



About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.



Behavior-Driven Research.



Walmart Plus Research



The research.

Goals:

The main objective of this research is to understand consumer perception of Walmart+ and Amazon Prime.

The research will inform the following:

- Are consumers familiar with Walmart Plus? What is their perception?
- Do they use Amazon Prime currently? What for?
- Do they prefer Amazon Prime (as it is now) to the new Walmart Plus?
- Will a lower price and free delivery options be enough to cause a switch?
- COVID aside, do consumers prefer to shop in-store or online? Why?

Strategy:

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit a physical store, or access an app, shoppers are instantly pushed a survey via the Surveys On The Go® app. These Point of Emotion® insights are shared in this research report. More details on how we select our brick & mortar and app panelists can be found in the slides that follow.

- N = 356 total sample.
- Target: ages 18-55 with a 50/50 gender split.
- 198 in-store shoppers (Walmart, Whole Foods, Costco, Target).
- 156 app shoppers (Walmart, Amazon, Costco, Target).



Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



Apps.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

As they exit your app, consumers are instantly pushed your survey. It's all done via Surveys On The Go® – giving you these Point of Emotion® insights.

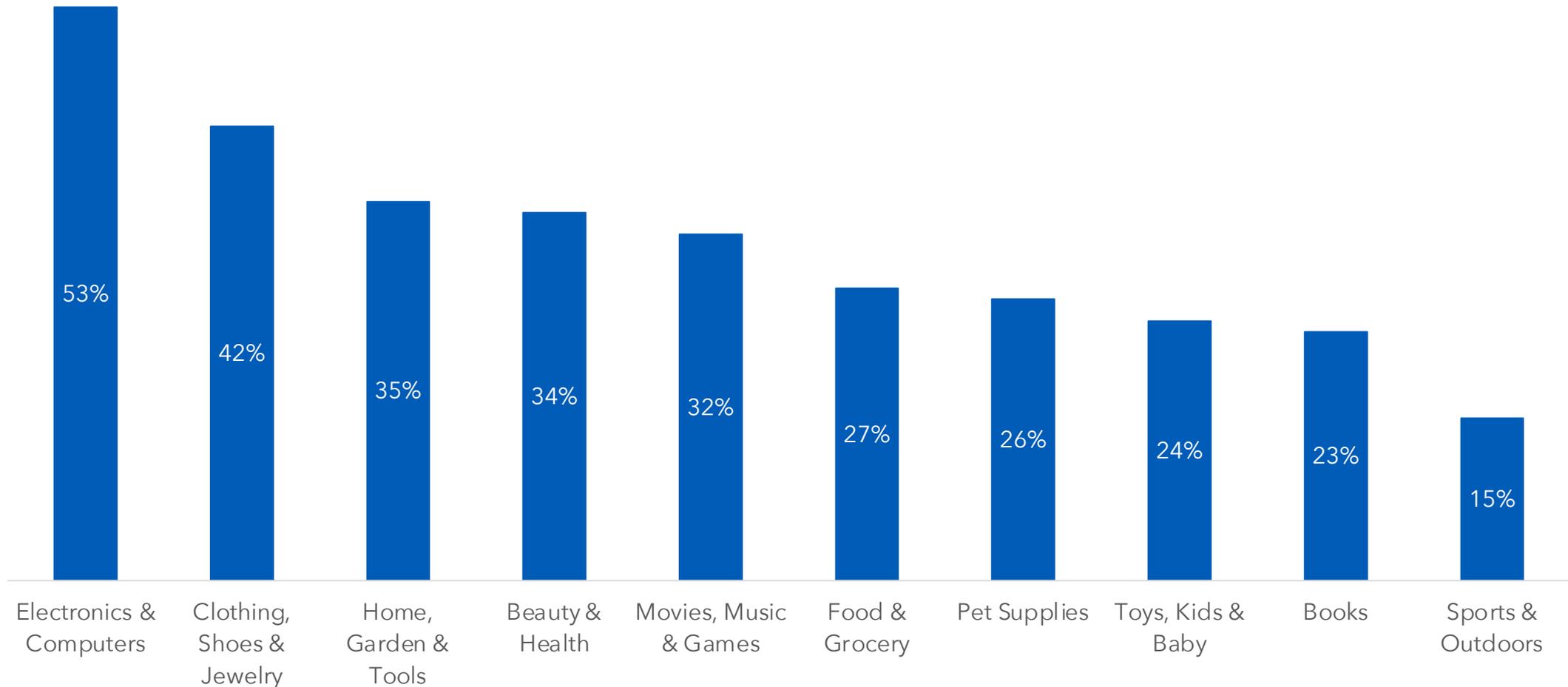




Findings.

