



# #ROOTS2019 sheds light on buyer behaviour

Issued by [Spark Media](#)

23 Jul 2019

*Why do we need to understand buyer behaviour? As marketers, advertisers and brand growth specialists, we are all in the business of building brands, looking for opportunities to talk to potential buyers or product users by geographic area and potentially influence behaviour. This works best when we understand what makes consumers tick.*

The latest ROOTS 2019 data enables users to analyse and better understand buyers of many categories at a local geographic level. ROOTS reveals what these areas look like in terms of demographics as well as interests and propensities to shop. ROOTS shows just how competitive markets are across categories at a local level and that customers are spoilt for choice, with different shopping patterns emerging area by area.

For more detail on #ROOTS2019 visit our website [www.sparkmedia.co.za](http://www.sparkmedia.co.za) and follow us on social media @sparkmediasa.

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Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa's largest print and digital media solutions sales company. It represents Caxton's 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA's leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

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