

Promotions get SA's price-sensitive consumers shopping

Issued by [Pyrotec](#)

15 Aug 2016

The chaotic scenes of frantic shoppers taking advantage of promotions on the opening day of The Mall of Africa in Gauteng was proof that despite South Africa's tight economic conditions, local shoppers retain their appetite for promotions and special offers.

This fact is backed by Nielsen's annual study, *South African Shopper Trends 2015/2016*. The study reveals that promotion-seeking behaviour is high, with consumers actively looking for offers within their repertoire of grocery retailers. In terms of their sensitivity to promotions, the highest number (36%) said they seldom change stores but actively search for promotions when shopping, while the second highest number (22%) regularly buy different brands because of promotions.

The strength of Nielsen's study is its carefully balanced representation of income, age and gender across the country. Additionally, it is drawn from a highly robust national sample of 2,524 main grocery buyers and influencers, and is based on in-depth, face-to-face interviews.



The team at Pyrotec PackMedia knows how important packaging is for communicating promotions in a space that matters the most – in store. While above-the-line marketing can raise awareness about promotions and drive people to the store, packaging is often one of the final opportunities to convert awareness into sales. Adding an on-pack device, such as Pyrotec PackMedia's Fix-a-Form® Promotional Booklet Labels, ElastiTag® or ElastiTote®, considerably enhances a product's ability to grab shoppers' attention.

Both the Fix-a-Form® Promotional Booklet Label and ElastiTag® are ideal for swaying price-sensitive shoppers. They work exceptionally well for on-pack promotions such as discount coupons, special offers and competitions.

Another way to get consumers' attention is to sell with a sample using Pyrotec PackMedia's ElastiTote®. Including free samples on-pack is a great way to maximise packaging space, incentivise purchases and cross-sell by encouraging consumers to trial other products in a range.

As is revealed in Nielsen's *South African Shopper Trends 2015/2016* report, consumers are enticed by price and promotion and are willing to go the extra mile to get a better deal. However, quality remains significant and brands that continue to delight their customers will reap the benefit of being chosen, thus the value proposition will always remain more than just the actual price.

° **Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise** 15 Feb 2024

° **The perfect coding and labelling solutions for personal care and cosmetic products** 3 Nov 2023

° **Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia** 13 Oct 2023

° **The end-of-line solution you've been waiting for** 29 Mar 2023

° **Uncluttered labelling for household cleaning products** 28 Mar 2023

Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>