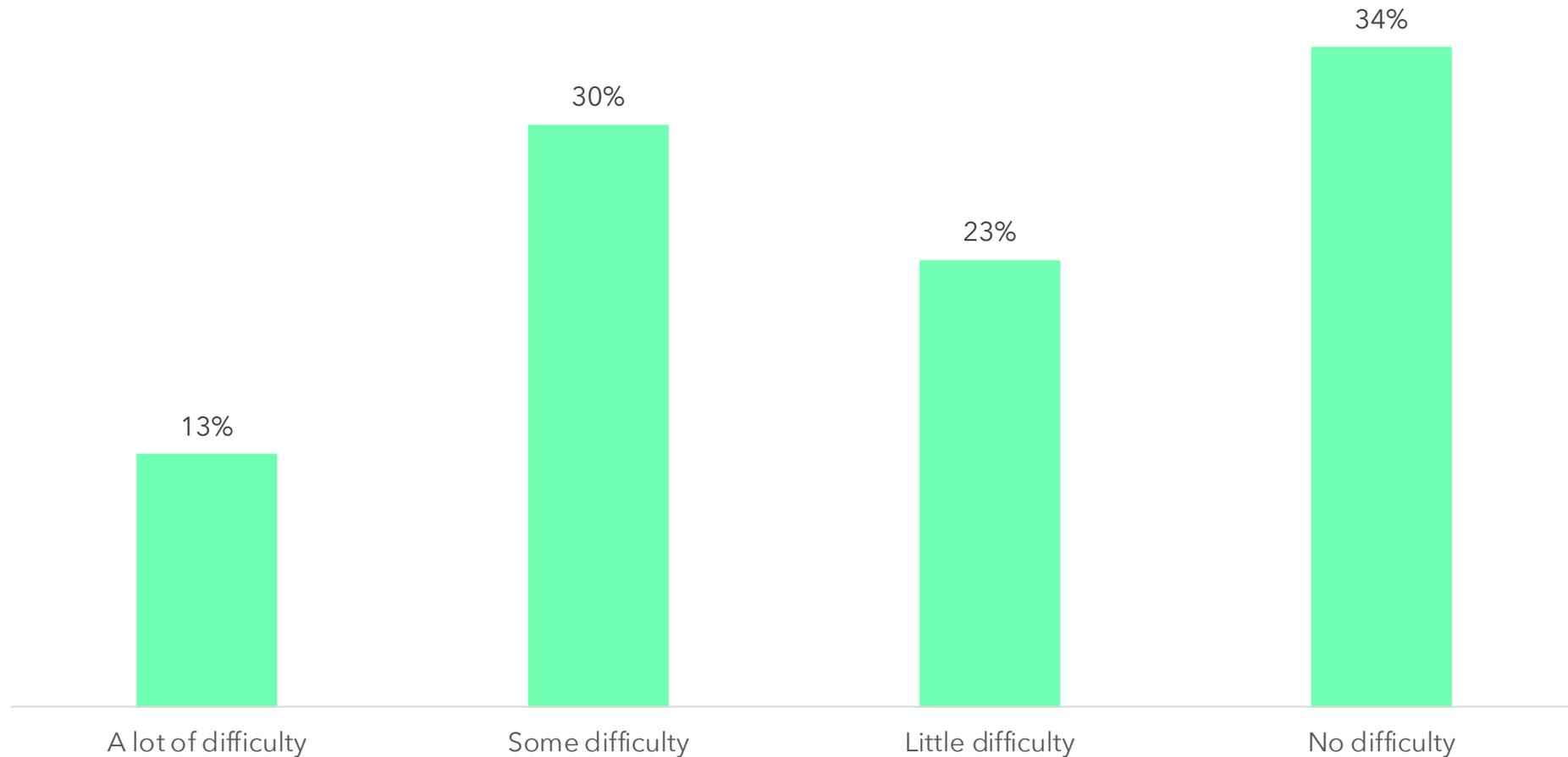
Top Amazon products: Electronics, clothing, shoes and jewelry.

Most people on apps buy 53% electronics & computers, 42% clothing shoes & jewelry.



