



Gone in 2.3 Seconds:

Capturing Shoppers with Effective In-store Triggers

Overview

“Gone in 2.3 Seconds: Capturing Shoppers with Effective In-store Triggers” surveyed 1,000 US shoppers to identify which in-store and out-of-store marketing communications get their attention and influence their purchase decisions. Studies show that shoppers have significantly changed their behavior as a result of today’s economy. They are not only digital-savvy – using technology to make more informed purchases – but they are marketing-resistant. Techniques which are traditionally part of any sound marketing campaign no longer effectively motivate shoppers who are carefully watching their spending.

This survey attempts to enter the mind and decision-making process of today’s shopper to find out what makes them tick. Probing consumers shortly after completing a shopping trip, the information presented here will help retailers and manufacturers think differently when developing retail strategies. Analysis examines best use of hot spots, strike zones and barriers to in-store communication.

Methodology

Objective: To determine elements that influence and inspire purchase behavior

Methodology: On line Survey

Sample: 999 Shoppers

Timing: March 2009

Insights & Implications

- Store planners need to be cognizant not only of their product assortment at various locations around the store, but also of their target shopper segment, shopper need states and the type of messaging vehicle to use in order to maximize effectiveness. As an example, our research discovered that if your store is striving to increase unplanned purchases on the perimeter of your store, then your target shopper segment should be the Millennial / Generation Y segment, and your price point communication should emphasize a price discounting message.
- While much has been made of the importance of price point messaging at shelf, our analysis indicated this is age sensitive. Baby Boomers, as an example, still prefer product messaging (93% rated this very or extremely important) to price point messaging (86%).
- While in-home shopping list creation is substantially up (65% of consumers are making shopping lists prior to the shopping trip), our quantitative shopper research indicated that shoppers are making brand decisions 60% of the time after entering the store.
- In-store digital signage has yet to hit the tipping point in terms of influencing unplanned in-store purchases, but it seems to be gaining some traction as it relates to planned purchases.
- Internet advertising seemed to have minimal impact on planned or unplanned purchases in-store.
- Across all age, income, gender and channels evaluated, in-store advertising was considered more effective than out-of-store advertising in raising product awareness and communicating product benefits.

See results on next aisle →

Results Highlights

Inside & Outside

In-store signage is generally considered more effective than out-of-store advertising

A higher percentage of shoppers say in-store is Very Effective (**32%**) than said the same of Out-of-store advertising (**27%**).

GenY over indexes on "Very Effective" in both In-store and Out-side Advertising

Tell me something good

Shoppers seek in-store triggers to garner **product level information** to inform purchase decisions

37% want information on Product "Green-ness" **43%** want information on Product Quality
46% want Product Comparisons

Gen X/Y want more product comparison information

Product Quality
Men & Middle Income Over Index

Hot Spots and Strike Zones

Shoppers **actively engage** with in-store signage during shopping trips, especially with end cap solutions

End of aisle signage **70%**
Merchandising displays **62%**
Department signage **58%**
Shelf strips **55%**
Shelf blades **50%**

Make It Memorable

The in-store shopping experience is important to shoppers, especially women, higher incomes, and green shoppers

69%

I might try that...

91% of all shoppers make unplanned purchases

Over **51%** of unplanned purchases take place in-aisle

1/3 unplanned purchases take place at end caps

Women more inclined at end cap
Gen Y more inclined at perimeter

The price is right...

While quality ranks high, price tops the chart as an important factor to shoppers when making purchasing decisions

70% indicate **price reduction** influenced planned purchase

Vs.
47% were motivated by **EDLP**

Miller Zell

Miller Zell is a leader in strategic retail consulting specializing in retail design, shopper marketing, shopper insights research & analysis, and store implementation, serving some of the world's best known brands. Headquartered in Atlanta, Georgia. for over 30 years, Miller Zell designs and builds award-winning selling environments across retail sectors including grocery, financial institutions, dealer-based businesses, restaurant chains, consumer products and mass merchandise.

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