



COM 303: PR Research

Aldi Research Presentation

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Nancy Huang, John DeAngelis, Kate Wollerton, and Camille Crawford

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Alberchet Discount

ALDI is a global discount grocery brand founded in Germany, known for offering high-quality products at low prices through a no-frills shopping experience. It operates over 12,000 stores worldwide, including more than 2,400 in the United States. ALDI focuses on efficiency and private-label products to keep costs down and deliver value to customers.



Vision

"Vision 2030" aims to make sustainability affordable for all customers, balancing ecological responsibility with low prices



Mission

To save people money on high-quality food and products they want most through streamlined operations and private-label offerings

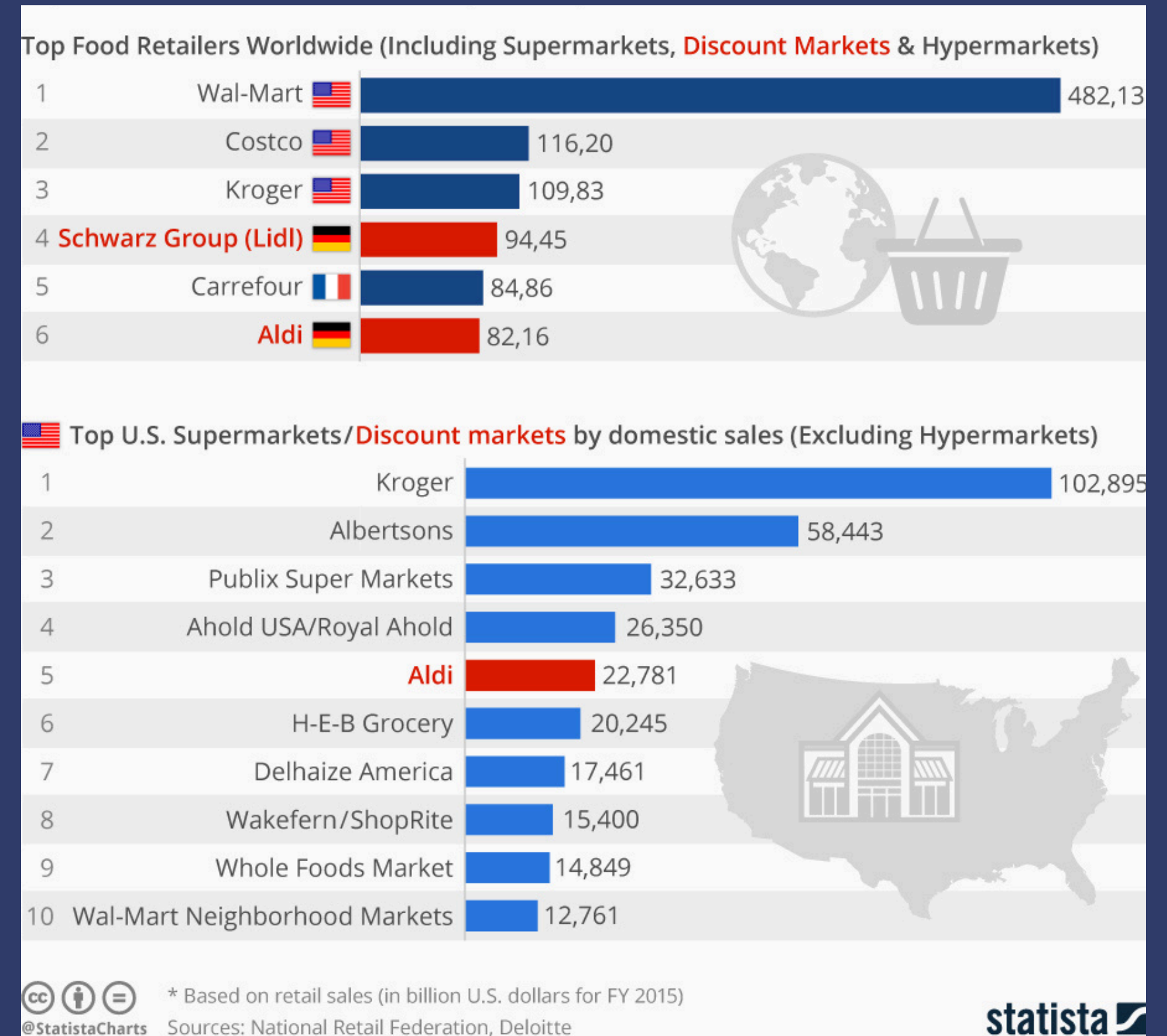


Goals

- **Simplicity:** to keep prices low.
 - **Consistency:** in producing the highest quality products
 - **Responsibility:** in reducing environmental footprint
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Background of the Study

Aldi, the 13th largest grocery chain in the U.S. with 2,464 stores, faces the challenge of limited store locations compared to supermarkets and mass merchandisers like Walmart and Target. This accessibility issue can cause some shoppers to go to competitors, despite Aldi's growing brand awareness at 82%. While Aldi combats this with influencer marketing and an emphasis on low prices amidst inflation concerns, its main rivals remain Trader Joe's and Save-a-Lot in the limited assortment market sector. To thrive, Aldi must balance its expansion with its core values, expand its accessibility and ensure maintaining low prices and product quality with rising consumer demands in grocery shopping.



Through our research, we aimed to discover if it is necessary for Aldi to shift its target audience to the 18-24 age range, and if so, the strategies Aldi must to implement to make this a possibility.

SWOT Analysis

Strengths

- Affordable, high quality products
- Healthy options for health conscious shoppers
- Sustainably sourced
- The average annual shopping costs in buying Aldi exclusive brands is about \$4000 cheaper than the annual average shopping costs in buying name brands
- Aldi offers promotions through social media advertisements as well as in store deals

Opportunities

- Inflation in the United States and consumer perception of high grocery prices
- National increase in strive for eating healthier
- National shift towards the usage of sustainable practices

Weaknesses

- Although Aldi has a distribution model based on divisional structure, the sheer amount of stores in comparison to other major streamline competitors is significantly smaller
- Aldi exclusive brands are not the first choice for many shoppers as annual sales for name brands are higher, likely due to brand awareness

Threats

- Inflation in the United States and inability to pay for groceries
- Increase in usage of digital shopping and pick up or delivery of groceries
- Commitments consumers have to other grocery stores due to accessibility

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Problem Statement

After initial secondary research, it has become apparent that Aldi must shift its target audience to the 18-24 age group, the rising top spenders, in response to ongoing inflation. The challenge lies in understanding how this audience's preference for convenience and online behavior impacts their decision to shop at Aldi, particularly in areas where store accessibility is an issue.