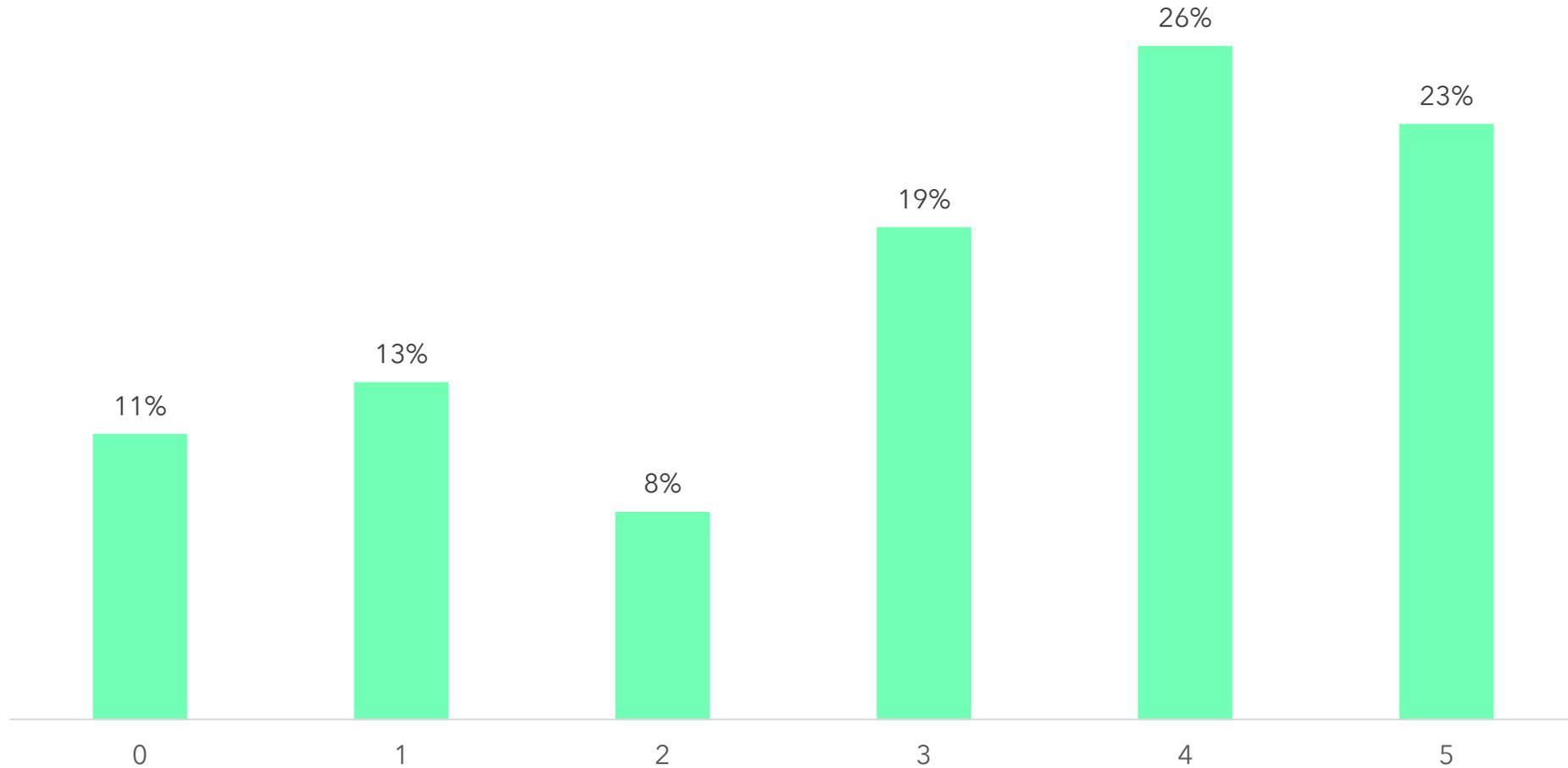
Consumers have a hard time getting essentials on Amazon.

This creates a viable opportunity for Walmart as they have 4,700 retail locations to help provide.



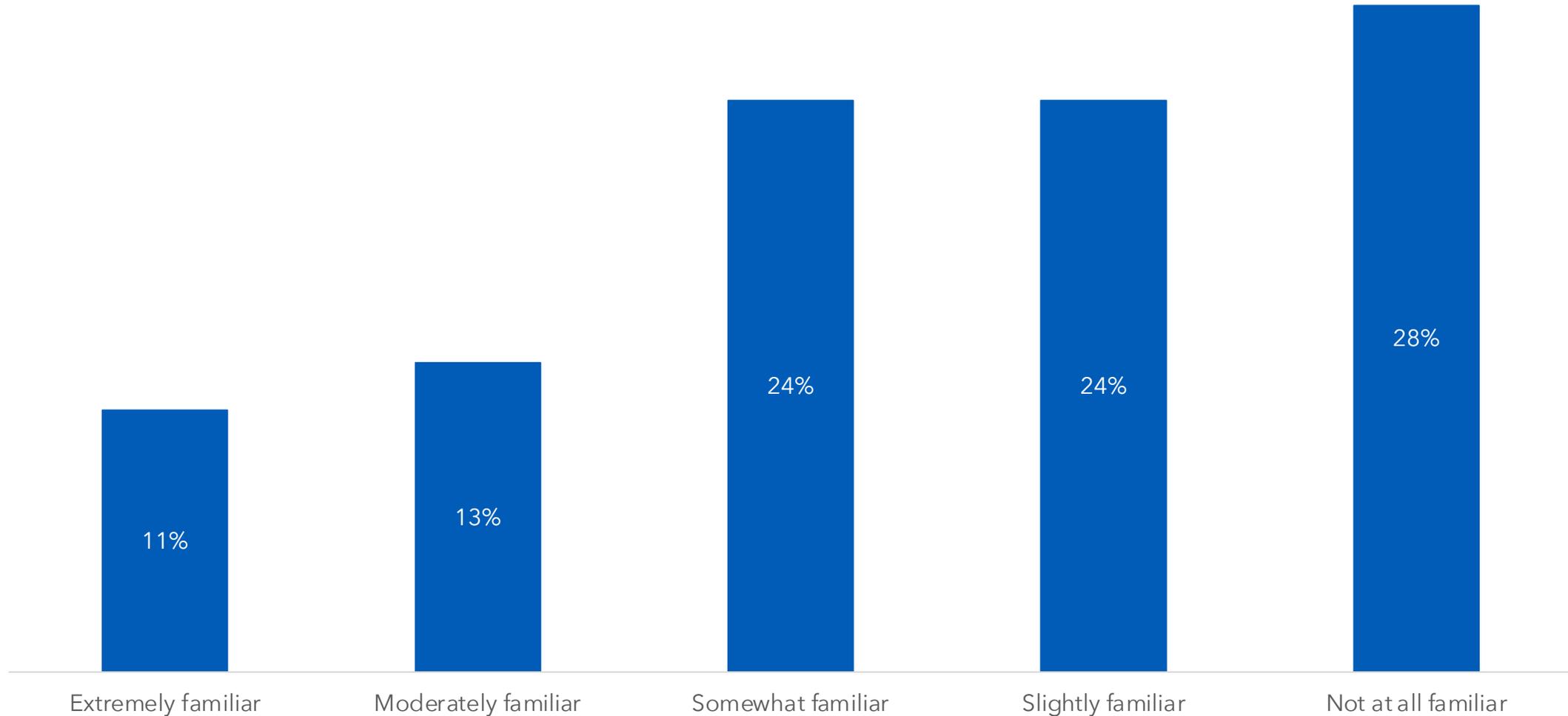
They're open to apps that compete with Amazon Prime.

49% are more or very likely to competitive shop with another app if available.



