

Putting the Shopper into the Conversation



Monthly Metrics #2: Why understand Shopping Mode?

Grab & Go



Browse



Monthly Metrics is a new series from Shopper Intelligence aimed at enhancing your teams' understanding of shopper metrics and helping them to draw meaningful implications for your category and customer strategy. This month's instalment looks at intended shopping mode.

How engaged are your category's shoppers? One way in which we can start to understand this is by exploring the shopper's intended Shopping Mode. In simple terms, more browsing usually means more engagement, whilst grab & go likely means a quick, autopilot purchase.

What this results in is a different in-store strategy and different challenges depending on the predominant mode for your category.

At Shopper Intelligence we broadly define shopping mode in two ways:

1. Grab & Go (making a quick purchase)
2. Browse (willing to spend time)

This gives us a base viewpoint.

Digging a little deeper we can understand the motivations behind this - a great starting point for identifying what the category needs to deliver if it is to satisfy the needs of the shopper.



Take the example above for the Cleaners category (bathroom / kitchen / toilet) - a high proportion of shoppers want to grab & go and the overriding motivation for this is that they know exactly what they want. So, engagement is low, the category shop is getting little thought and the usual choice is hitting the basket. The implication of this is a need to provide shoppers with a quick and easy shopping experience with a simple layout to help 'ease of find'.

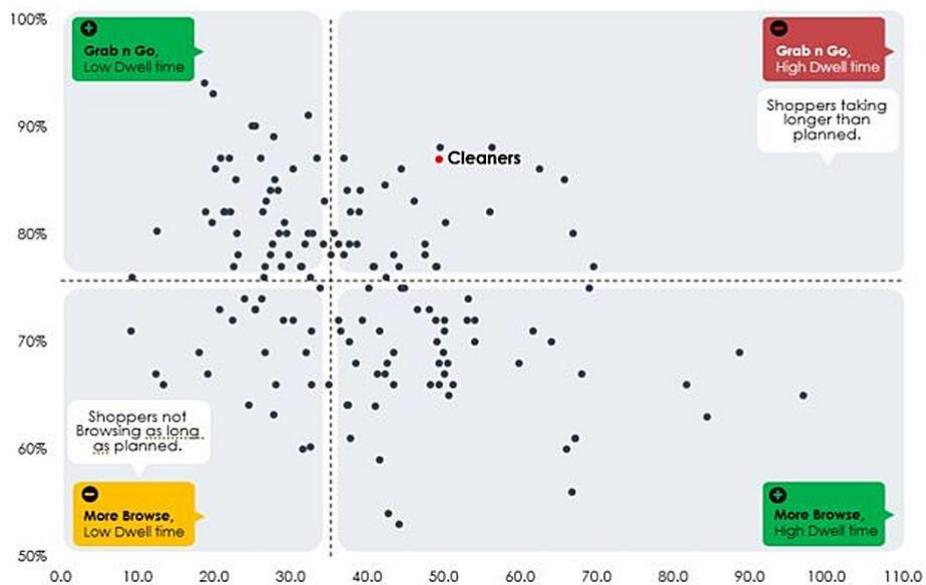
When we add in dwell time from our automated in-store observations what we ideally want to see is the short dwell times to match this desire for a quick grab & go purchase - if not, we may have a frustrated shopper.

If our category had a high level of intention to browse we'd be looking for the opposite (longer dwell times) or we may actually be missing an opportunity to further engage the shopper.

The diagram below shows the matrix we use to define this situation:



Example: Cleaners



Continuing the example of the Cleaners category what we see from the matrix is less than ideal - high grab & go *and* high dwell time. So, we may have some issues in this category and consequently some frustrated shoppers.

What does this mean? This could tell us that work needs to be done to improve signage, navigation and brand visibility in order to help shoppers make a quick decision.

Clearly this is just one element of starting to build a potential strategy for the Cleaners category. Our next step should be to explore further areas such as what shoppers think is most important in this category and where they feel improvements should be made – this can help us identify specific focus areas.

Next month we'll share thoughts on the significance of understanding Shopper Missions and the implications this presents.