Research Objectives

The objective of this qualitative research study is to better understand the sample, college aged students ages 18-24, attitudes towards the client, Aldi, and other competitors in the grocery store market.



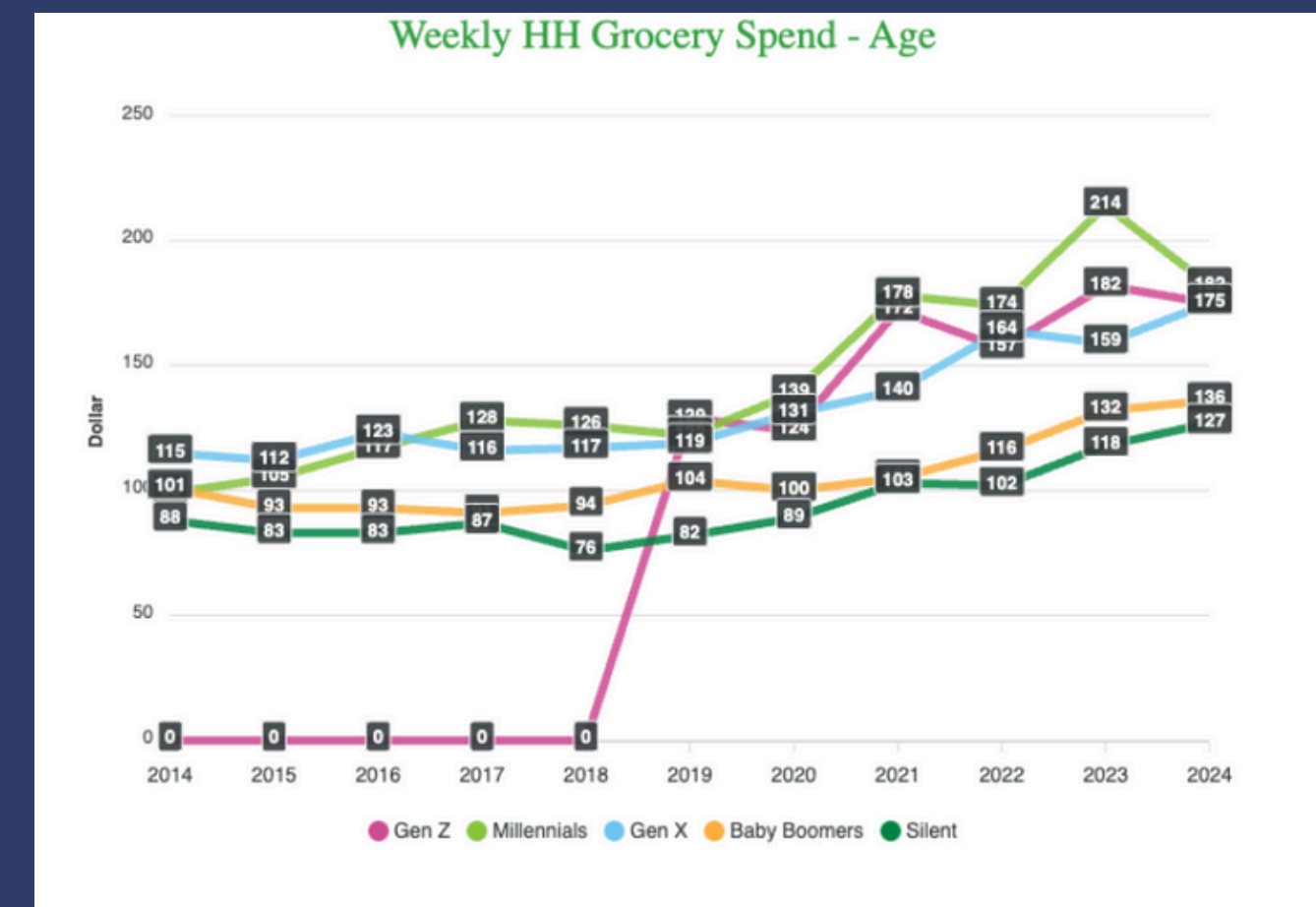
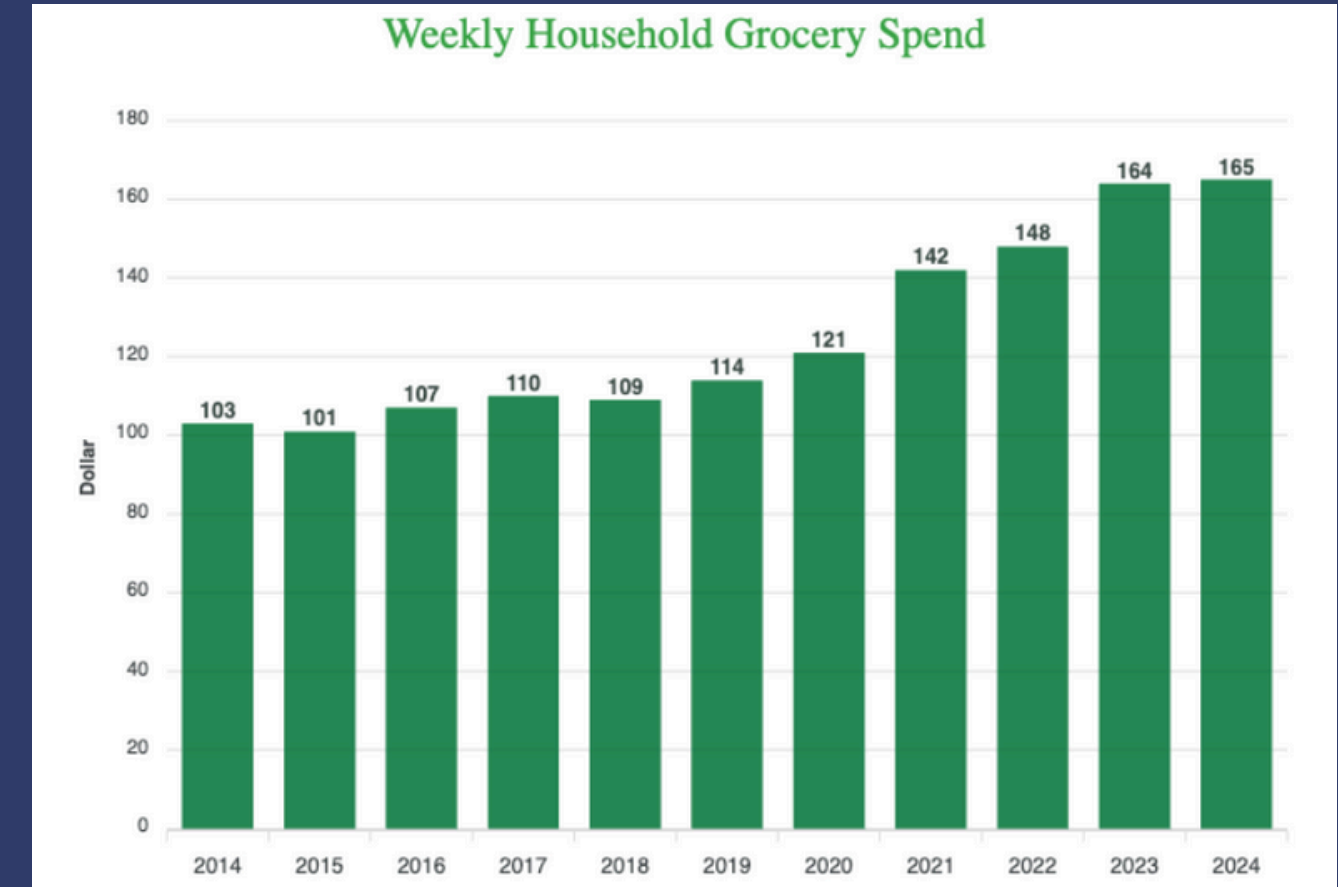
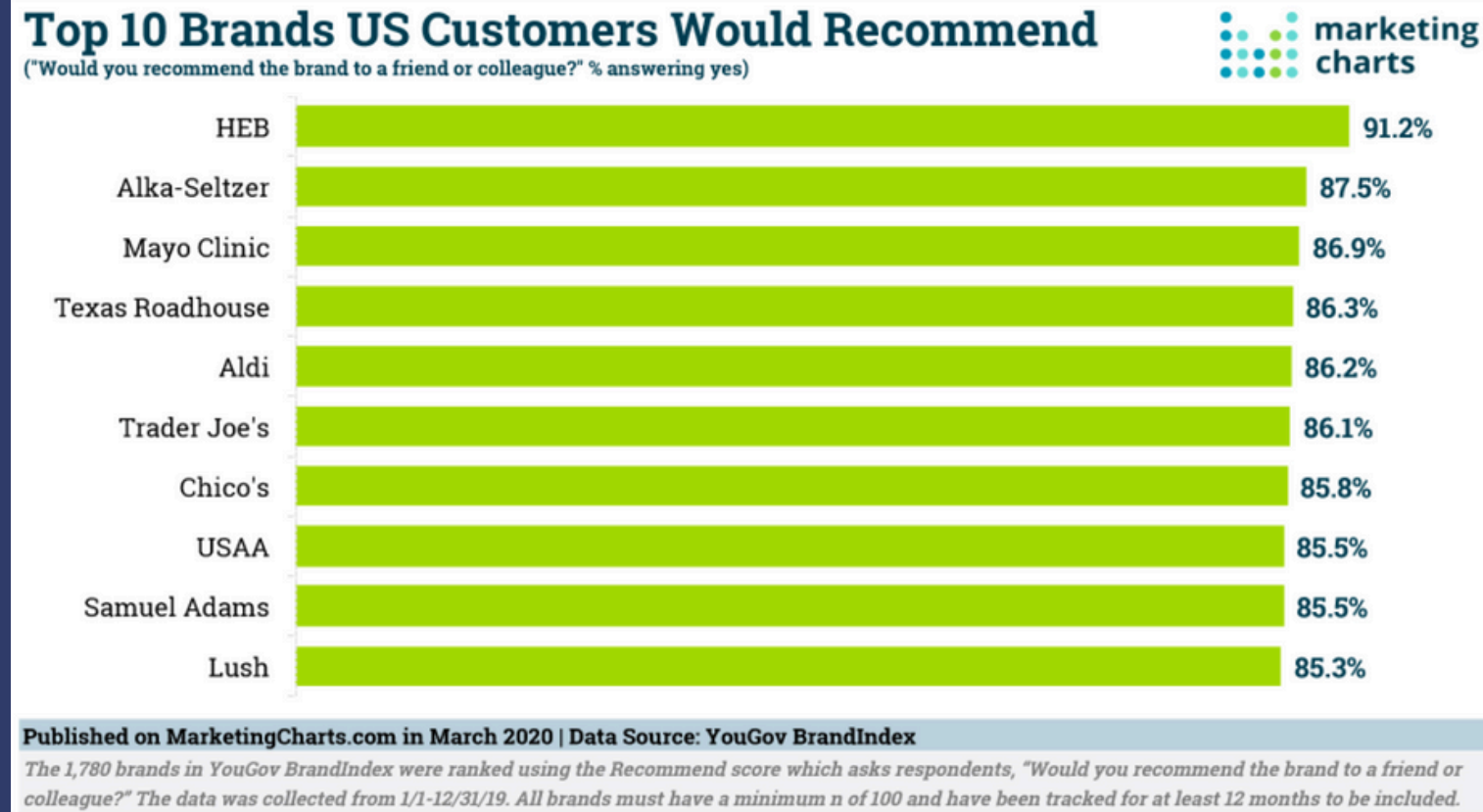
Relevance of the Study