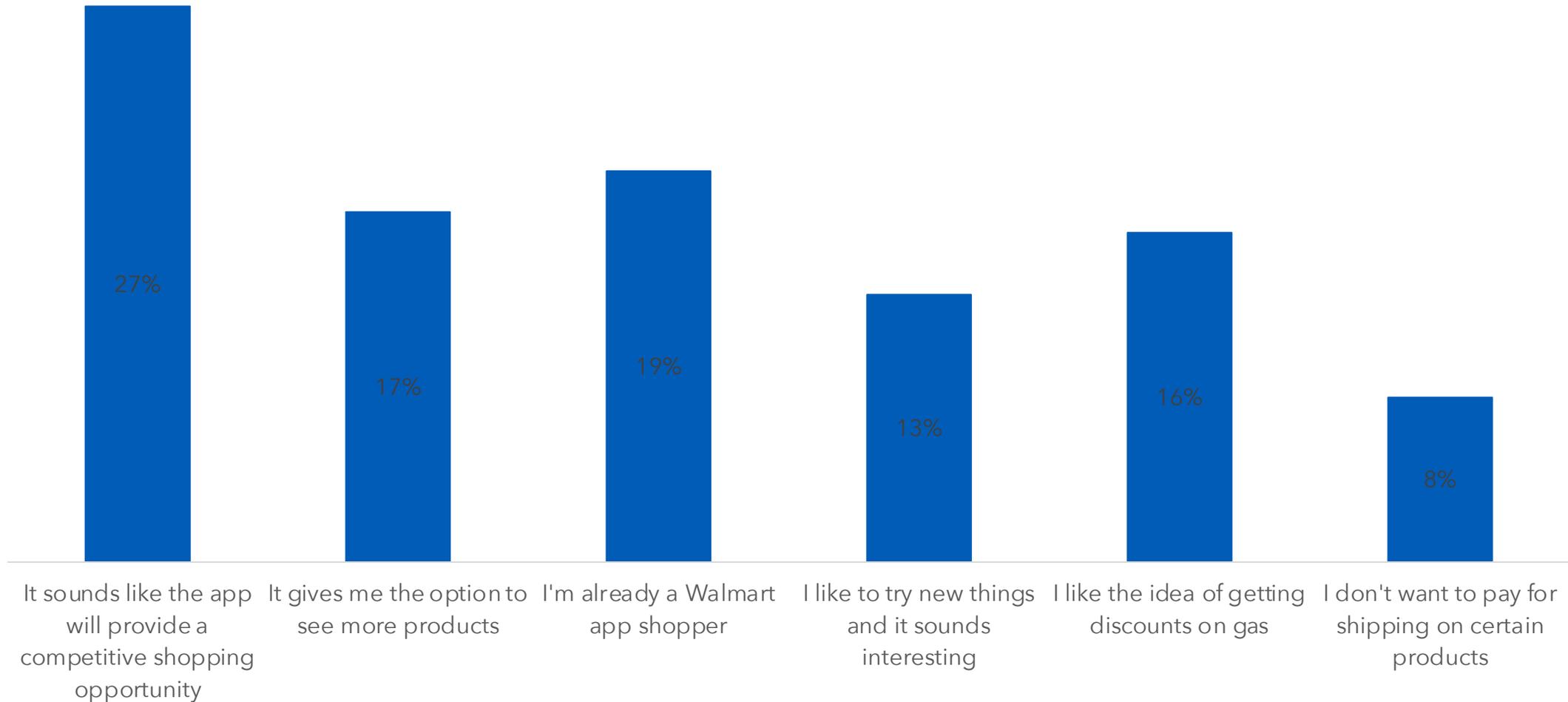
Most are not very familiar with Walmart Plus.

Only 24% are moderately or extremely familiar with Walmart Plus.



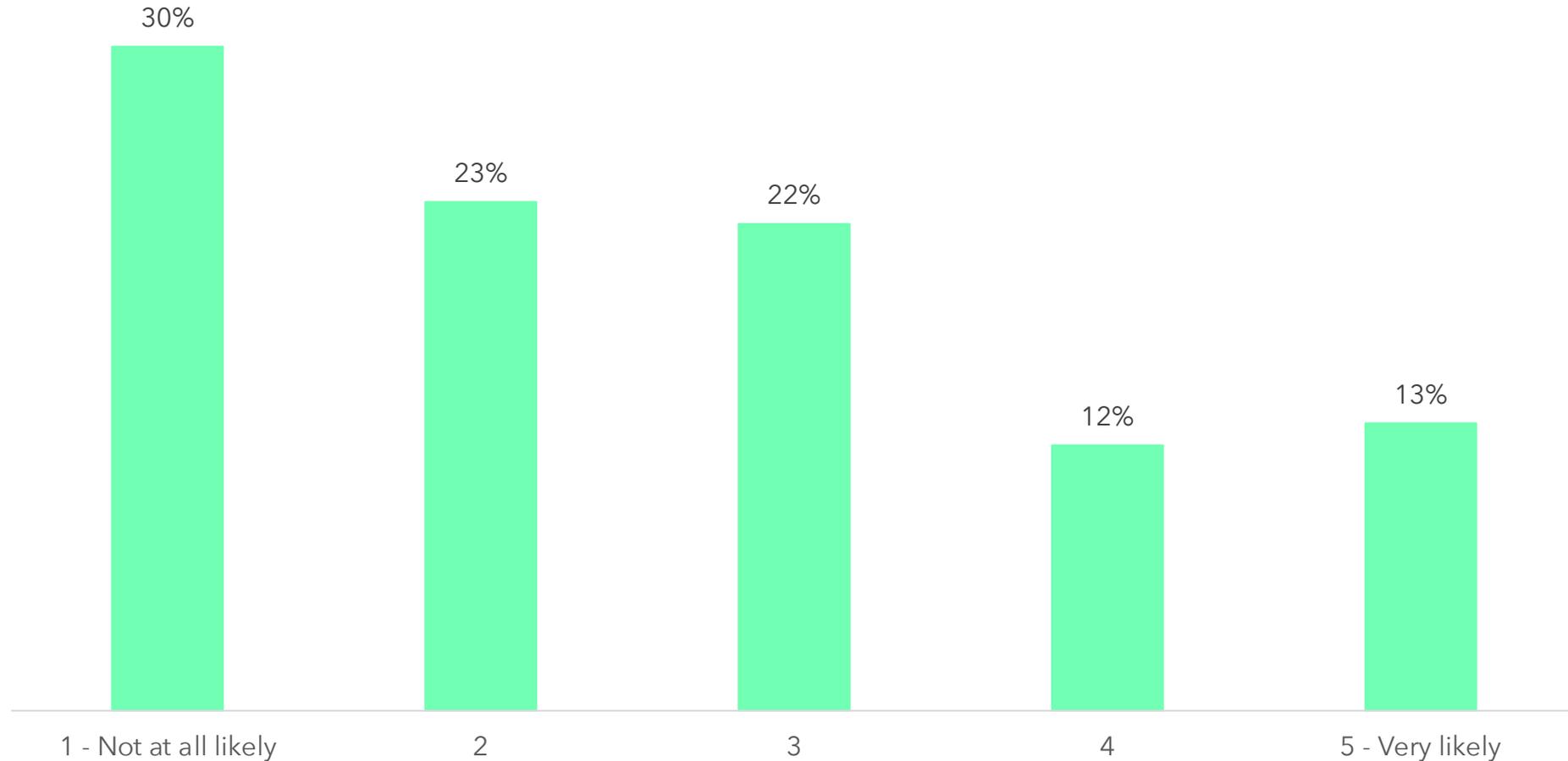
Still, they're willing to try the new app.

Of those who are likely to try it, 27% are likely to try based on the ability to competitive shop.



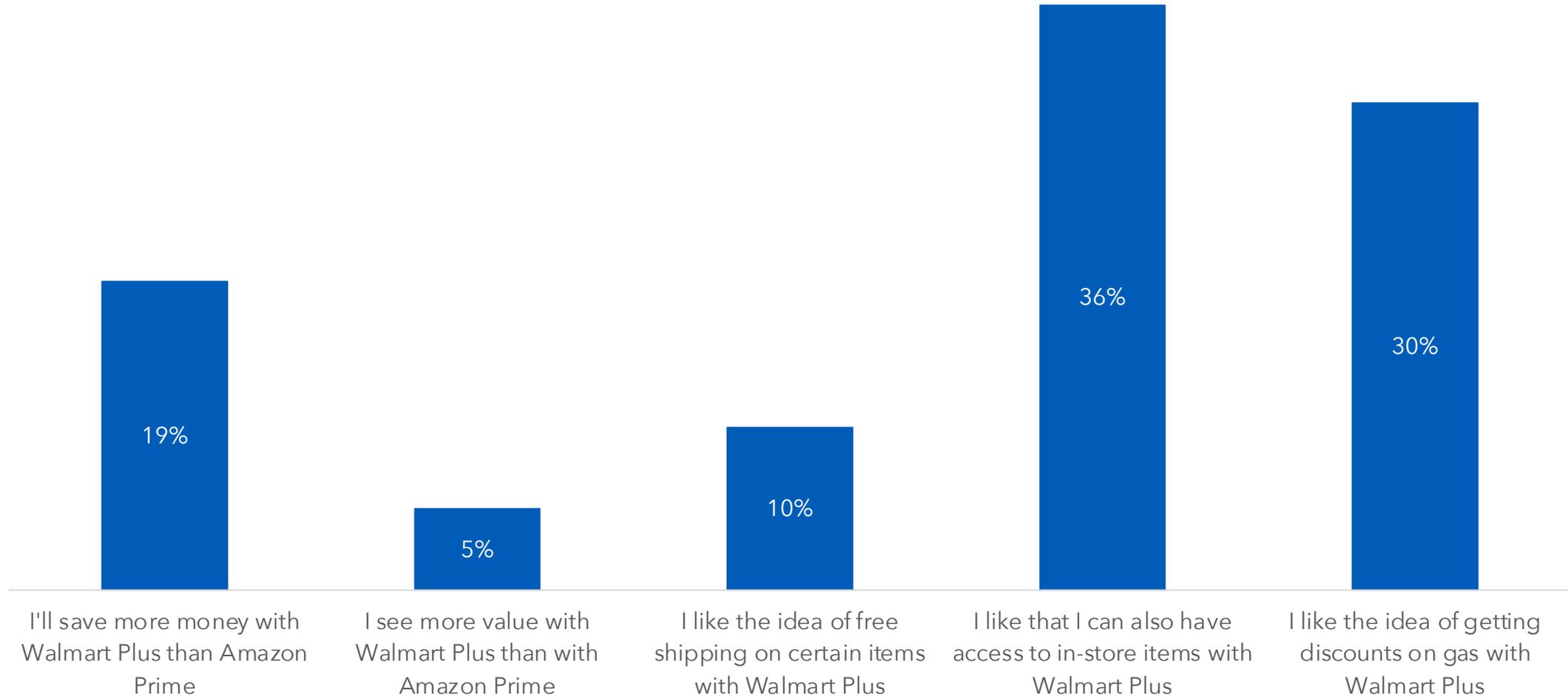
But, it'll take a little work to get them to switch completely.

