

Shades of

# TRUST

How to build trust by appealing to consumers' souls?

Stephan Grünewald (MSc Psychology/Managing Partner of rheingold institute)

rheingold  
institute

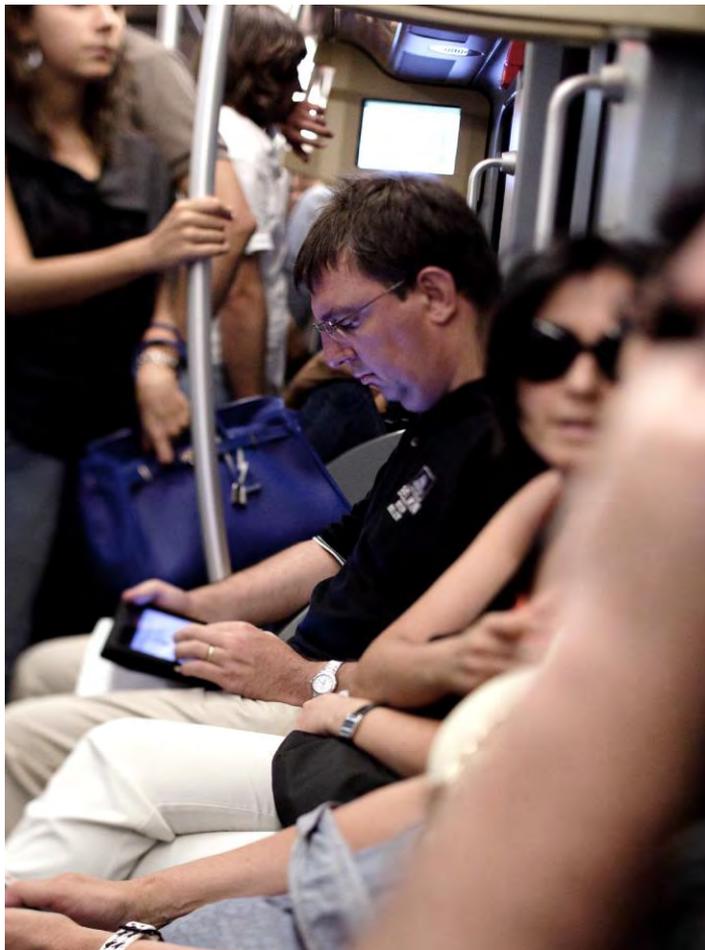


THE GLOBAL  
SUMMIT 2015



“You only have stores because there was no Internet, but that does not mean there is a right to have a store.”

OLIVER SAMWER, CONSUMER GOODS FORUM 2014, PARIS



E-commerce and smartphones mean there will be little future for stores in emerging markets.



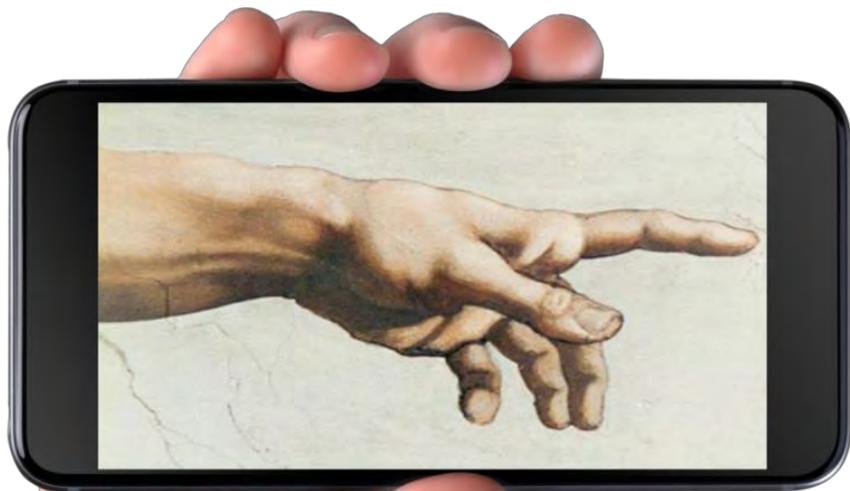
Is Samwer right?

Or do retail and  
brands still have  
trust and a future?



rheingold conducts  
psychological market  
research for industry and  
retail worldwide.

This shows ...



# Digital adhesion – Markets and brands go mobile



# The smartphone as an indispensable scepter of power



## Paradigm shift for retail and industry

Analog world:  
Making the customer  
the king



# Digital app-solutism: The customer is already the king



Often, however, the king  
feels like a helpless child.  
He seeks protection,  
companionship, inspiration.



The **strategic task**:

Build trust by  
**courting the king**  
and **satisfying the king's**  
**inner child.**



Trust is something we learn in childhood, in relationships with our mothers and fathers.