This research aims to better understand patterns and habits of shoppers in this target audience for success in our client.

Secondary Research Findings

- According to research done by Statista in late 2024, the majority share of people that shop at Aldi are from the ages of 30–49 years old.
- According to a survey of U.S. shoppers, ALDI was the grocer most associated with the best value, low everyday prices and quality products. Shoppers said ALDI selection outranked the competition 2:1, and 76% of shoppers said its brands are just as good as more expensive name brands. (Aldi, 2024).
- *With this data, for Aldi to compete with the rising economic demographic (18–24), Aldi must make accessibility, convenience, and lifestyle prevalent for further marketing ventures*

Secondary Research Figures



Research Questions



Through secondary, qualitative, and quantitative research, we plan to learn more about the current shopping experience of college age shoppers. Additionally, we'll seek to find, what is the ideal shopping experience for these shoppers? Factors of price, convenience, availability of product, ideal amount spent, and advertising preferences will be considered.

Research Methods

Specific informational needs include first-hand accounts from 18–24-year-olds about their *shopping trends, perceptions of Aldi, and their preferences for convenience in grocery shopping*. A combination of **qualitative research methods**, such as *focus groups or interviews*, alongside **quantitative data collection**, such as surveys will offer a comprehensive understanding of this audience's shopping behaviors and how Aldi can adjust its strategies to better align with their expectations.

