

SHOPPER INSIGHTS

Sorensen Associates | the in-store
research company®



Shelf Testing - Qualitative & Quantitative

Client: Major Health and Beauty Brand

Retailer: Walgreens

Issues



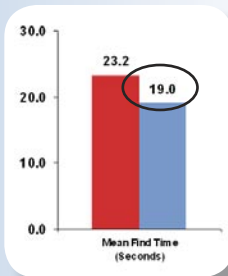
A major health and beauty brand was working with Walgreens to improve category performance through planogram management. A new planogram was introduced in several new stores and Sorensen Associates was asked to assess its impact.

- Assortment: What are the right numbers and types of products for the category?
- Messaging: Which merchandising and messaging would drive purchase?
- Shopability: How does the new shelf set affect overall “shop-ability” of the category?

Method

- Designate control stores and test stores with different shelf sets in four different markets.
- Intercept shoppers in control stores and test stores for shopping observation and follow up interview to test different shelf sets.
- Recruit shoppers to participate in store focus groups or “shop-a-longs,” asking them to compare and contrast different shelf sets in different stores in the same day.

Insights



- Observing shopping speed at the point of purchase was an important measure of shop-ability. Shopping for the product was quicker and less frustrating when consumers shopped in stores with the test shelf set.
- Shop-a-long verbatims like this, “I feel like I have to hunt for what I want” and “I didn’t even notice that the other half of the brands are over here,” helped researchers determine specific problems with the current shelf set.
- Cluttered, unorganized shelves frustrated shoppers, while neater shelf sets with fewer products drew more attention to new and unique products.

Results

The new shelf set was a winner with consumers, most of whom preferred shorter shopping times. This supports Sorensen’s body of research on tracking purchase behaviors of thousands of shoppers:

“The holy grail of retailing is to deliver what shoppers want right away, accept their cash quickly and speed them on their way.”