Identifying the Drivers of Shopper Attention, Engagement & Purchase

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Acknowledgements

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Time Inc. Retail
The Retail Context

• