

SHOPPER INSIGHTS

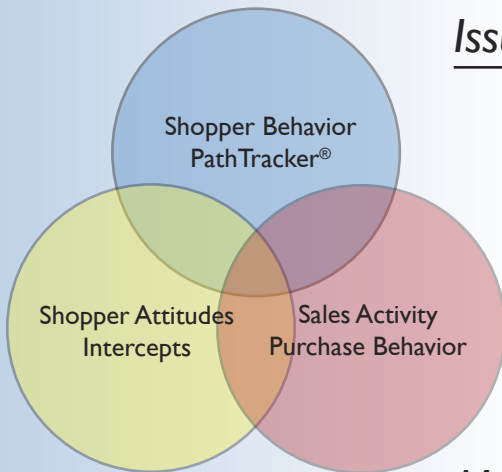
Sorensen Associates | **the in-store
research company**®



Optimal Store Design Category Placement & Promotion Effectiveness

Client: Automotive CPG

Retailers: Auto Zone and Advance Auto Parts



Issues

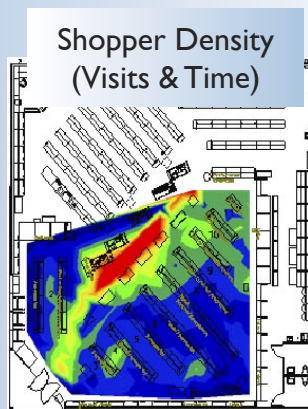
A major manufacturer of auto care products came to Sorensen Associates to better understand how to maximize performance of their products in the auto parts channel. Secondly, as a category captain, the manufacturer wished to share insights and learnings with the retailer to improve their overall performance. Specific issues to be addressed included:

- Shopper Habits: How do consumers shop for automotive products?
- Traffic Analysis: What are the most common traffic patterns?
- Effective Displays: What are the best primary and secondary locations?

Method

Triangulation of data from three research methods, collected from two different retailers in four markets included:

- Video record of over 1,200 shopping trips for PathTracker® traffic analysis
- Exit interviews of 567 shoppers, asking about purchase intent, buying patterns, and demographics
- Sales data analyzed in conjunction with PathTracker® and interviews



Insights

By linking shopper purchasers, shopping activity, attitudes, and motivations, Sorensen was able to uncover unique insights:

- Product performance of secondary displays versus primary display locations
- Shelf impact or “stopping power” for each category within the store
- Hot spots and cold spots within the store and merchandising effectiveness at driving impulse purchasing
- Influences to the purchase decision and the consumer purchase decision process used by consumers in each category

Results

Sorensen was able to recommend optimum merchandising strategies, store layouts for different retailers, and which products would benefit most from alternative locations. Additionally, exit interviews provided insights into effective messaging.