

# SHOPPER INSIGHTS

Sorensen Associates | **the in-store research company**®



## Improving Dead Zones and Food Sales in Target

Client: Major Food Brand

Retailers: Target Stores

### Issues



A major food manufacturer was working with Target to identify strategies to improve food sales within their stores. In partnership with the retailer, they needed to analyze the food store dead zones and understand how consumers shopped the food section. Sorensen Associates was asked to assess:

- Traffic Patterns: How can a mass merchandiser utilize a dead zone?
- Target Shoppers: Who shops the grocery section and why?
- Type of Purchase: Which purchases are destination or planned purchases and which are made on impulse?
- Purchase Incentives: How can the retailer and brand increase sales to different types of shoppers, especially fill-in shoppers?

### Method

- Measure current shopping traffic patterns by observing and mapping 558 store trips on a hand held computer touch pad
- Understand purchase decisions of shoppers by intercepting and interviewing 459 grocery and non-grocery shopper
- To provide the most robust learning, link interviews to shopper paths and purchases

### Insights

Shopper interviews were used to identify which categories were purchased on impulse and which purchases were planned in advance. PathTracker® provided knowledge about how consumers shop and make their purchase decisions and also about product categorization and marketing for optimal exposure.

<b>Niche</b> Few stop to shop, but those who do...buy	<b>Leaders</b> Shoppers who pass here stop to shop <i>and</i> buy
<b>Underdeveloped</b> Few stop to shop, few who stop...buy	<b>High Interest</b> Shoppers stop to shop, but <i>do not</i> buy

- Leader categories should be put in very high traffic locations and they should be given priority for secondary placement
- High Interest categories don't benefit from location changes but need improvement in merchandising, assortment, pricing and promotion.
- Niche categories need to be visible but not always in high traffic areas
- Underdeveloped categories should be in located in lower traffic areas and may benefit from unique selection or promotion

### Results

By measuring shopper flow (location, shopping duration and buying speed) and integrating the data with what people expressed in the interviews, Sorensen Associates was able to recommend a better store layout, optimum locations for products and suggestions to increase grocery sales through messaging, merchandising and assortment recommendations.