

Case Study - National Drug Chain Wanted To Know Why Some Customers Leave Empty-Handed

Situation

A large national drugstore chain knew that a certain percentage of its customers left the store without making a purchase. It also knew that another group of customers left the store having found only some of the items they came for. But it didn't have a good understanding of the root causes of these unfavorable outcomes, without which it could not develop a plan to address the problem. The company believed that improving its non-buyer metrics represented a significant opportunity for the business. It needed insights to formulate a plan.



Research Challenges

Understanding non-buyer behavior requires in-store / in-the-moment research methods because consumers often cannot accurately recall what they didn't purchase - and more importantly why - once they've moved on to other daily activities. With a variety of store formats and an exceptionally diverse target market, a large scale traditional in-person shopper intercept study would have been significantly slower and more expensive than conducting the study using geo-mobile shopper intercepts.

Approach

To meet the client's goals, a total of 800 of the company's stores were geolocated (200 by four formats).

Customers who visited these stores were intercepted via mobile notification upon store exit and screened for whether they had found all of the items they had come for.

200 qualified participants at each store type were engaged in a 14 minute mobile (average) survey with specific questions about what item(s) they did not purchase, why, and how the shopping experience could be changed to improve outcomes.



Outcome

The study provided the client with an extensive set of non-buyer root causes segmented by customer type, store type, and department, which it was able to prioritize and use as part of an overall strategy for reducing non-buying behavior. Insights included findings related to employee training / customer service, signage, store / category layout, pricing and promotions, merchandising, and more. The data also enabled the client to quantify the size of the non-buyer opportunity, allowing it to secure the resources to improve performance.

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

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