Focus Group Findings

Top Shopping Influences:

- Convenience (Proximity & One-stop Shopping)
- Cost Efficiency
- Brand Familiarity & Trust

Aldi Brand Perception:

- Seen as affordable
- Challenges: limited store locations & product offerings, mixed store environment reviews

Advertising Trends:

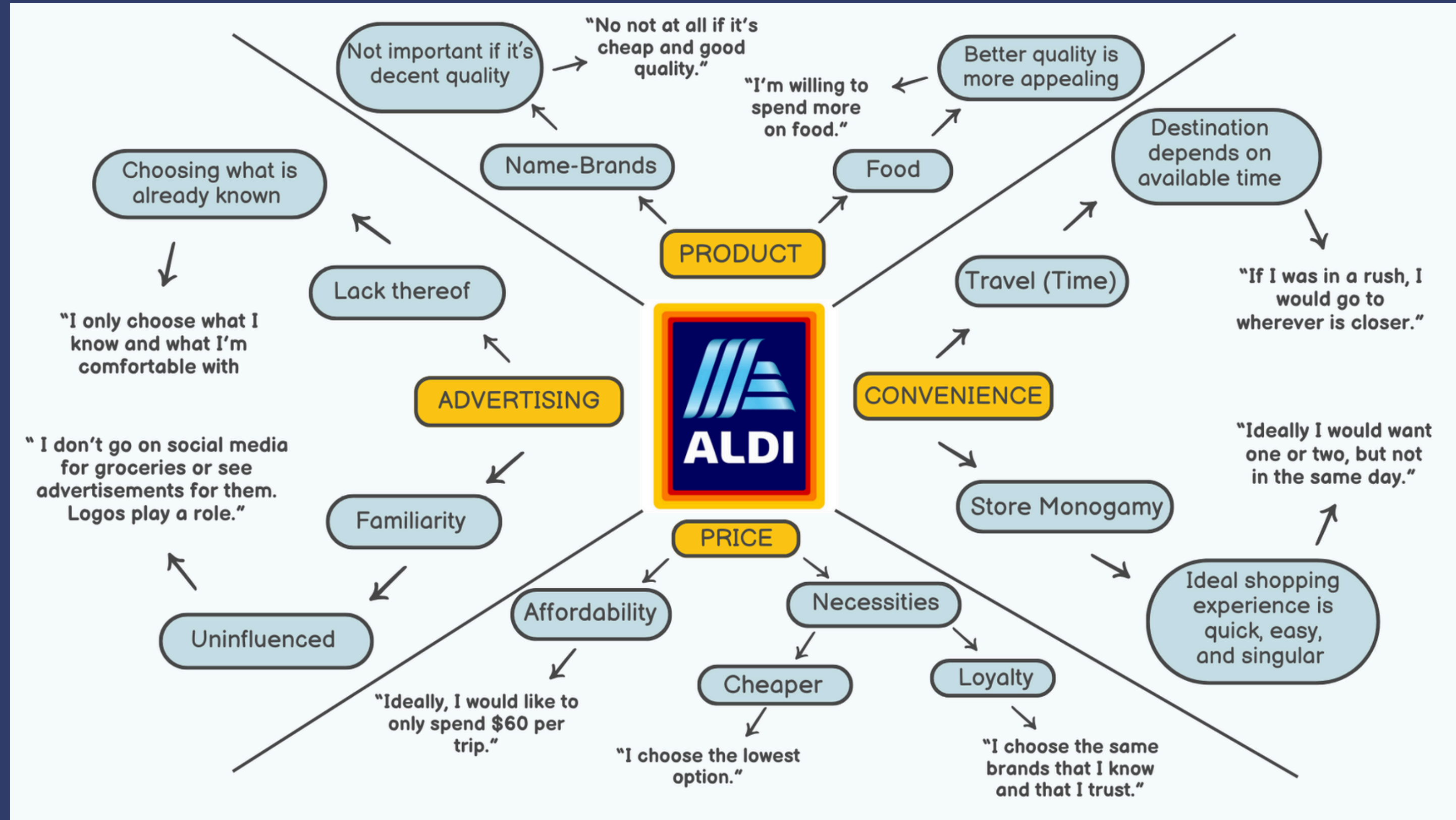
- Traditional grocery ads = minimal impact
- Social media = more influential
- Logos and store branding have a larger impact than advertising efforts

Online Grocery Shopping:

- Less popular due to high fees
- Convenience is appealing, however cost outweighs benefits



Cognitive Map



Qualitative Data Findings

- This research concluded that **convenience**, **cost efficiency**, **product quality**, and **brand familiarity** are the primary factors that influence the grocery shopping habits and behaviors of the identified demographic.
- **Identified Research Trends:**
 - The demographic's preference for one-stop shopping
 - A lack of responsiveness to traditional advertising, and a lack of interest in online grocery shopping/delivery services.
 - Aldi is generally seen as an affordable and high quality grocery store
- **Challenges Found:**
 - Store accessibility
 - Range of their product offerings
 - Brand familiarity among younger consumers.
 - Lack of convenience in terms of their limited number of locations and their smaller scale of product offerings.
- Quantitative findings provide a more objective side and reliable calculation of consumer behavior in grocery shopping. By quantifying the importance of convenience/distance affecting factors for store locations and accessibility improvements, Aldi can make data-driven decisions about store placements and service offerings, due to more generalized consensus the findings will achieve.