45% would need convincing to do a full switch and 30% say that they are "not at all likely" to switch.



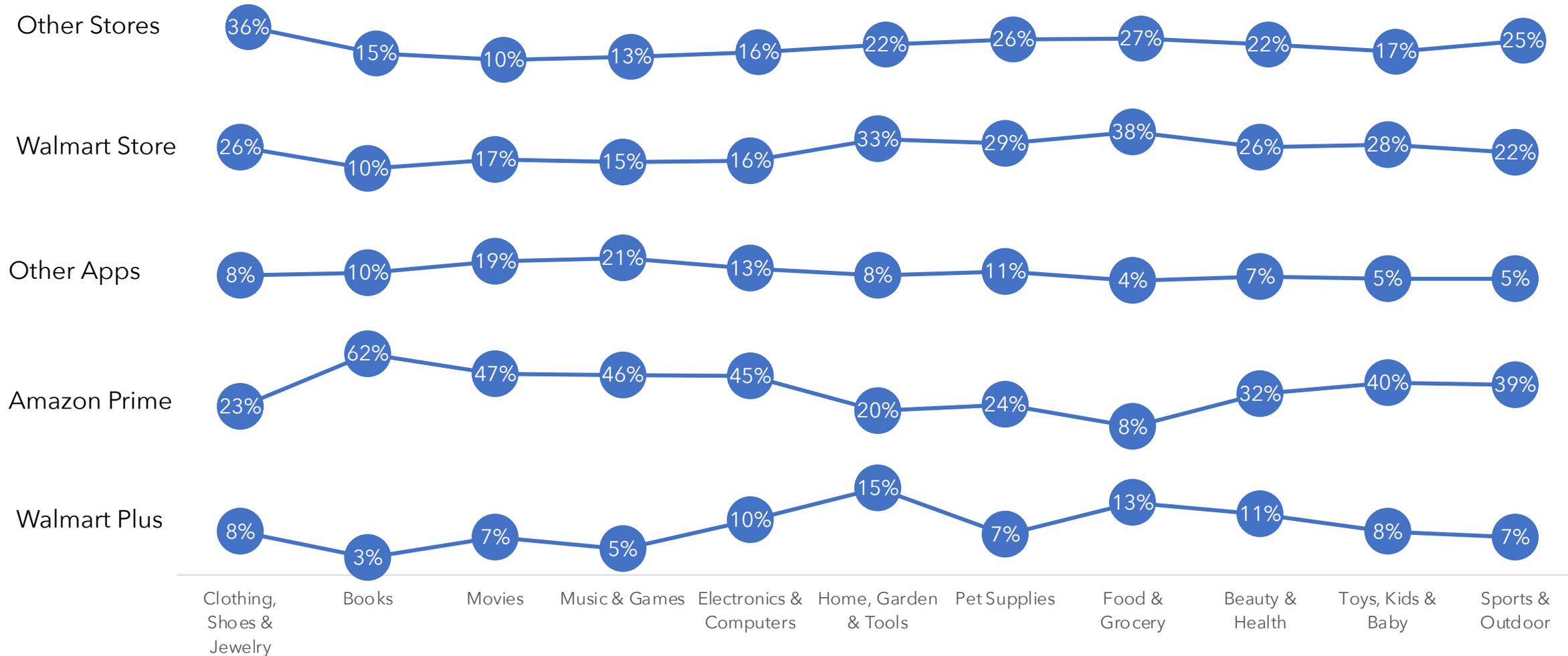
For those likely to switch, here's why.