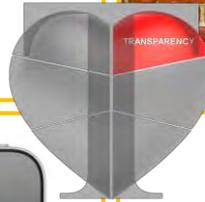


Accordingly, to build trust, retail and industry must assume **maternal and paternal functions.**



Consumers have a **sense of trust** if they feel everything is accessible, understandable and predictable.

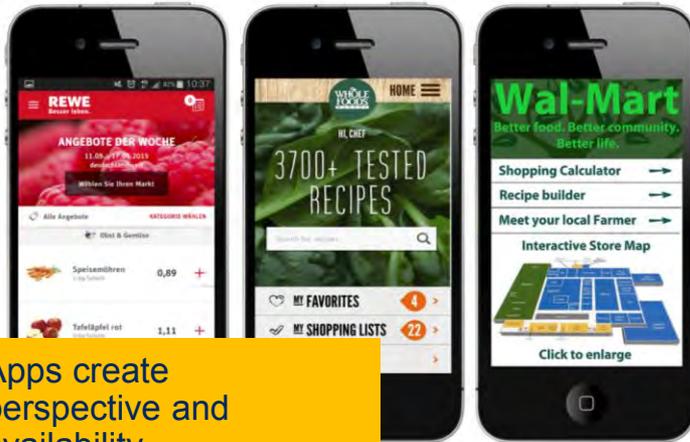
Consumers desire transparent retailers and overall a transparent industry



Open communication policy in the event of scandals

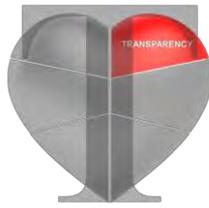


Apps create perspective and availability



Price transparency and price stability help build trust





What builds trust are **fair and binding prices**, that a person does not have to spend a long time pondering.



Special offers and promotions are justified as a **situational courtesy**: as a customer loyalty, anniversary or sample promotion.

## UNDERSTANDING



Consumers build trust when they see their **secret longings** addressed: these are often needs the consumers are not even aware of or willing to acknowledge.

# rheingold Continents of Markets™





A brand's **coherence** and its **consistent** personality make it credible.

The customer does not think in channels, but **holistically!**



So brands and retailers should build a **seamless set of values** and a **consistent realm of experience** that covers all touchpoints.

Rewe =  
Revitalizing world with  
flirt potential



**REWE**

Whole Foods =  
Organic preserve offering  
absolution for indulgence



**WHOLE  
FOODS  
MARKET**



**Intermarché**  
SUPER



Intermarché =  
Family-friendly, local  
recreational area



**E  
EDEKA**

Edeka =  
Intact world and  
oasis of comfort



Trust comes about if customers feel well looked-after and cared for. The customer simply wants to **feel at ease.**

Helpful staff



(Home-like) constancy in store structure, range design and product placement



CSR programs emphasize care!



Retail as gate-keeper where sustainability, freshness and hygiene are concerned





To customers, **shopping is more** than an economic and logistic act. It is a daily opportunity to give **life meaning**.



Precisely because he or she spends more and more time online,

the customer seeks **meaning and sensuality** in the bricks-and-mortar retail experience.

Social proximity



Showing off status



Inspiration



Daily election





Customers don't simply want to buy products.

They want to be **challenged**.  
They are looking for inspiring events, stimulation and activating **experiences**.

Whirlwind of emotions



Provide meaning and reassurance in face of decay and decline

Collective identity



Real value



Customer Loyalty Programs:  
A challenge for consumers



Trophy:  
self-enhancement



Experienced appreciation from the retailer "as a gift"





Customers want to **experience a magical transformation** when shopping. This makes shopping a little happening in the context of everyday life.



In the future, the message of retail is not “I’m going to sell you something,” but rather

“I’m going to transform you.”

“I’m going to build you up.”

“I’m going to develop you.”

## rheingold Continents of Markets™



## Price transparency Apps create availability



## Gatekeeper for well-being



**EACH BRAND HAS TO  
FULFILL THESE  
SIX FACTORS OF TRUST  
IN ITS OWN WAY**

## Consistent realm of experience



## Social proximity / Showing off status Inspiration / Daily election



## Inspiring Events





[www.rheingold-marketresearch.com](http://www.rheingold-marketresearch.com)

**The rheingold institute  
Cologne**

rheingold GmbH und Co. KG  
Kaiser-Wilhelm-Ring 46  
50672 Cologne/Germany

Tel: +49 (0) 221-912 777-0  
[rheingold@rheingold-online.de](mailto:rheingold@rheingold-online.de)

**The rheingold institute  
San Francisco**

rheingold USA LLC  
1 Sansome Street, Suite 3500  
San Francisco CA 94104

Tel: +1 (415) 4 00 9969  
[rheingold@rheingold-online.com](mailto:rheingold@rheingold-online.com)