

## Case Study - Major TV Brand Seeks to Understand The TV Shopping Experience Inside Big Box Retailers

### Situation - The TV Shopping Experience May Be Broken

A leading manufacturer of TVs needed to ensure that the in-store experience of shopping for higher-end TVs was meeting the needs of prospective customers and maximizing interest in their brand, particularly given significant changes in technology that seemed to be confusing many buyers. The client had invested heavily in in-store signage, educational materials, and staff training, and was contemplating large changes to its in-store presence in order to help customer better navigate the increasingly complex TV technology landscape.



### Research Challenges

To understand shoppers' in-store experience, in-person shop-alongs and shopper intercepts had been the go-to methodologies for this client. The client investigated both of these approaches once again, but determined them to be expensive and too slow given the needs of the business. Coordinating this research with its retail partners would also be time consuming and complicated. The importance (and sensitivity) of

evaluating the knowledge level and effectiveness of the retail partners' sales associates represented yet another challenge in coordinating with the retail partners.

### Approach

To meet the client's goals, a total of 400 consumer electronics stores were geolocated across the country.



Customers who visited these stores were intercepted upon store entry via mobile notification and screened for a variety of attributes, including whether they were intending to purchase a TV costing over \$1,500 within the next thirty days.

100 qualified participants were then engaged in a 14 minute mobile (average) survey, completed in the store, with specific questions about the entire in-store shopping experience and the value of all of the in-store resources provided by the manufacturer. No coordination with retail partners' was required since no researchers were required to be placed in the stores.

### Outcome

The study quickly yielded an extensive set of data and insights - including in-store participant-generated photos and videos - on the usage and value of

all of the in-store resources available to consumers during the TV shopping experience. Signage, interactive displays, and the sales associates themselves were all evaluated in terms of frequency and intensity of use, as well as value in the sales process. The study was rapidly fielded across the country in a little over one week, with greatly reduced complexity, and at much lower cost, than would have been possible using in-person shopper research methodologies. The elimination of a professional research / observer from the shopping experience also reduced the biases that can result when research participants are asked to engage in normal behaviors while under observation.



### The Possibilities Are Endless. Let's Talk.

Brands, retailers, banks, movie studios, and consumer businesses of all kinds are using mobile shopper intercepts in some amazing ways. To talk about how your business can benefit from faster access to better shopper insights using mobile shopper intercepts, give us a call or send us an email.

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### About ThirdSlice Research

ThirdSlice Research was founded to bring the most valuable nextgen market research tools and methods to clients who are interested in faster access to better insights. Led and staffed by a team of over a dozen market research industry veterans and nextgen research thought leaders, ThirdSlice supports clients across industries with the big insights they need to improve business performance and lead their industries.

