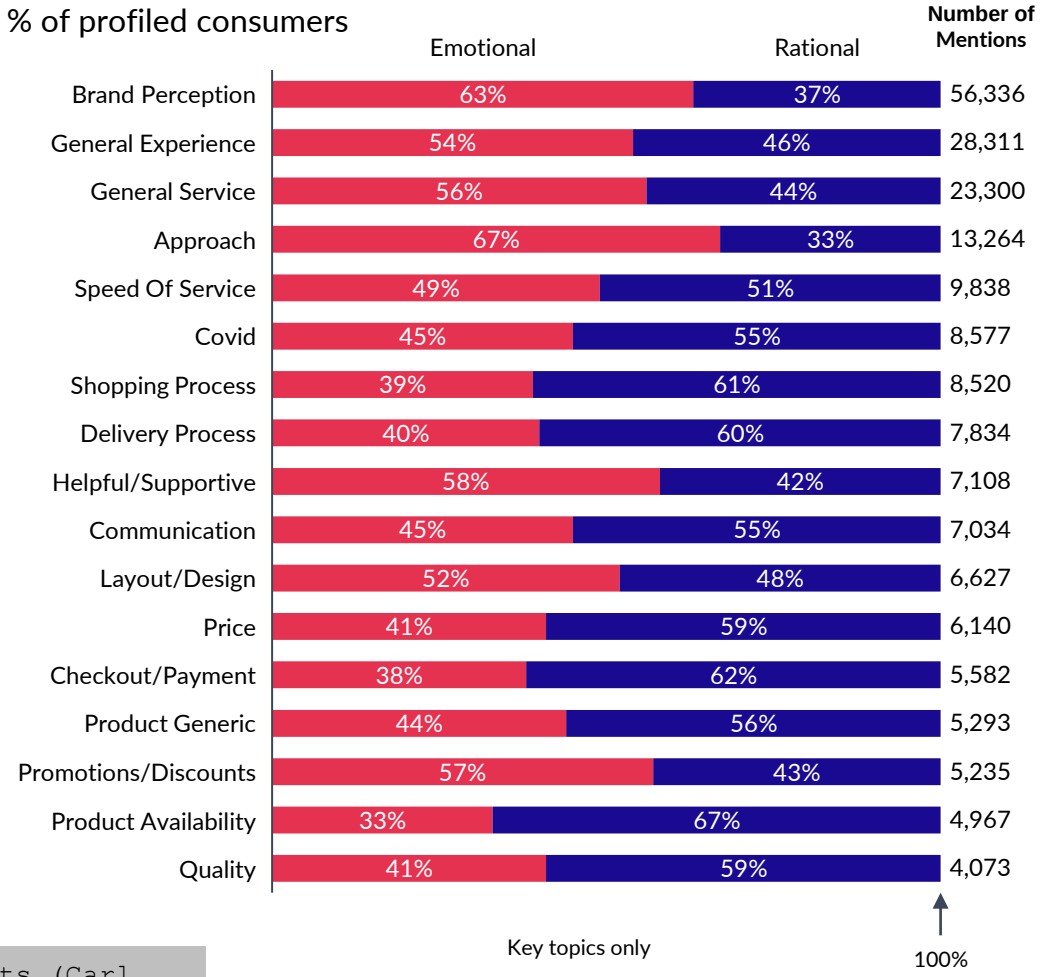
CONSUMER PROFILES BY BRAND

Psychological tendencies by brand[1]

Consumer Personality
% of profiled consumers



Consumer Personality by Topic
% of profiled consumers



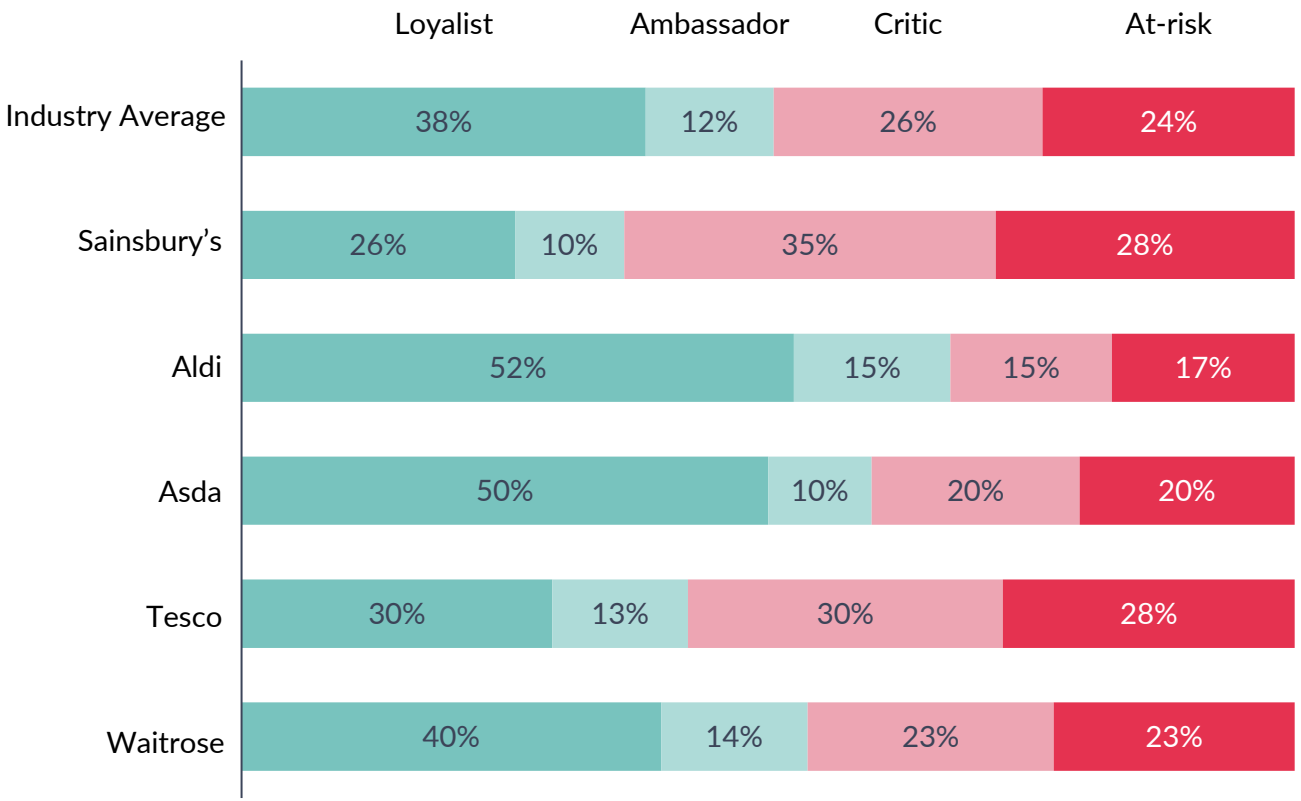
Based on the analysis of linguistic patterns, we predict the personality traits (Carl Gustav Jung's Psychological Types) to understand what influences the author's decision-making process and preference.

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

CONSUMER PROFILES BY BRAND

Consumer Psychographic Segmentation[1]

Based on Personality and Tonality of identifiable users



Loyalists *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.

Ambassadors *Rational 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.

Critics *Rational 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.

At-risk *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.