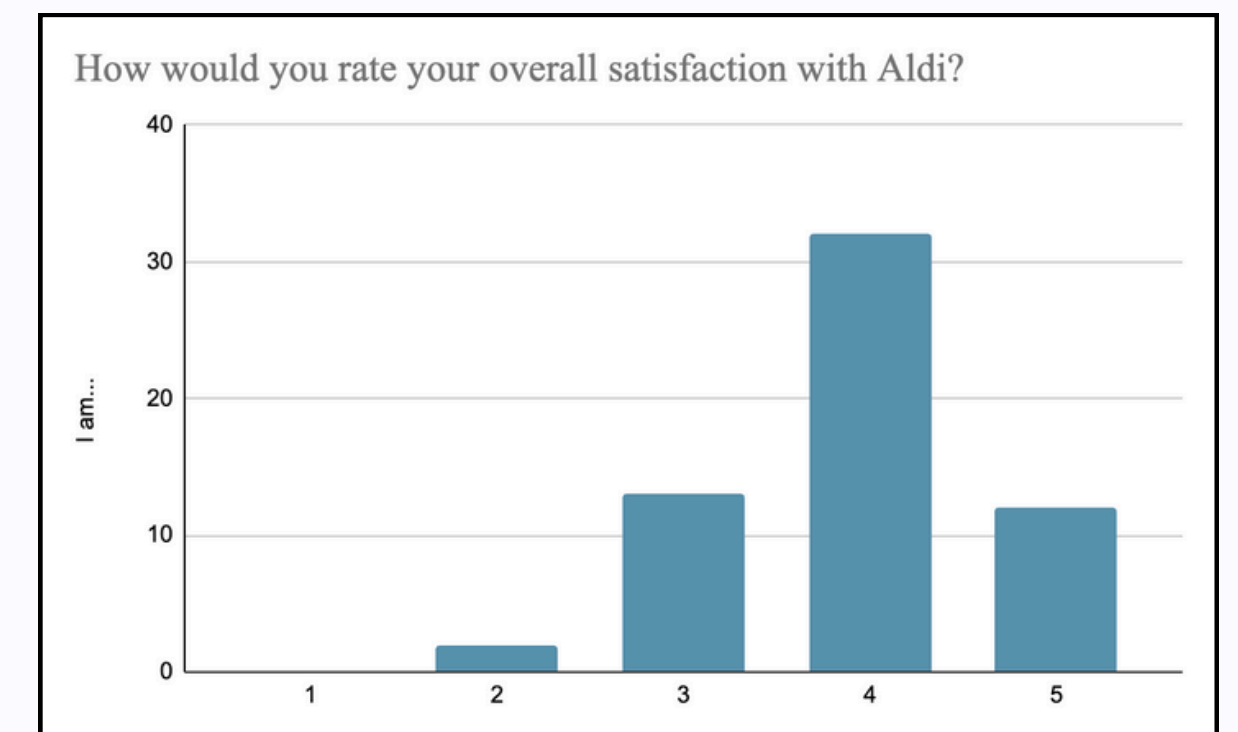
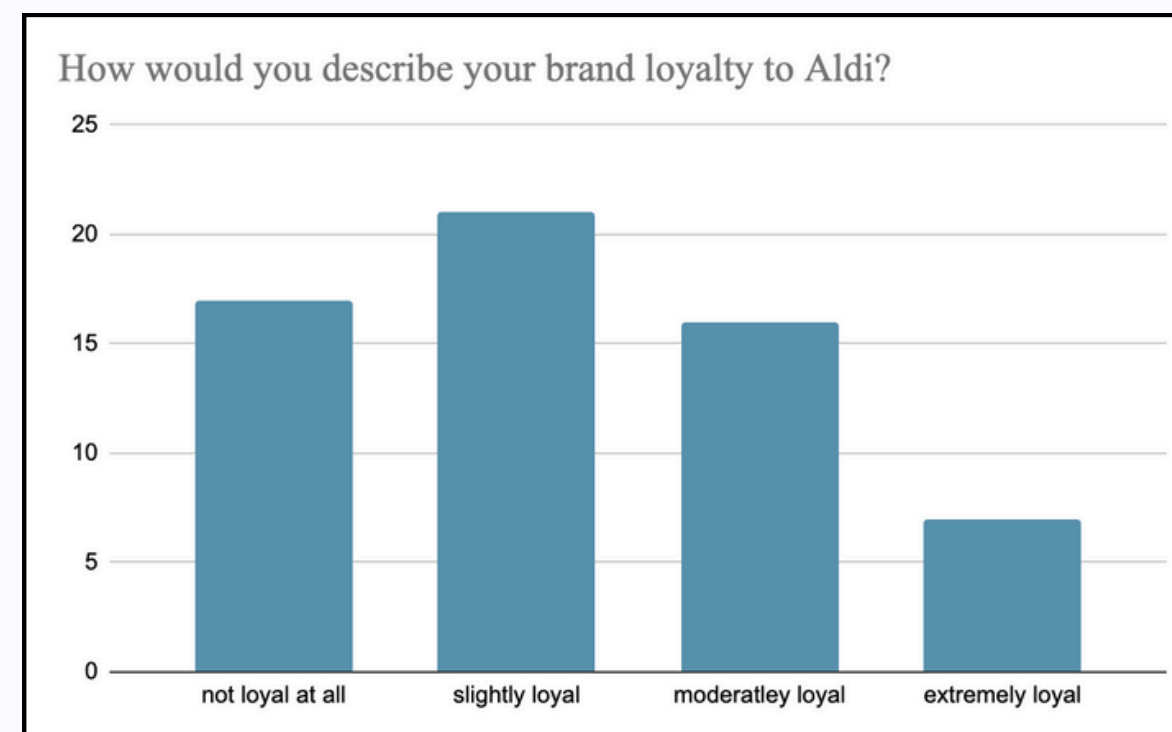
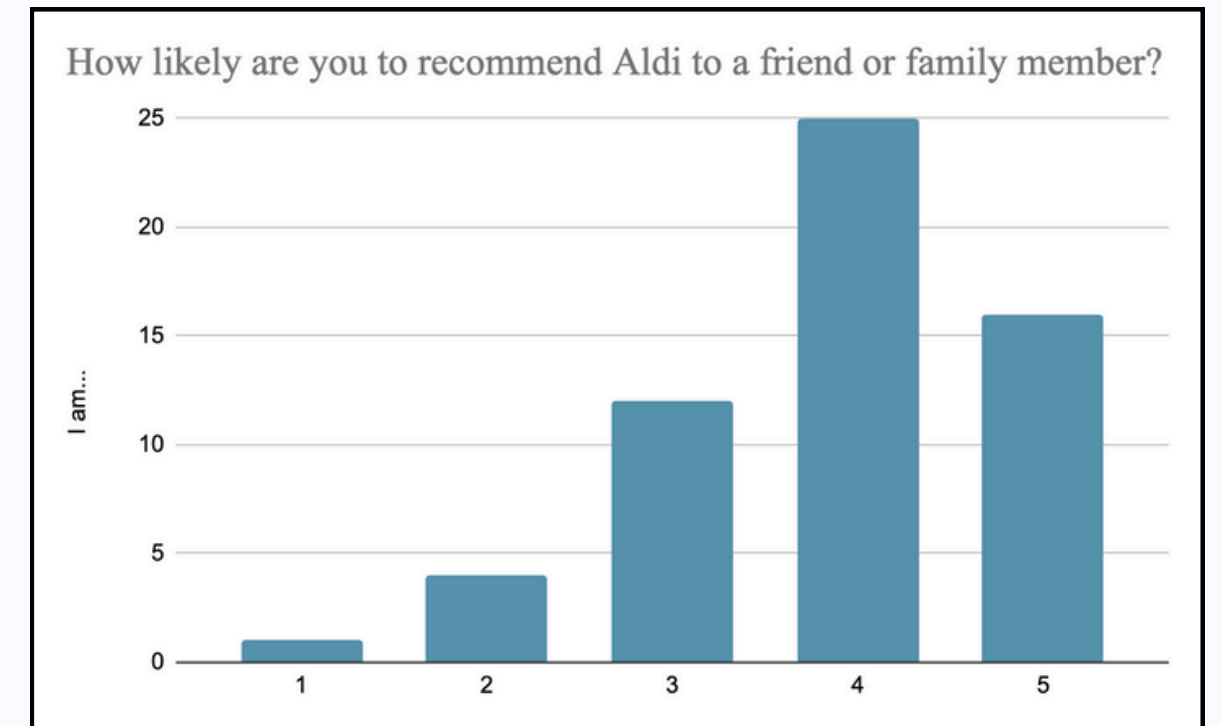
Quantitative Research Findings: Demographic

