The Client
A globally recognised FMCG brand, this multinational manufacturer produces product ranges including family, personal and household care.

The Challenge
The client was particularly interested in retail insights for its hair care brands and wanted to understand how customers shopped this category against competitor health and beauty brands. They approached Ipsos to answer three clear objectives:

• What shoppers are really doing in store?
• Why they shopped the way they did?
• What was grabbing their attention?

The Solution
Leveraging the expertise of the Ipsos Retail Performance team, the Shopper Engage Lite solution was used to monitor and analyse shopper behaviour.

A discreet observational project, Shopper Engage Lite captures real shoppers in a natural environment without the need for equipment installations. Shoppers are unaware of the project, ensuring that behaviour is completely natural. What people do and what they say they do is often two very different stories.

What we did
Using three different research techniques, Ipsos delivered both qualitative and quantitative data, crossing multiple retailers in the United States, Germany, China, Russia and Turkey over a one week period.

Shopper Engage Lite
The Retail Performance team deployed 10 teams of field observers across all five locations to observe customers in two shifts, covering all store opening hours.

A template of each individual store layout was produced and customer journeys were monitored discreetly in order to analyse customer demographics, flow, dwell time and engagement in the hair care aisle.

All observations were coded in real-time and stored in a global cloud-based system to produce the key objectives the client required.

Customer exit study
Separate to the in-store observations, Ipsos used a mobile exit survey to interview customers after their shopping trip, to explain their behaviour in-store and understand why they did what they did.

Customers being interviewed were different to those being observed in order to get a greater sample of shopper behaviour.
Customer interaction

In the final behavioural study, a third group of shoppers were asked to participate in eye tracking research after their shopping trip in order to see the shelf through the consumers eyes, providing a more granular understanding of shelf, product variant and POS interaction.

The global scale of Ipsos simplifies multi-country research for clients and brands who want to understand customer behaviour in more detail. Our ability to access the completed observations in real-time enables the data to be analysed as soon as it is collected from anywhere in the world.

The Outcome

Using the Shopper Engage Lite model, Ipsos was able to answer key questions including:

- How shopper behaviours differ between retailers and/or countries?
- How customer demographics vary?
- How engagements differ by brand?
- How can we move shopper behaviour in favour of my brand?

Example demographics

US retailer

- 72% Alone
- 14% With children
- 14% With adults
- 1% With children & adults

Russian retailer

- 80% Alone
- 10% With children
- 5% With adults
- 5% With children & adults

Example Recommendations

- Eye-level is normally buy-level and yet in the Russian stores these shelves were not the most popular. Consideration should be given to replacing the products on these shelves with those from the lower shelves which attracted more interest
- Leverage relations with each retailer to discuss product moves within the aisle
- Ensure that any deals and promotions are clear and easy to access

About Ipsos Retail Performance

Ipsos Retail Performance is one of the world’s leading retail consultancies specialising in footfall monitoring, shopper tracking and in-store behavioural research. Monitoring over 3.1 billion store visits per year, Ipsos Retail Performance is constantly evolving and innovating to deliver performance improvements for clients. With over 25 years’ experience of delivering increased revenue for clients, decreased operational costs and improvements in customer service, Ipsos Retail Performance has long-term relationships with the world’s biggest brands.

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