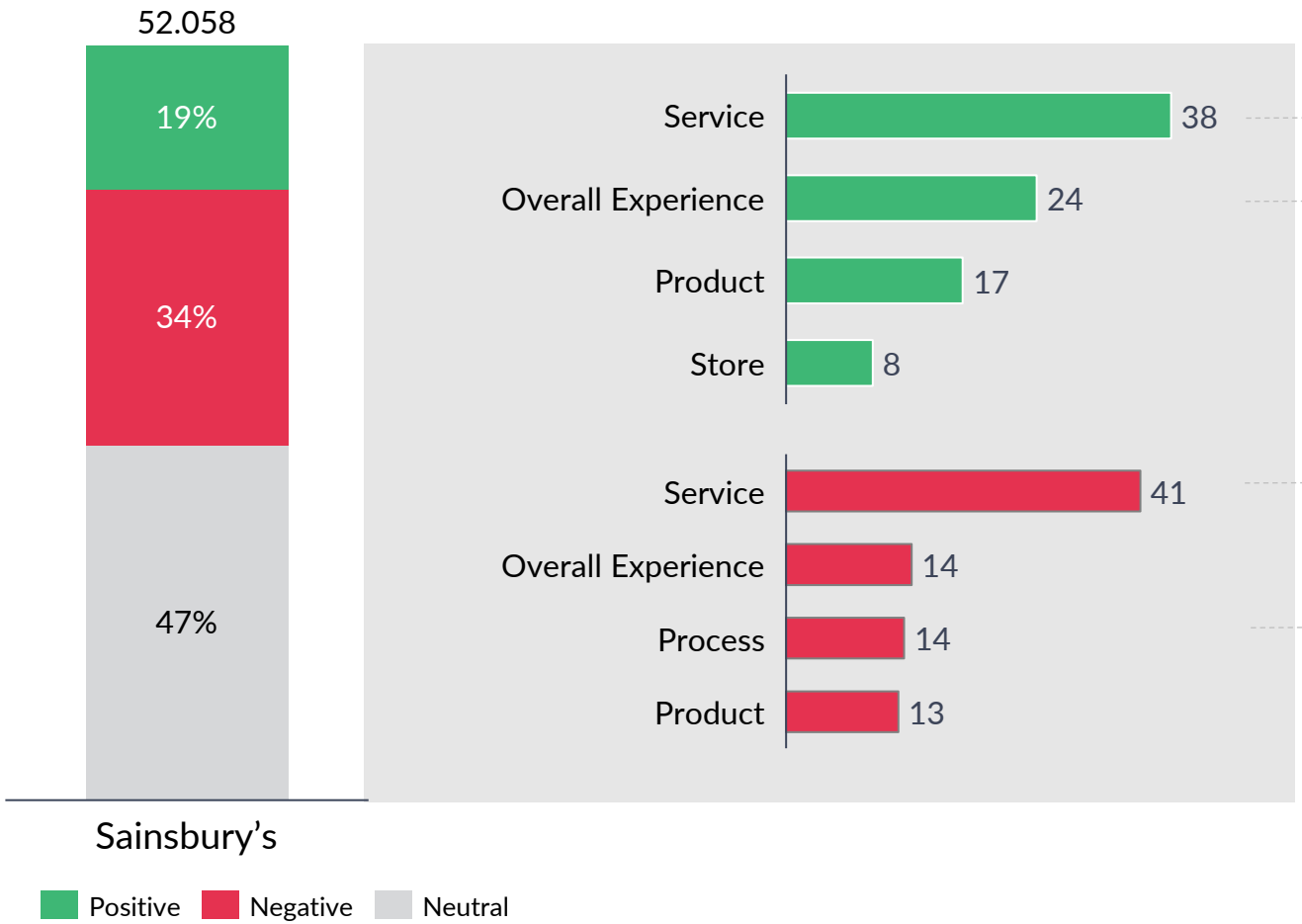
1 Based on psycholinguistic consumer modules of Symanto Psychology AI, further deep-learning clustering can be utilized for identification of 360° consumer segmentation (Personality Traits Theory of Carl Gustav Jung's Psychological Types are applied) to understand what influences the author's decision-making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

Sainsbury's

DRIVERS & BARRIERS

Sainsbury's

Discussion Sentiment[1]



"Hi, really excellent, friendly service from one of your delivery drivers tonight. He kept me updated all the way and was so pleasant."

"My experience was excellent. I loved the stuff including electronic equipments, clothes, shoes, umbrella and other daily house hold groceries including fruits."

"Sainsbury's used to be the best of the online grocery retailers but I now think they're hiding behind the excuse of Covid for lots of poor service."

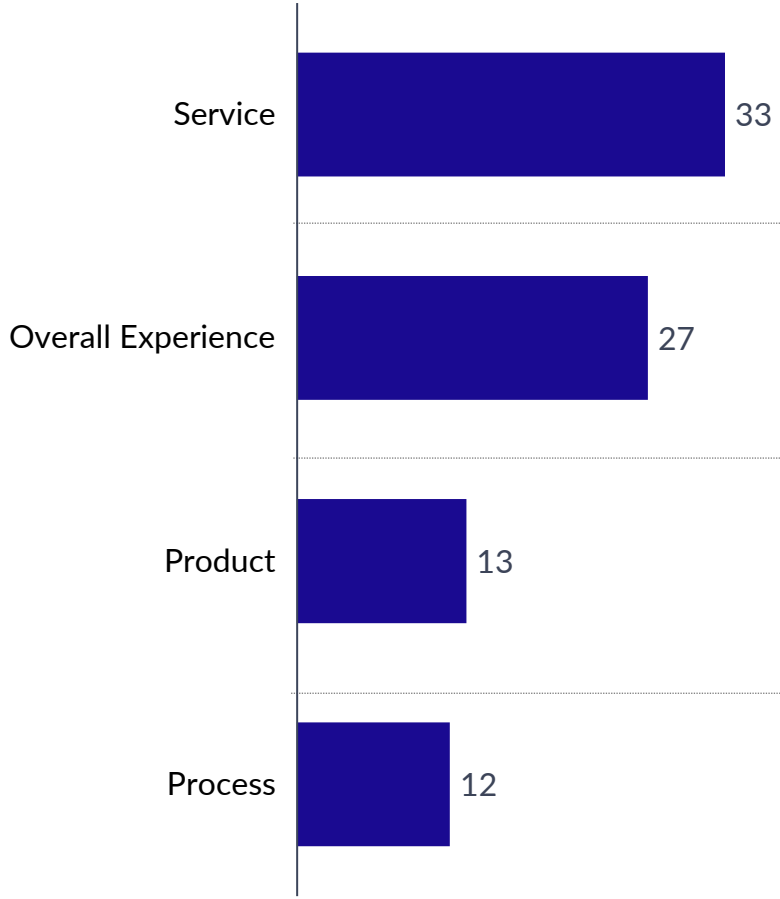
"My home delivery order failed to turn up today and the phone helpline kept cutting me off."

In total, 52058 mentions of themes were identified & analyzed within discussions of Sainsbury's

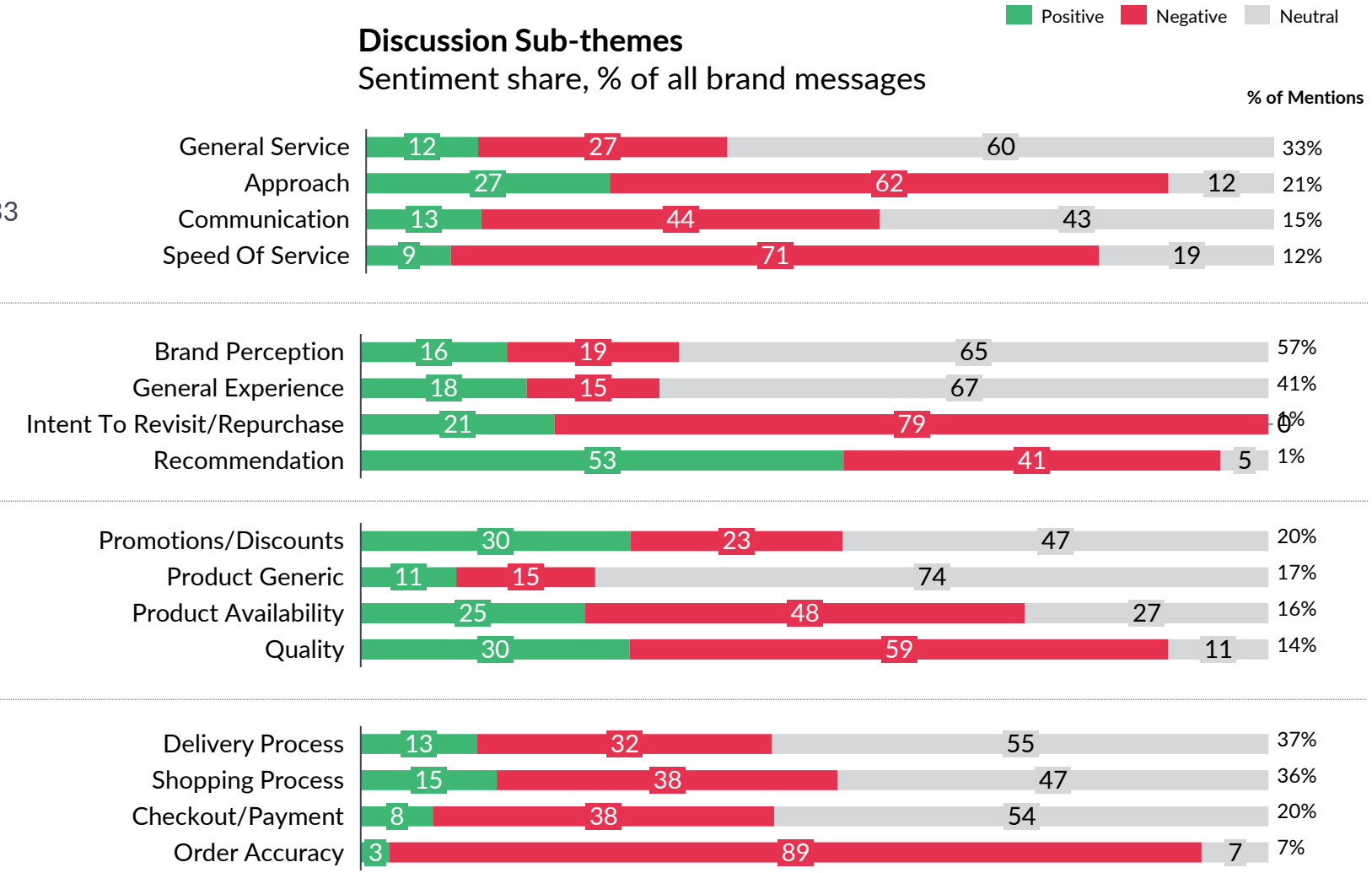
TOP TOPICS

Sainsbury's

Discussion Themes[1]
Percent of total messages



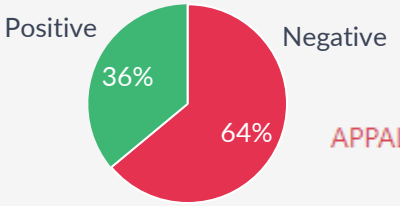
Discussion Sub-themes
Sentiment share, % of all brand messages



In total, 52058 mentions of themes were identified & analyzed within discussions of Sainsbury's

TOP TOPICS & SENTIMENT - Sainsbury's

Positive Sentiment Word Cloud



Negative Sentiment Word Cloud

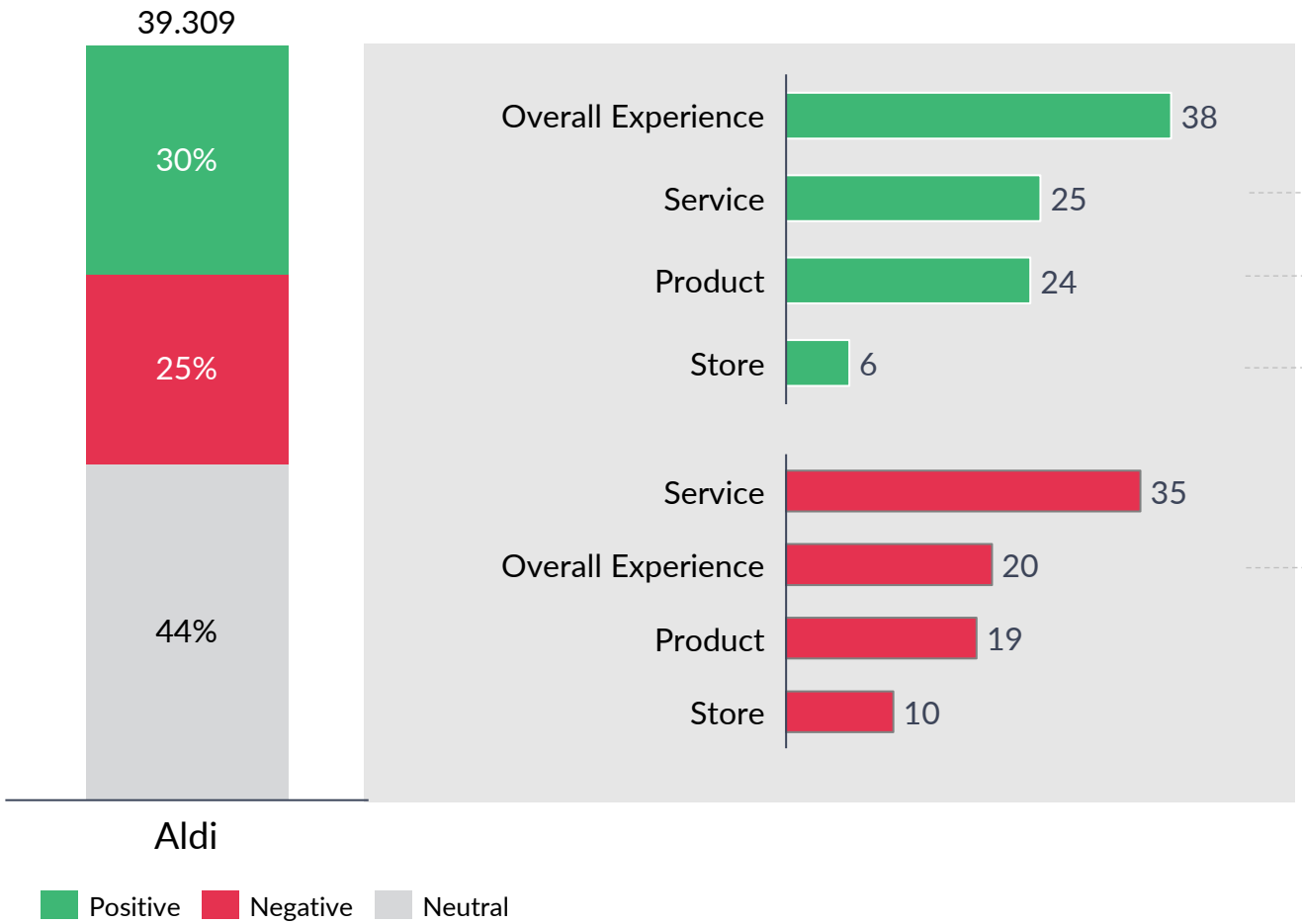
The color represents the sentiment polarity of the feature, the size represents the volume

Aldi

DRIVERS & BARRIERS

Aldi

Discussion Sentiment[1]



" Aldi staf are ultra efficient and trained to be polite "

" Fresh food , cheap , would recommend trying it"

" Nice location, hey have a simple traffic light system for entry , plenty of sanitizer in an accessible location"

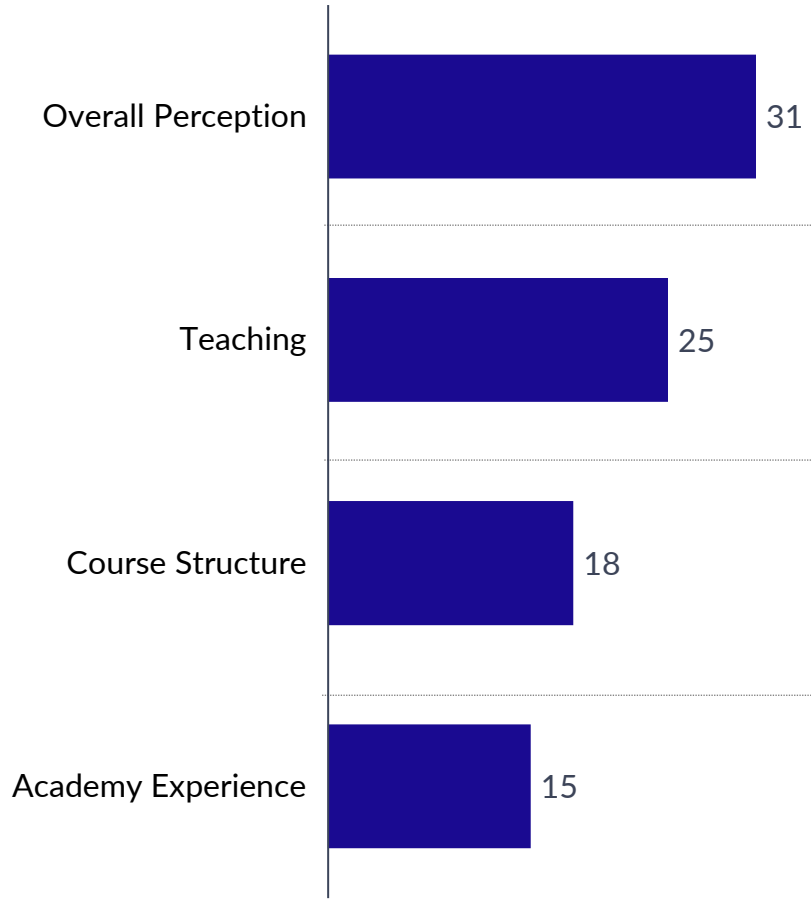
" There is a queue with a 20min wait! Queue is massive"

In total, 39309 mentions of themes were identified & analyzed within discussions of Aldi