35% say they like that they can also have access to in-store items with Walmart Plus.



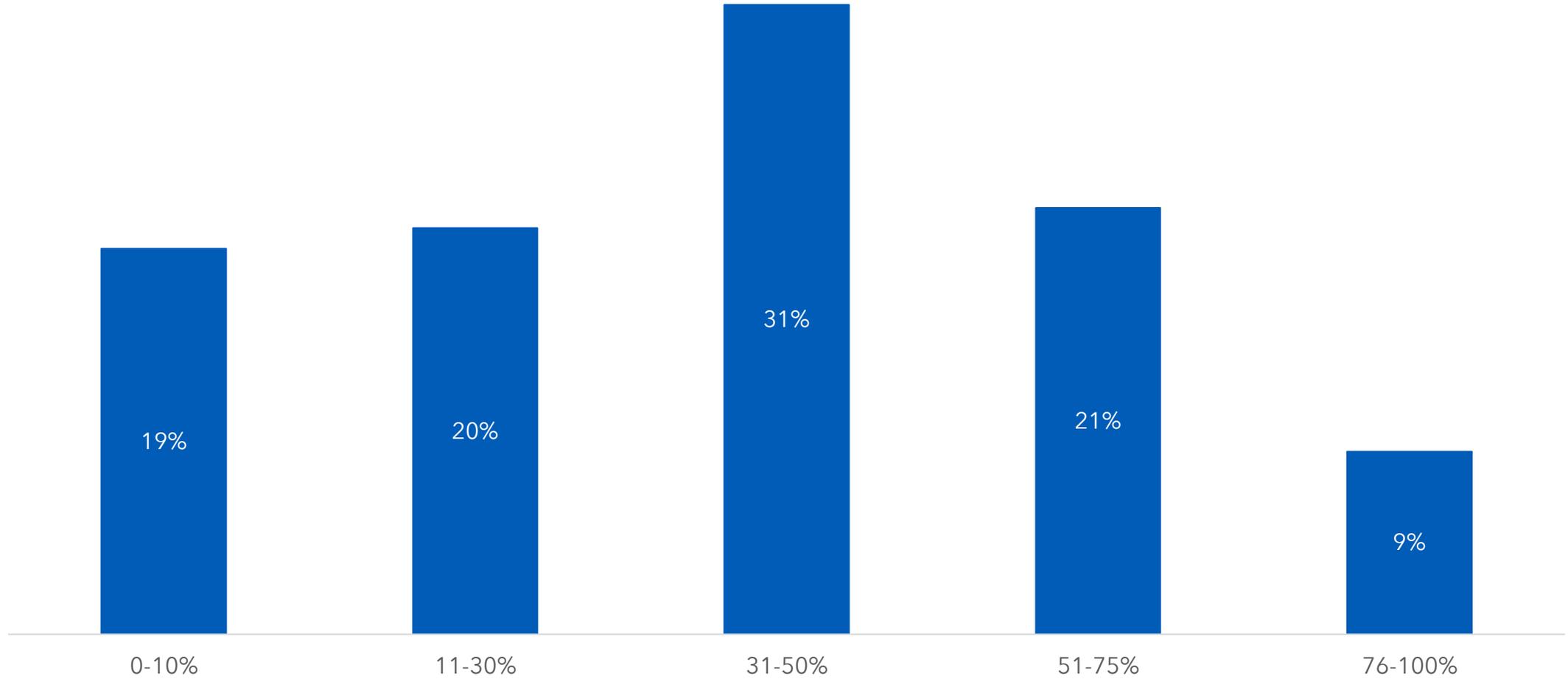
Amazon is strongest in books and movies.

61% will choose Amazon to order their books.



eCommerce is here to stay, post COVID-19.

61% of people are shopping on eCommerce more than 30% of the time since COVID-19.





Choose better market research.