From the survey we can determine the overall shopping experience of consumers in the 18-24 demographic, who are currently attending college and shop for their own groceries.

43% (25/58) of respondents would **4/5** likely to recommend Aldi to a friend or family member

54% (32/59) of respondents would rate their overall satisfaction a **4/5**

34% (21/61) of respondents are **slightly loyal** to Aldi



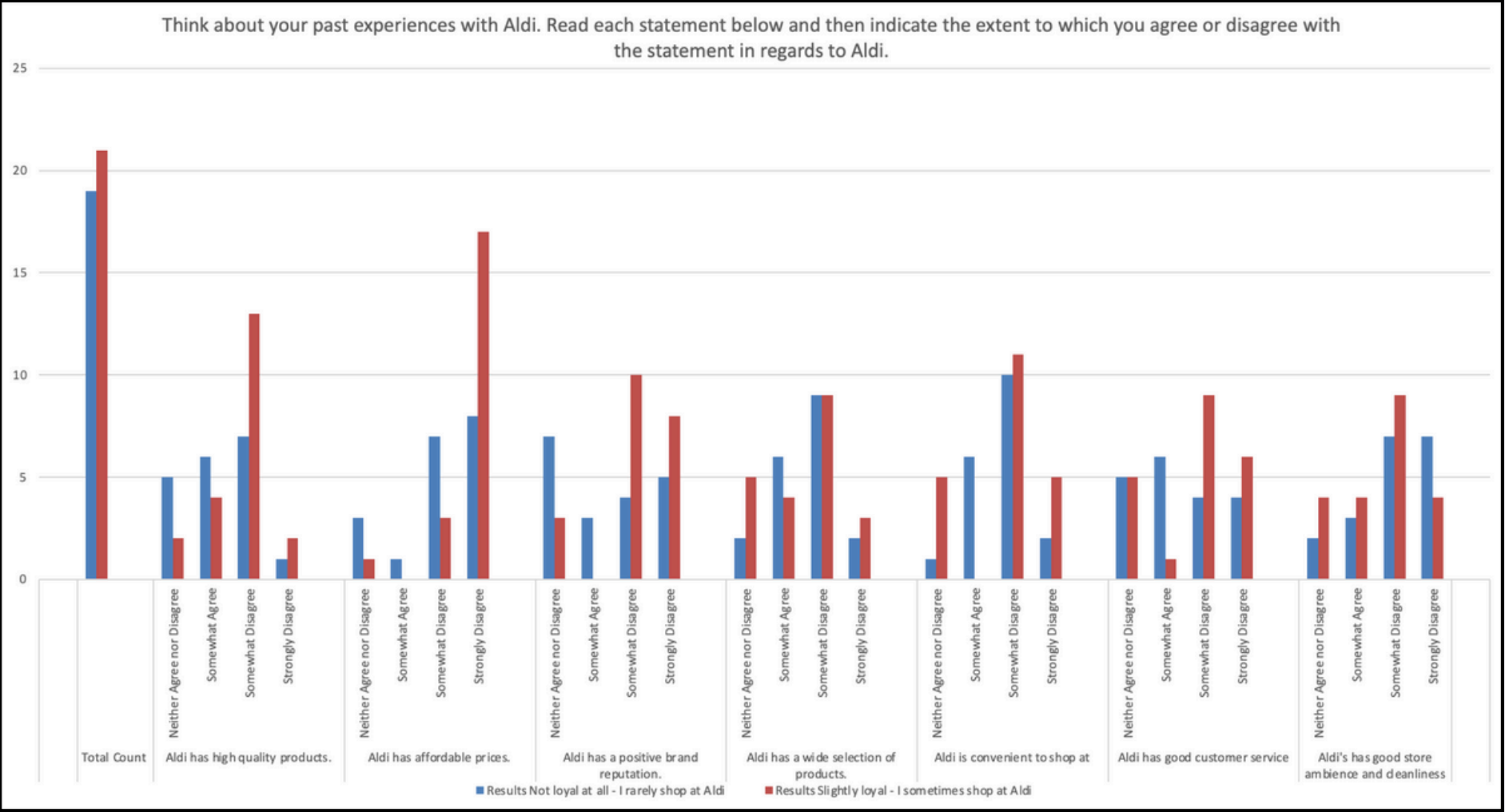
Quantitative Research Findings: Shopping Experience

After crosstabbing, the loyalty value of respondents and questions relating to their shopping experience we can determine that there is a correlation between those who are unloyal to the store, and

39.3% of respondents that are **not as loyal** to Aldi seem to have a recurring correlation of opinions that Aldi is **a cheap, yet, mid-quality and mid-variety business.**

30-70% of unloyal consumers would **somewhat disagree** that Aldi is a **clean, variable, convenient establishment.** Respondents also **somewhat disagreed** with Aldi having **good customer service, and a positive brand reputation.**