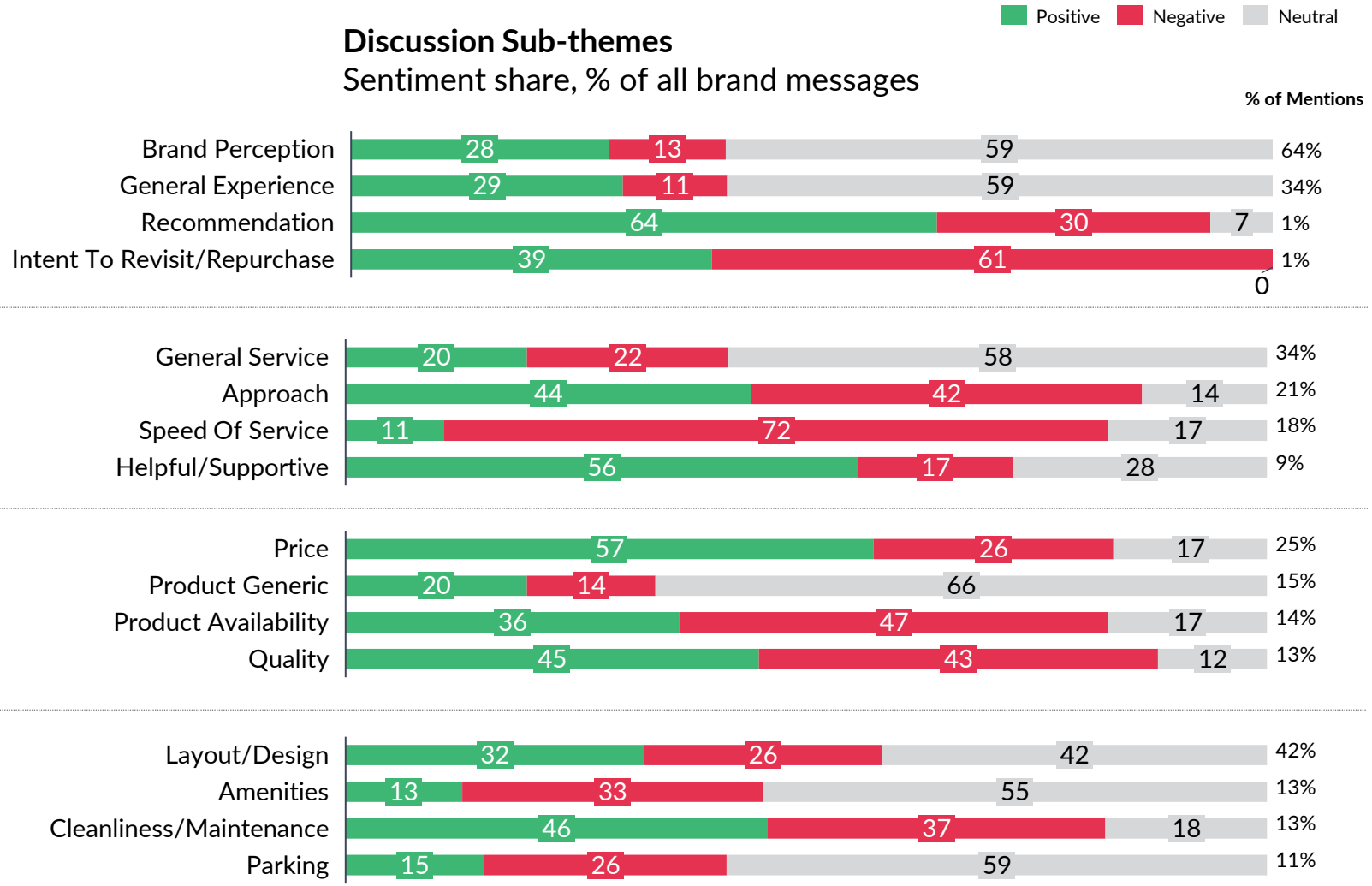
TOP TOPICS

Aldi

Discussion Themes[1]
Percent of total messages



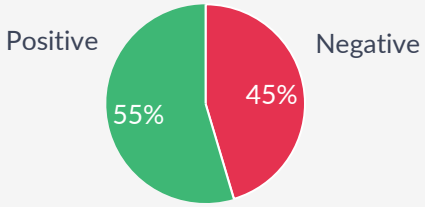
Discussion Sub-themes
Sentiment share, % of all brand messages



In total, 39309 mentions of themes were identified & analyzed within discussions of Aldi

TOP TOPICS & SENTIMENT - Aldi

Positive Sentiment Word Cloud



Negative Sentiment Word Cloud

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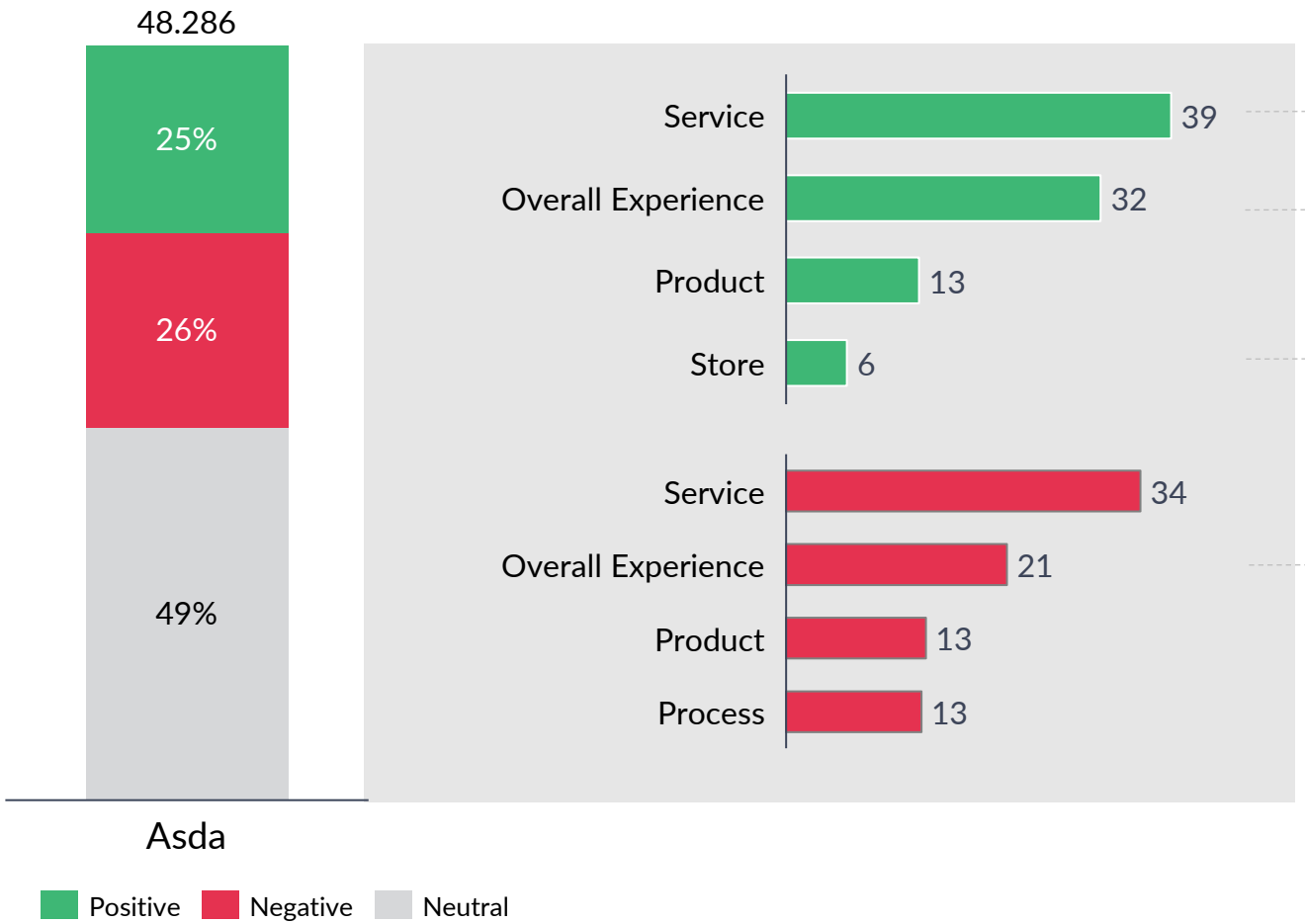
Asda

DRIVERS & BARRIERS

Asda

Discussion Sentiment[1]



" Well done to all the Asda staff for helping and ensuring that there customers were all safe"

" Asda is pretty decent for a breakfast, good deals , spacious . Enjoy"

" This is our local store and we love it !"

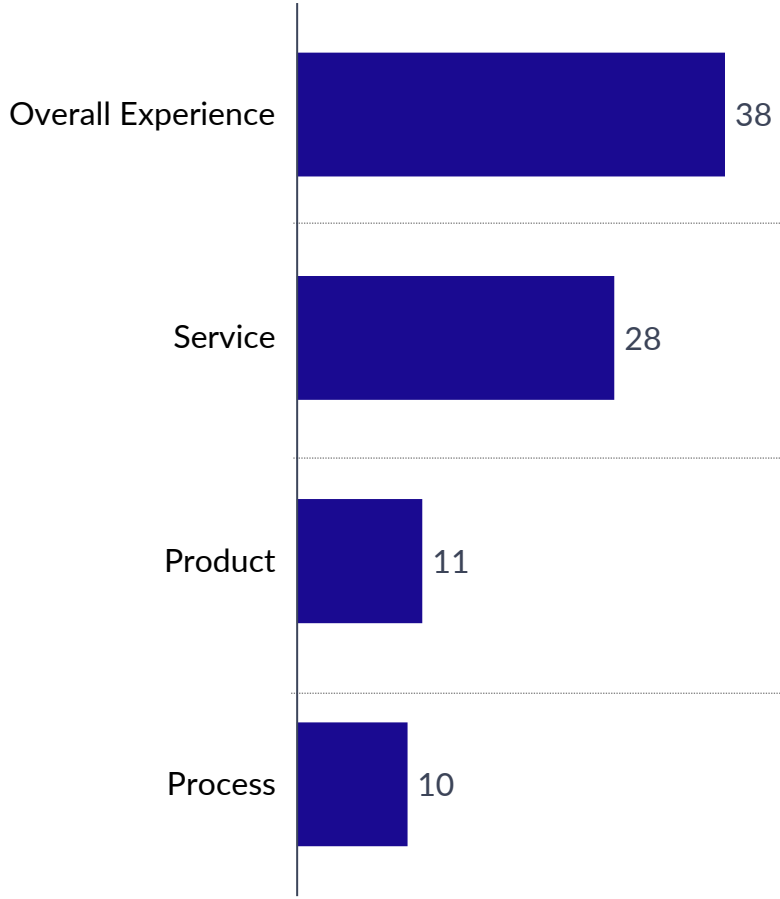
"Asda so busy was scary"

