

# **purchase observation studies™**



**MEYERS  
RESEARCH  
CENTER**

Better understanding of consumer shopping behavior is a critical element for developing successful category management strategies for retailers and manufacturers. Whether you're looking to obtain account-specific or general insights about a trade channel, monitoring the in-store behavior of customers at the point-of-sale most accurately represents how consumers interact with the retail environment and arrive at their purchase decisions.

***" We're only nearing the end of the beginning in category management."***

This is most effectively done with a Meyers Research Center (MRC) in-store intercept interviewing research program (utilizing our Purchase Observation Studies™ methodology). The method provides actionable answers because it integrates observed shopping behavior, consumer attitudes/opinions and specific retail environments or formats. Additionally, you can understand who your customers are, what they are buying (or not buying) and why.

Learn how shoppers react to your in-store merchandising, new products, product packaging, special promotion and other marketing elements intended to influence their ultimate purchase decision. Also learn to segment consumers by their purchase decision priorities or by their chosen retail channel for category shopping.

MRC's category management research program answers the following questions:

- How do category/brand shoppers and their purchasing decisions differ by class-of-trade or by individual retail account?
- What are the key purchase decision drivers consumers utilize in a product category?
- How do consumers perceive a new product or packaging change?
- Do new plan-o-grams or merchandising executions impact the consumer's image of a category or store?
- What factors motivate consumers to make an impulse purchase, switch brands, purchase a private label product or try something new?