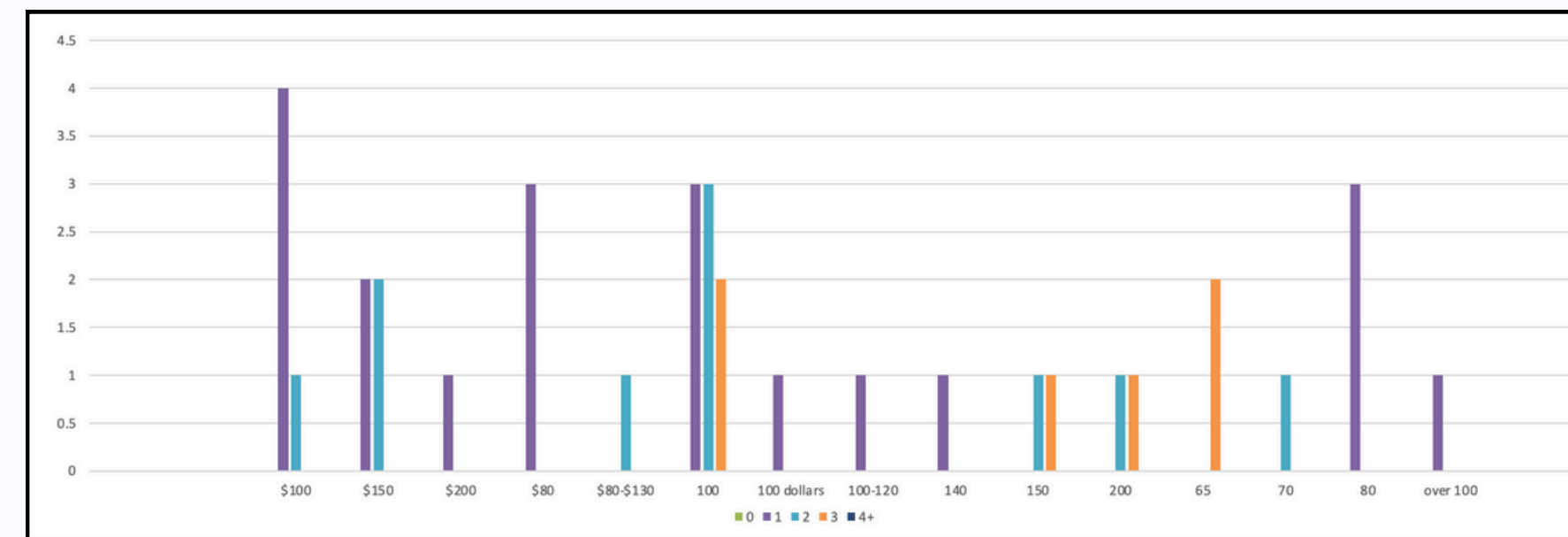
Over **70.9%** of this group of respondents **“strongly disagreed”** with Aldi having affordable prices.



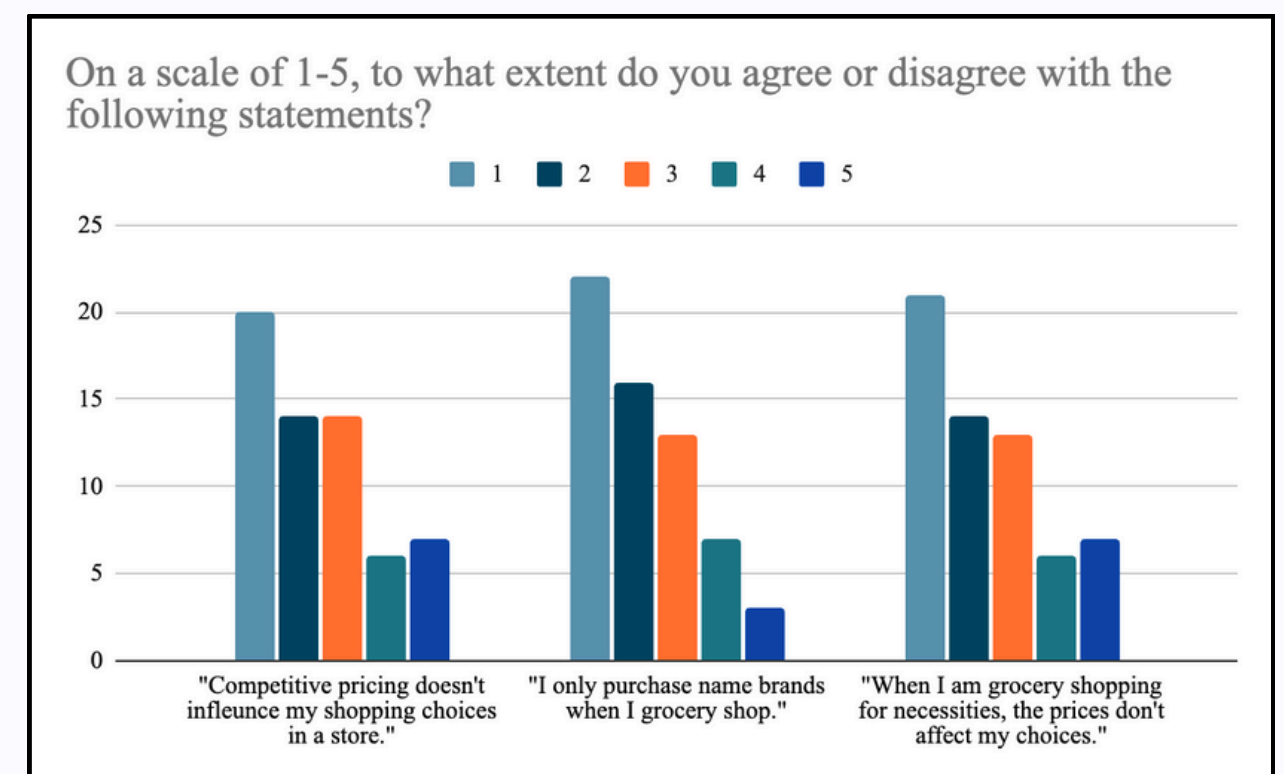
Quantitative Research Findings: Spending Habits

Along with the quality of shopping experience that the desired demographic has, Aldi as needs to measure the overall shopping habits that this demographic naturally has.

the average amount spent on groceries a week amounted to **\$61.80**. Through cross-analysis, the percentage of respondents that spend **OVER the average** on groceries only visit grocery stores **1-2 times a week**.



From frequency analysis, it is evident that **a majority** of respondents seem to be **unloyal to shopping name brands**. As well as, very mindful of a store's **competitive pricing**, especially when grocery shopping.

