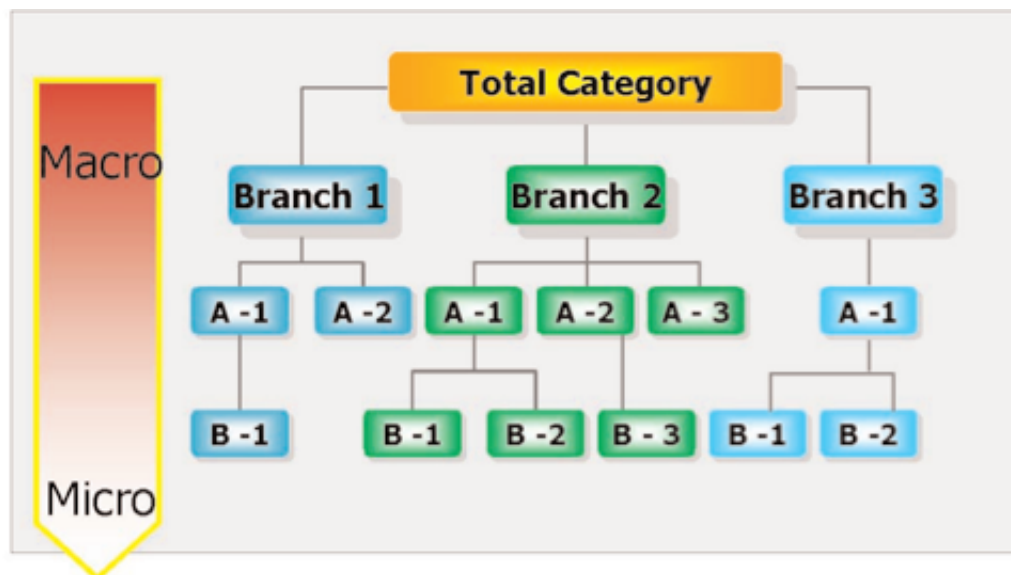


# Consumer Decision Trees From Meyers Research Center



A Consumer Decision Tree is a hierarchical marketing model. They are used to understand consumer choices made at the point-of-sale. Data collection takes place where these decisions are made – the store aisle.



PURCHASED  
PRODUCT

Consumer Decision Trees from Meyers Research Center address the issue of what considerations consumers use to focus on a single choice from a total category assortment. They visually portray the dynamics inherent in a category purchase decision based on the actual “need states” of the consumer.