

Shopper Research Box

The research group g/d/p uses an innovative observation procedure, the Shopper Research Box, to measure consumer behaviour at the POS.

Background

An insight can be gained into optimal product placement by observing how the consumer behaves at the shelf in a real-life shopping situation. This enables trade and industry to reduce consumers' search times and to take advantage of valuable shelf space.



Profile

The Shopper Research Box enables observation and an automatic evaluation of consumers' behaviour at the same time.

The box - hardly bigger than a thick book - can be placed inconspicuously on a shelf. It takes photos in quick succession and records both consumer patterns as well as the purchases and changes taking place on the shelves. This enables to determine the frequency, walking direction, length of stay, search times and conversion rates which are made visible by means of different coloured shelf cards.

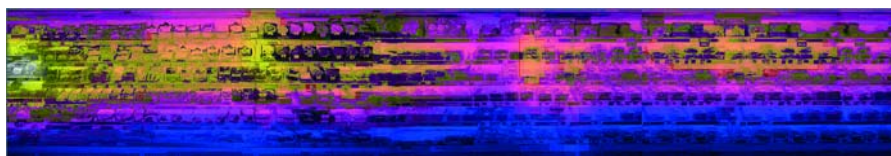
It is not possible to identify individual persons. There are no problems concerning data privacy laws (Hamburg Data Protection Officer, May 2005).

Areas of use

- Walking directions: where are the customers coming from?
- Turnaround points: at what points do customers change directions?
- Frequency of visits: how many buyers were where?
- Length of stays: how long do customers stay for?
- Search times: how long do customers search for specific products?
- Contact frequency: what facings were changed and how often?
- Conversion rates: what percentage of consumers bought something somewhere?
- Shelf value rating: what facings are the best?

Benefits

- High degree of efficiency: the Shopper Research Box only stores photos where changes were recorded and undertakes evaluations automatically.
- Unnoticed and objective measuring: the Shopper Research Box is placed inconspicuously on a shelf without creating observer effects.
- Observation without interruption: the Shopper Research Box works around the clock and can be used for up to two weeks without requiring any service.
- Measuring real reach: observation undertaken by the Shopper Research Box is a complete census which records all actions taking place on the shelf.



Example: The shelf card shows the most popular sections Low frequency ■■■■ High frequency

Contact

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