

A vibrant outdoor market scene with people shopping for fresh produce. A central text box reads "Shopper Insights Case Studies".

# Shopper Insights *Case Studies*

# Case Study 1: Product Dynamics (Brand)

## Packaged Goods, Tactical New Product Research

- **Marketing Issue:** How will the marketplace receive a new packaged goods product?
- **Background:** The client was interested in understanding the upsides and downsides to a potential new package. There was concern about cannibalization and whether the new package would help or hurt current related offerings.
- **Objectives:** The research was designed to meet the following objectives:
  - Learn whether consumers perceive unique benefits for the new packaging
  - Determine, from the consumer's point of view, what these benefits are and how valued they are by consumers
  - Explore whether these benefits will create cannibalization or incremental purchasing by consumers
  - Explore the effectiveness of displays in creating attention for this new package

# Case Study 1: Product Dynamics (Brand)

## Packaged Goods, Tactical New Product Research

- **Method:** The in-store method was critical to addressing the research objectives, as it provided the ability to interview consumers at featured displays and in the aisle, immediately after making brand/package decisions.

For those who did not select the new package, they were asked if awareness had been created or not. If not, they were shown the new package and asked about its unique benefits from what they were purchasing that day, along with future purchase intent.

For active ***purchasers***, they were asked whether it replaced or augmented other purchases and how they would use the new product relative to current offerings.

- **Result:** Based on consumer feedback, the product was repositioned, some package design changes were made and then sent to test market

# Case Study 2: Product Dynamics (Category)

## Category Strategic Needs Assessment

- **Marketing Issues:** What influences category purchase behavior in a specific channel, and what are the opportunities for incidence and volume growth?
- **Background:** Channel store volume for our client's category has declined. Our client commissioned Synovate to conduct research to understand how to increase category sales for the channel.
- **Objectives:** The research was designed to answer the following questions:
  - How do consumer's shop the category in the targeted retailer?
  - Do consumers decide on purchasing category/brand before entering store or while shopping?
  - What are barriers to purchase at this channel, particularly when consumers have a need for the category?
  - Do consumer's shop for other *related* products before or after purchasing in targeted category?
  - What are reactions to materials placed within the aisle aimed at increasing category?

## Case Study 2: Product Dynamics (Category)

### Category Strategic Needs Assessment

- **Method:** In-store, in-aisle observations and interviews were conducted. The observations were used to determine how consumer's *physically* shopped the category (what items were pick-up, labels read, put back, etc.)

The interviews were used to further understand issues that arose from their actions, plus to determine consumer's purchase hierarchies, needs assessments, brand/category as well as retailer considerations sets.

The combination of the observation and interview data not only give us insight as to the purchase decision process, but also allowed us to what actions were tied directly to what types of responses (e.g. the consumer who did "this" answered a particular question in "this" manner."

- **Result:** Marketing was developed targeting the specific "type" of shopper for the retailer, with brand and category strategies designed to increase consumer takeaway.

# Case Study 3: Shopper Dynamics

## Targeting the Purchaser

- **Marketing Issue:** A leading retailer wanted to determine how their customers shop their stores and a leading manufacturer was interested in how the consumers actually shopped for, and decided to purchase products in their main category.
- **Objectives:** The research objective for the retailer was to determine who their core customers are in order to learn how to better merchandise their aisles to create optimal market basket. The goal of the manufacturer was to determine if the category (and in particular, their brand) was a destination item, to learn if they had the correct product mix for this chain's main customers.
- **Method:** Consumers were observed as they moved throughout the entire store, with interviewers recording their actions in sequence, before and after they purchased from the target category. Consumers were then intercepted immediately after finishing their shopping and the interviews explored planned/unplanned purchases, consideration set for different categories AND retailers, opinion and available selection of manufacturer's brand, perception of retailer, purchase habits, need state and many levels of satisfaction, etc.
- **Result:** The retailer was able to understand their customers' better and developed programs and promotions directed at them. The manufacturer added products to their line that targeted the retailer's customers and directed sales from other outlets types.

# Case Study 4: Retail Dynamics

## Retailer Study to Optimize Departments

- **Marketing Issues:** The retailer was interested in understanding which departments are destination departments that drive traffic into the store, and where shoppers who come in for specific departments also shop. In addition, focus was also put on any barriers to product takeaway, from any department. Competitive store use was also an issue, as the retailer was facing heightened competition in the marketplace, with noted decreasing sales.
- **Background:** The retailer realized that in the past, the consumer was not really used as a mechanism for gauging how the store should be organized. While database information provided a lot of information about *purchases*, it misses information about all those cases of missed opportunity – those department/items shopped for but not purchased.
- **Objectives:** To understand marketplace, store and department dynamics from the consumer's point of view toward addressing key marketing issues.

## Case Study 4: Retail Dynamics

### Retailer Study to Optimize Departments

- **Method:** Two sets of interviews were simultaneous conducted on alternate weeks. One set were exit interviews that focused on the breadth of departments visited, and which departments the consumer planned to shop versus those which were visited because they were now in the store. Market basket analysis included items shopped for, not purchased, barriers to purchase, and purchased items, etc. Questions related to other stores visited were also included to determine the competitive set, with a brief image/satisfaction battery.
- Several key departments were also the focus of a second set of interviews, conducted with the view toward department optimization. Focus on these key departments provided specificity and depth while the exit interviews provided necessary breadth.
- **Result:** Several departments were discontinued where the retailer could not compete within the marketplace. The departments where they were competitive were expanded and repositioned as the retailer's focus.



## Case Study 5: Retail Dynamics (Merchandising)

### High Technology or Durables, Display Redesign

- **Marketing Issue:** A leading manufacturer wanted to: 1) gain a competitive edge, and 2) drive incremental sales based on multiple product purchase, for its retail customer. This was done through a display redesign concept that integrated several products typically displayed separately.
- **Objectives:** The research objective was to demonstrate to the retailer that the new display format, integrating several related product categories together, would drive: 1) greater customer satisfaction, 2) greater product takeaway, and 3) better image perception for both the manufacturer and retailer.
- **Method:** Consumers were intercepted in test (with the new display) and control stores (with the current aisle format) immediately after actively shopping the anchor product aisle. Interviews explored effectiveness, satisfaction, image and purchasing behavior for the store as well as for key manufacturers within the category.
- **Result:** Comparison of each area, between Test and Control stores, showed a significant positive difference for the new design, which the manufacturer was then able to use to build the selling proposition to the retailer.

# Case Study 6: Service Dynamics

## Mystery Shopping

- **Marketing Issue:** A leading Retailer wanted to determine the levels of awareness customers have of their Special Order capabilities as well assess their sales associates knowledge and service related to Special Orders.
- **Method:** Mystery Shops were conducted in the U.S. and Canada for several departments in the store which offer Special Orders:
  - **Type of shop:**
    - Personal in-store visits with follow-up product delivery and returns
  - **Sample & Frequency:**
    - Shoppers visited Home Depot and major competitor (Lowe's) and placed a "special" order. The order was then shipped to them and subsequently returned to the store for reimbursement. In some cases, a \$25 return charge was required.
  - **Task:**
    - To evaluate each chain's overall procedures, knowledge and level of service of store personnel from ordering through return.
  - **Reporting/communication:**
    - Three separate reports were provided for the ordering, tracking of shipped product and return phases.
- **Result:** The retailer initiated an awareness program to educate consumers on their capabilities in this area. Simultaneously, an employee training in the Special Order area was increased and incentives were awarded for increases in orders and customer satisfaction.