



Areas of Questioning


IN-HOME

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- When replenish product
 - List making behavior
 - How product gets used at home
 - How / where product is stored at home

RETAILER DECISION

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- Retailer attribute ratings
 - Reaction if retailer was out of preferred product
 - Barriers to purchasing specific products at certain retailers

IN-STORE

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- Planned vs. Impulse purchase
 - Impulse triggers
 - Reasons for not purchasing when planned to
 - Type of trip (quick vs. stock-up, themed trip, etc.)
 - Ease of store navigation
 - How shop the aisle / shelf
 - Purchase influencers (in-store marketing tactics, children, etc.)

Product:

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- Purchase decision (brand equity, price-sensitivity, etc.)
 - Product perceptions
 - What drives growth
 - Brands Purchased

Why Shopper Insights?

- 70% to 90% of purchase decisions are made in-store
- Gain valuable insights as to how consumers shop specific retailers / product categories
- Gain credibility and strengthen relationships with retailers by providing a wealth of information regarding how customers shop
- Help retailers build bigger baskets through merchandising opportunities
- Help position your products more favorably in the store
- Improve shelving (more intuitive, appropriate adjacencies, more \$ spent)
- Gain a better understanding regarding in-store marketing tactics