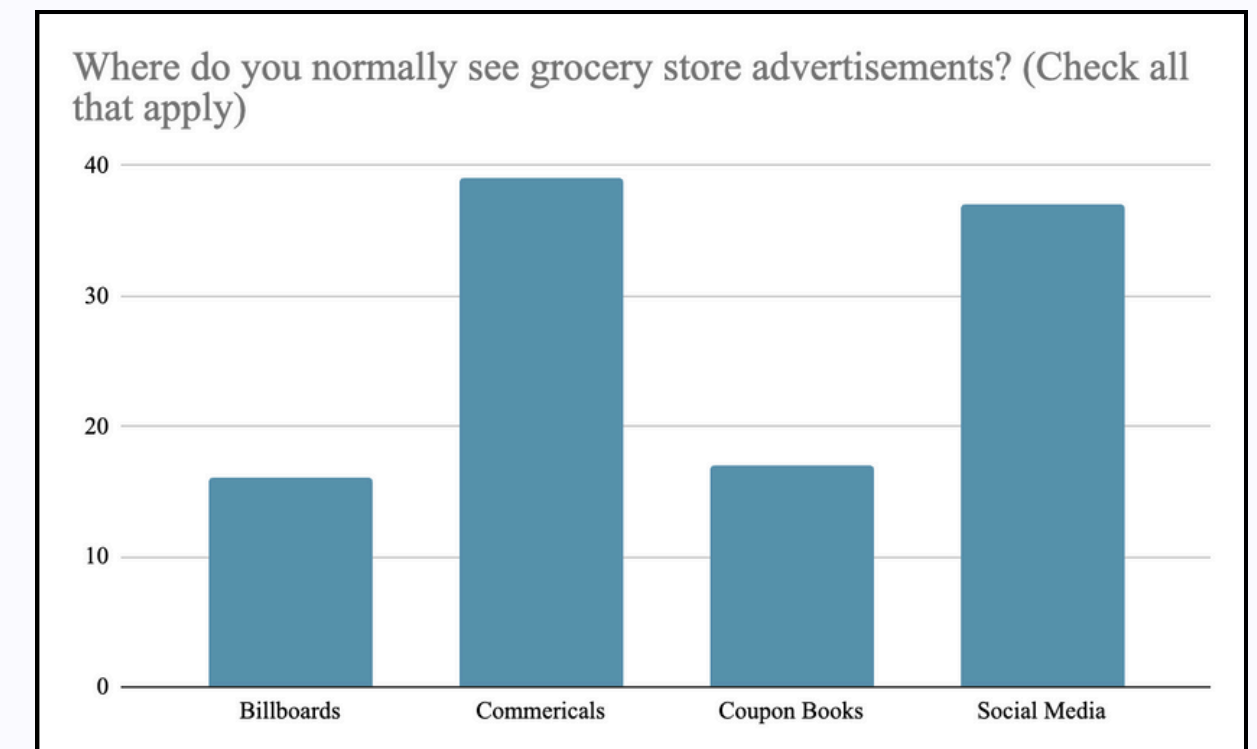
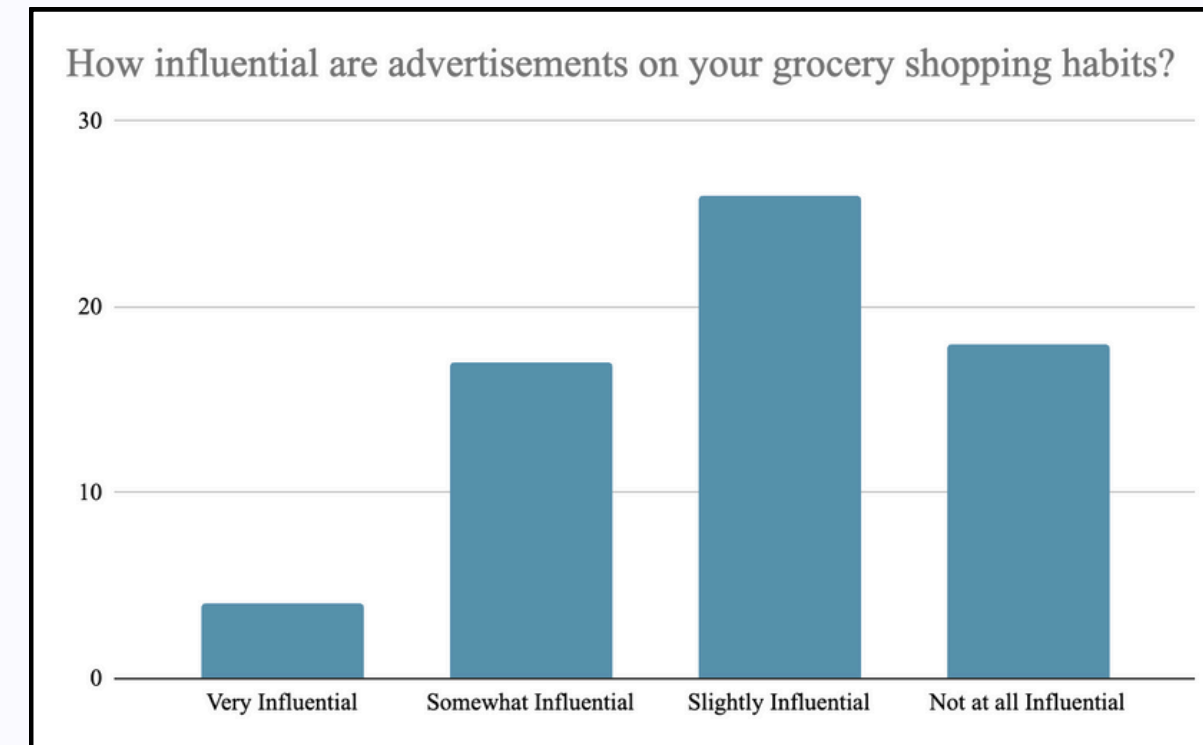


Quantitative Research Findings: Advertising

Through this extensive analysis of the desired demographics, shopping habits and experience, Aldi can conclude that they do not seem influenced by grocery store advertisements.

26 (40%) respondents replied that advertisements can be only “**slightly influential**” on their grocery shopping habits.

Respondents provided where they normally see grocery store advertisements, with **38 seeing them in commercials** and **36 seeing them on social media**. Meaning that the desired demographic, while not favorable to grocery advertising, is apparent to digital media advertising.



Recommendations

Expand Store Accessibility

- Increase the number of store locations near college campuses and in urban areas
- Address convenience concerns: proximity is number the #1 factor influencing grocery shopping habits among college students

Emphasize Competitive Pricing & Quality Over Advertising

- Highlight Aldi's low prices, high quality, and variety of products in store signage, packaging, and materials
- Reframe brand messaging to emphasize quality, value, and variety, rather than just affordability
- Advertising found to have minimal influence on shopping habits, with brand reputation having a stronger effect

Recommendations

Improve Brand Reputation through Social Media

- Focus promotional methods on social media to better reach younger target audience
- Encourage user generated content to create authentic promotions

Leverage Loyalty Amongst Current Shoppers

- Create a loyalty or referral program for current loyal shoppers to encourage recommendations
- Research found those who were loyal to Aldi were significantly more likely to recommend brand to others
- Rewards progressively boost loyalty over time



Thank You