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

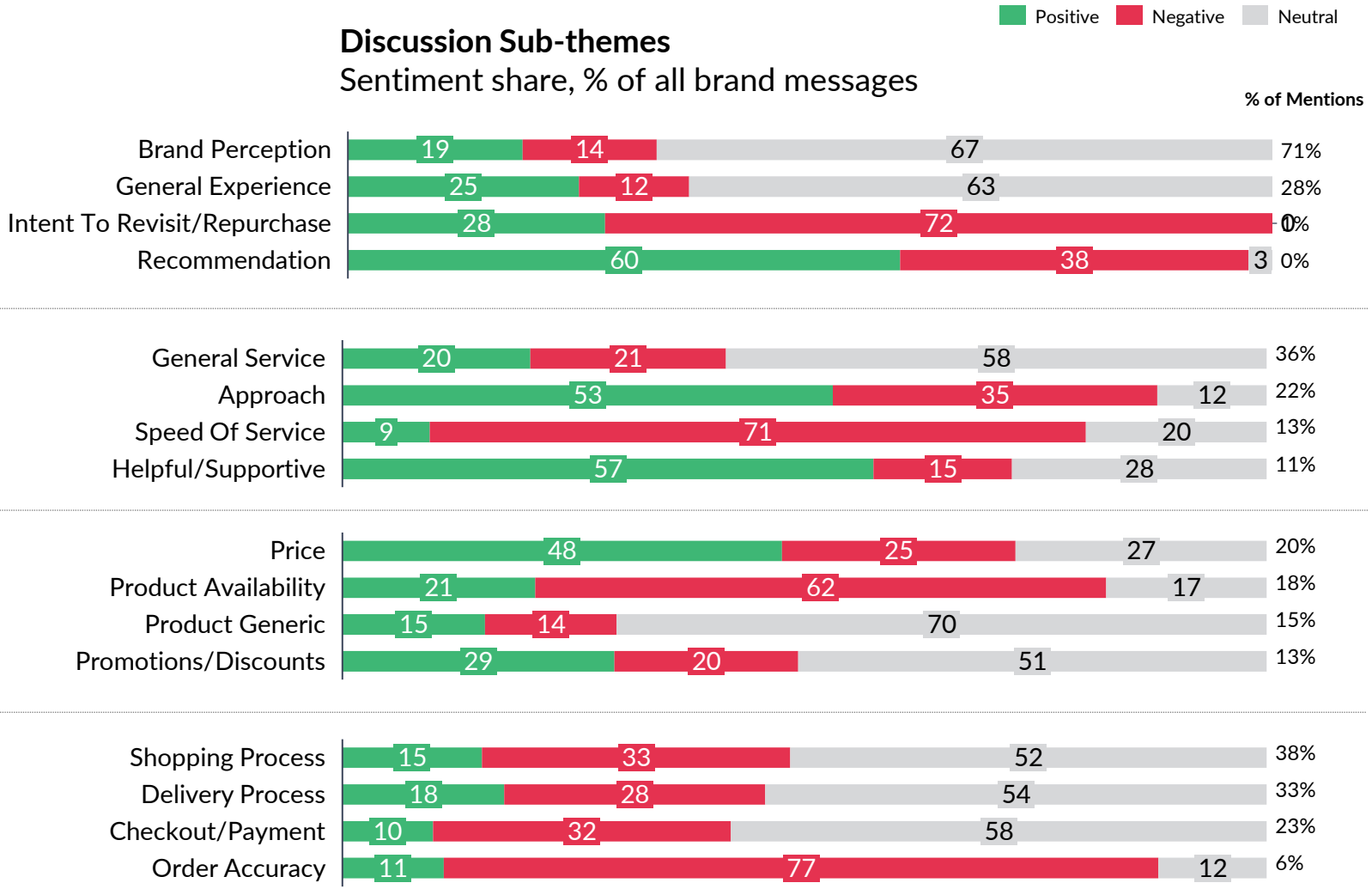
TOP TOPICS

Asda

Discussion Themes[1]
Percent of total messages



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



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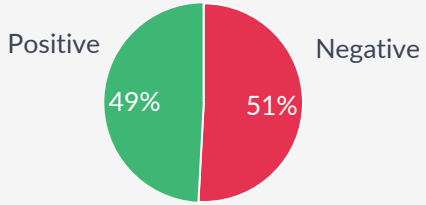
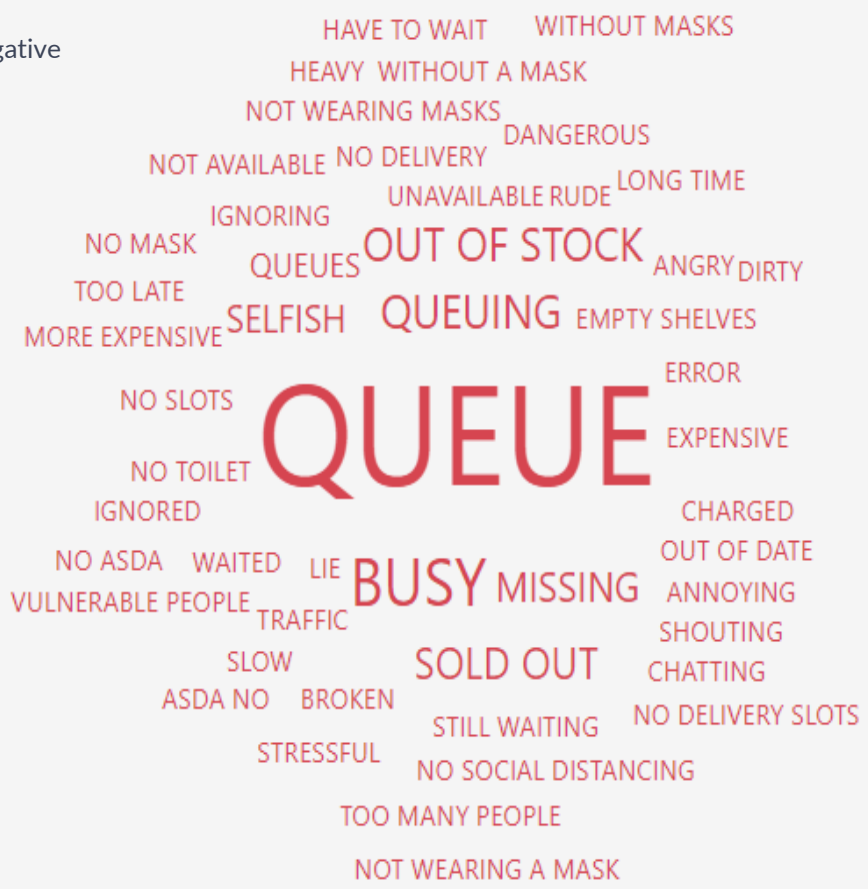
TOP TOPICS & SENTIMENT - Asda

Positive Sentiment Word Cloud



Negative Sentiment Word Cloud



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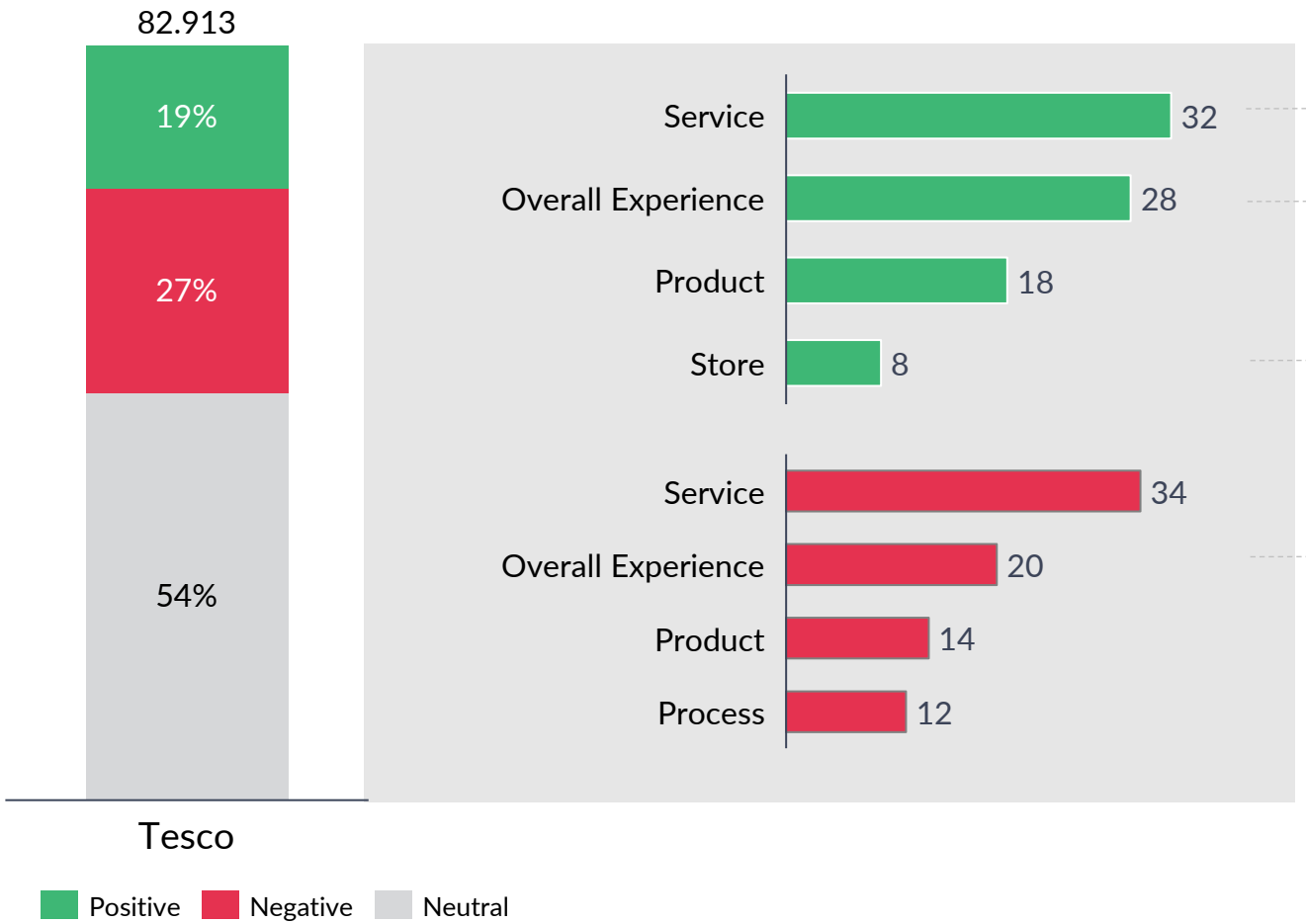
Tesco

DRIVERS & BARRIERS

Tesco

Discussion Sentiment[1]



"...staff who could not have been more helpful and everyone masked"

" Tesco is cheap and cheerful . Love it"

" The shops are nice and spacious and staff helpful ."

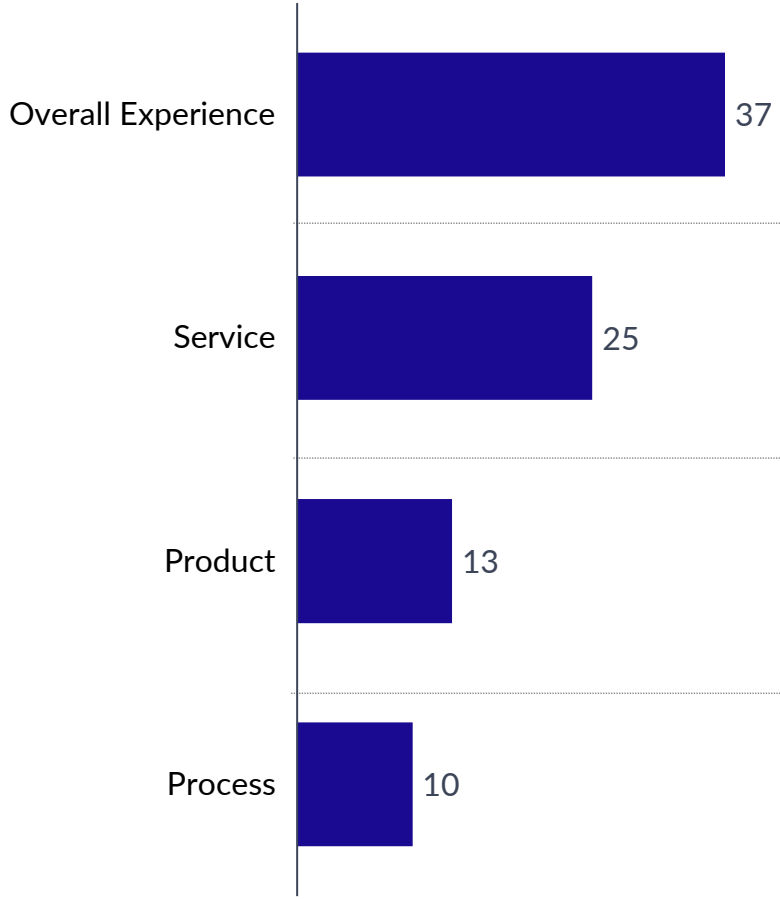
" Huge queue at Tesco; hardly any masks"

In total, 82913 mentions of themes were identified & analyzed within discussions of Tesco

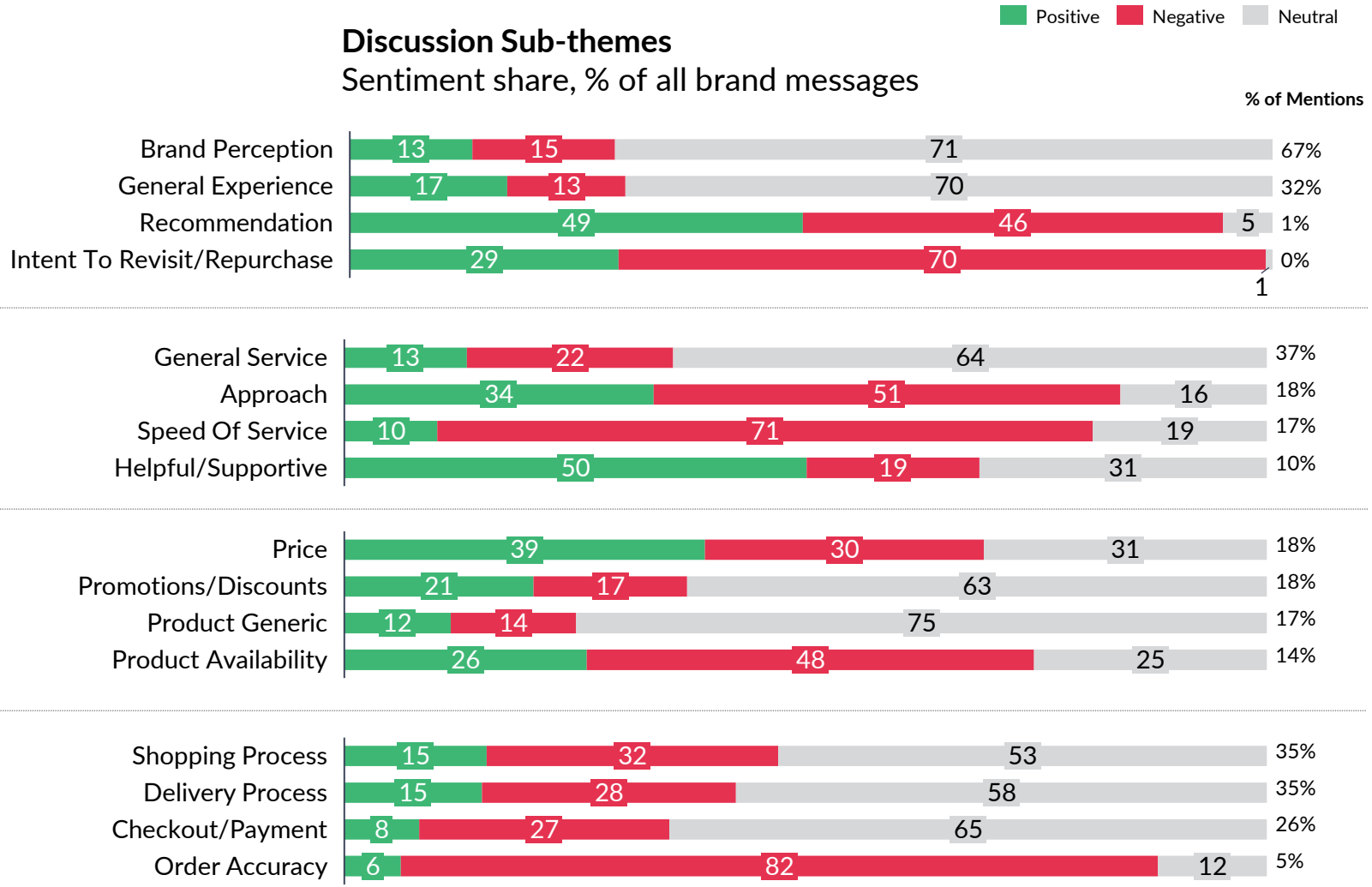
TOP TOPICS

Tesco

Discussion Themes[1]
Percent of total messages



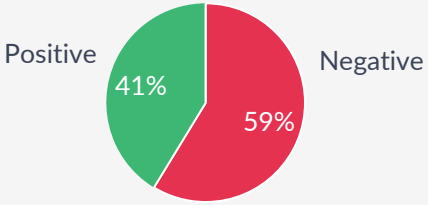
Discussion Sub-themes
Sentiment share, % of all brand messages



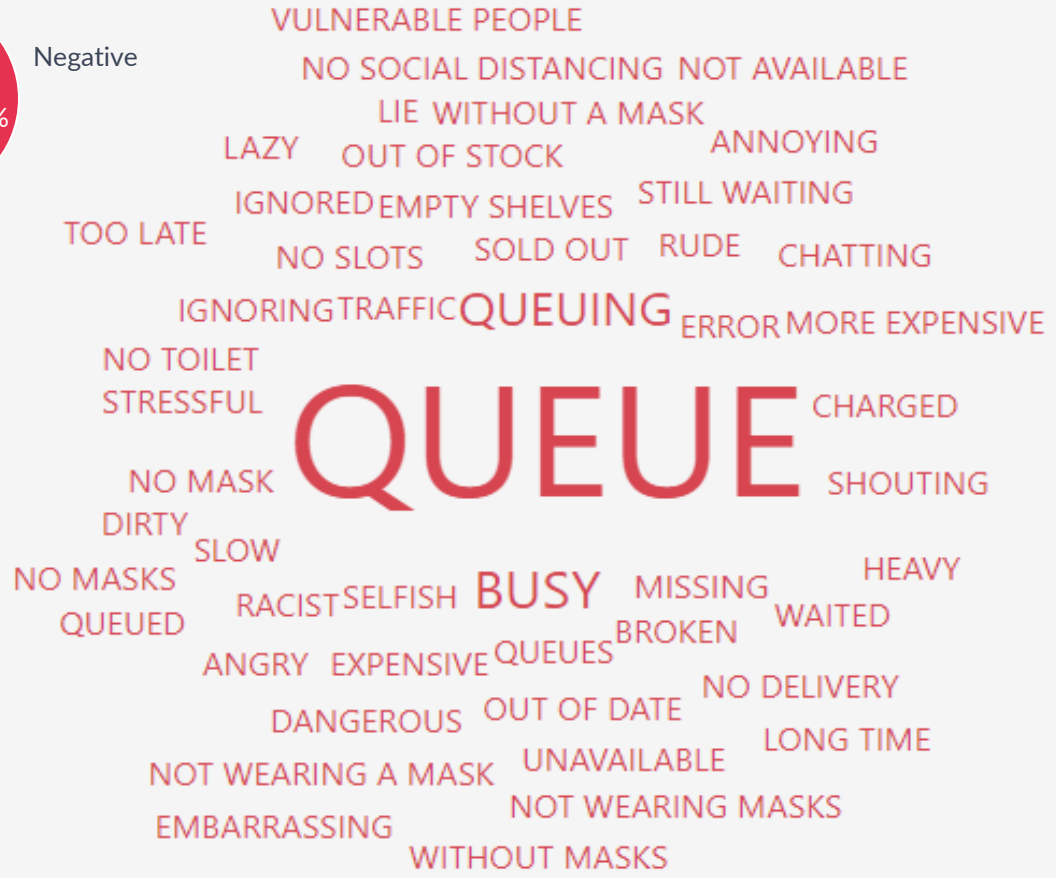
In total, 82913 mentions of themes were identified & analyzed within discussions of Tesco

TOP TOPICS & SENTIMENT - Tesco

Positive Sentiment Word Cloud



Negative Sentiment Word Cloud



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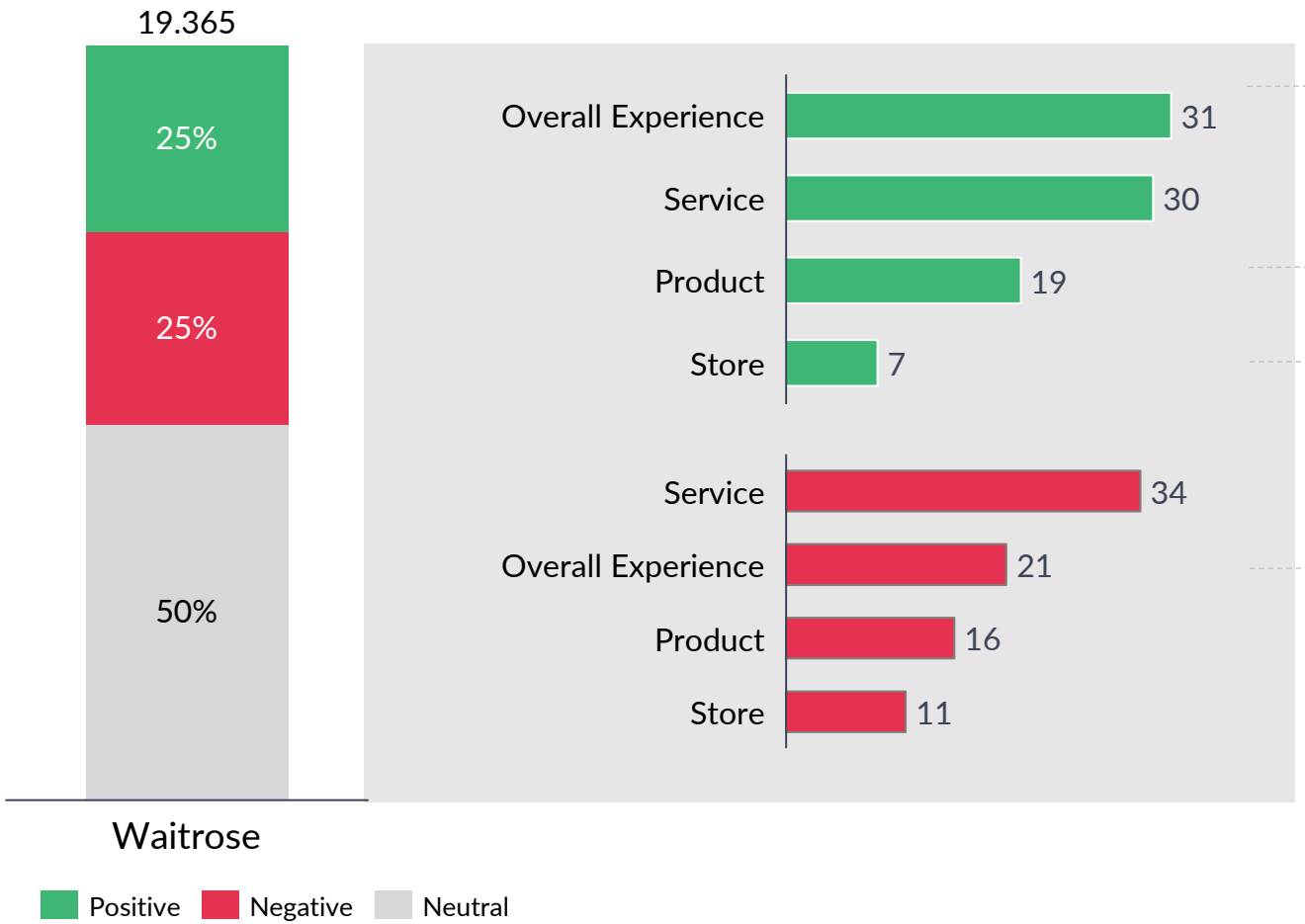
Waitrose

DRIVERS & BARRIERS

Waitrose

Discussion Sentiment[1]



" 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"

" All amazing fresh produce with good dates and It's my closest proper supermarket "

"Feel very safe shopping in the store which is always clean and well presented ."

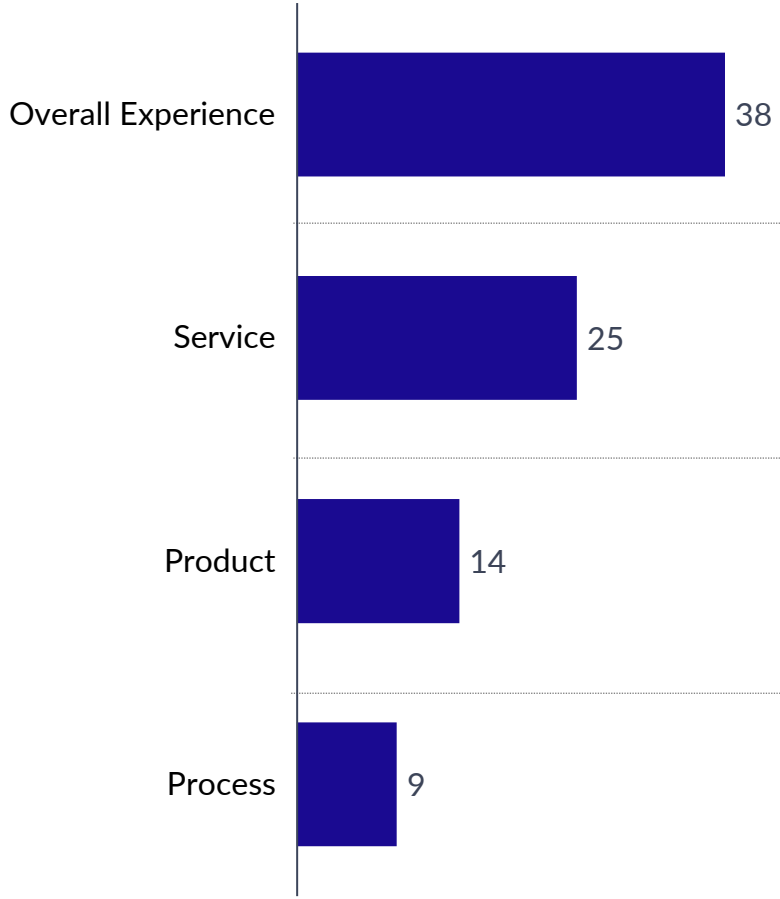
"I always got a shock at the checkout !" "ooh Waitrose is expensive"

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

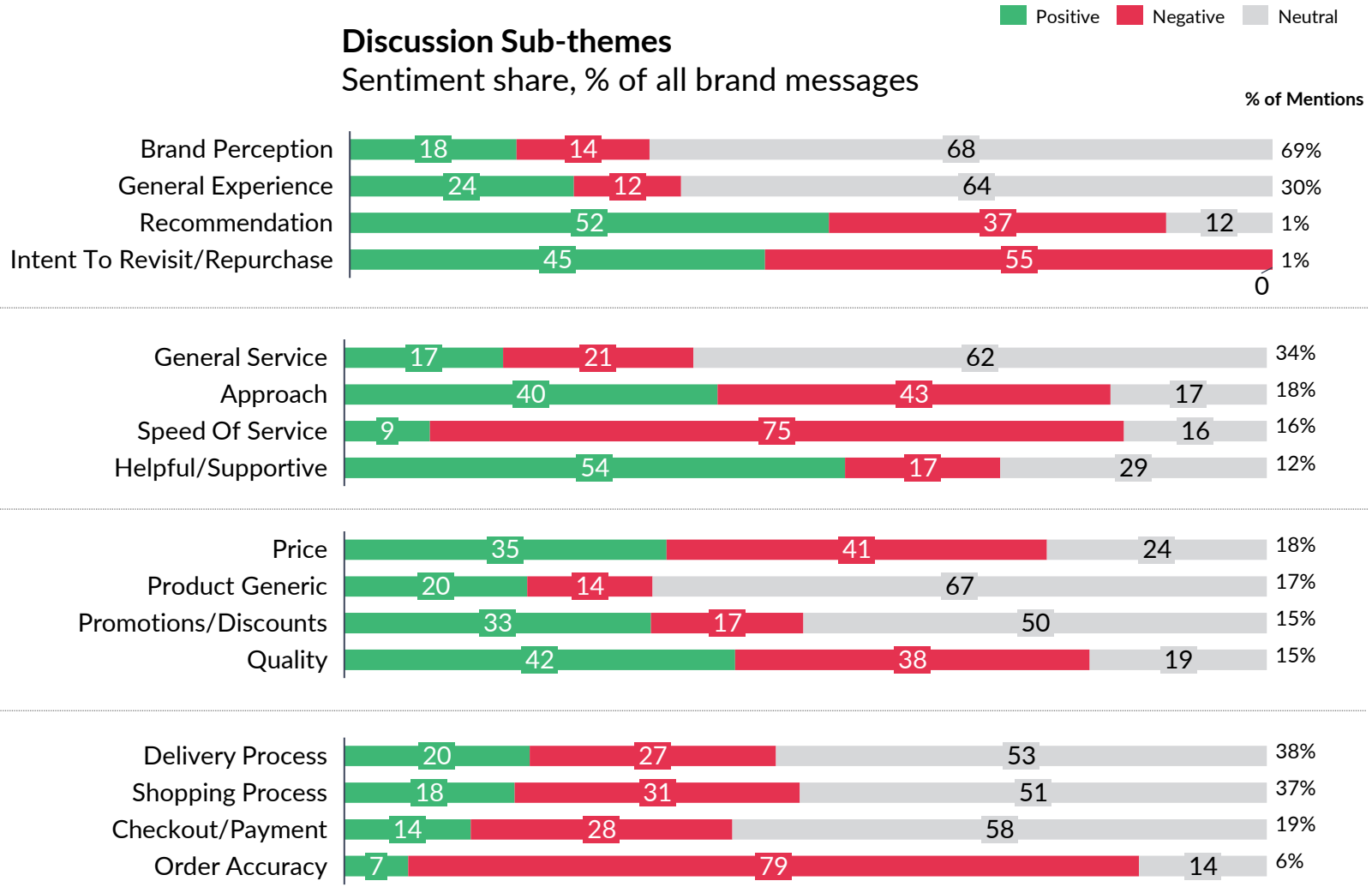
TOP TOPICS

Waitrose

Discussion Themes[1]
Percent of total messages



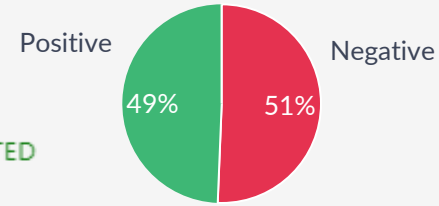
Discussion Sub-themes
Sentiment share, % of all brand messages



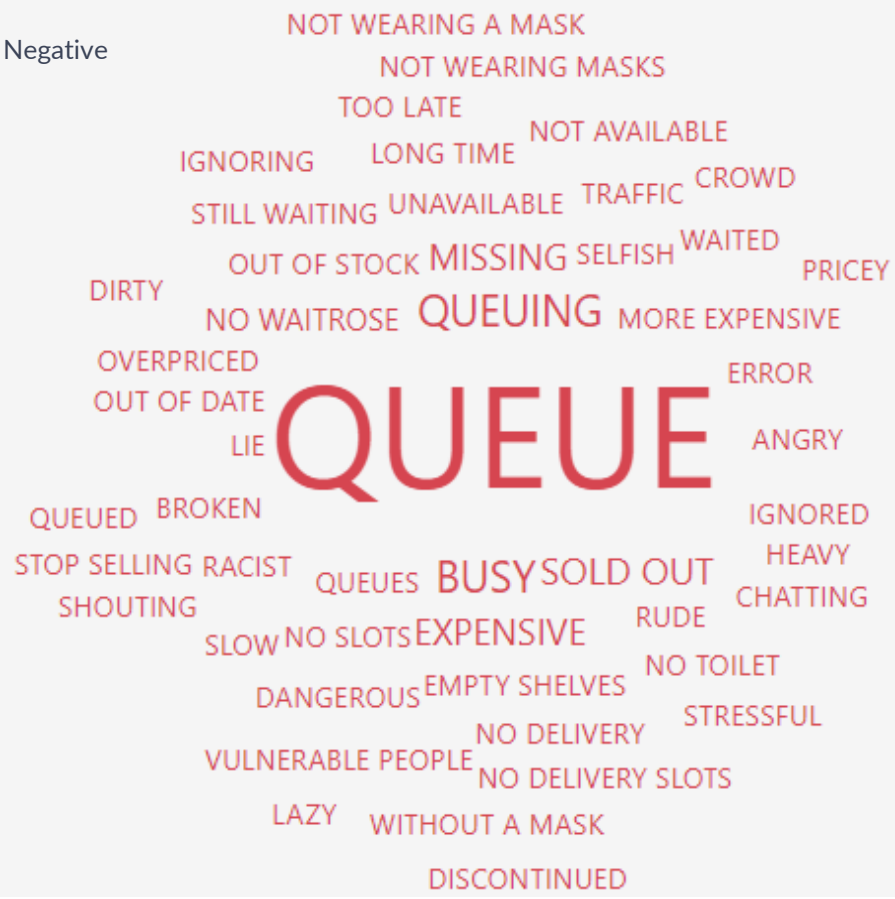
In total, 19365 mentions of themes were identified & analyzed within discussions of Waitrose

TOP TOPICS & SENTIMENT - Waitrose

Positive Sentiment Word Cloud



Negative Sentiment Word Cloud



The color represents the sentiment polarity of the feature, the size represents the volume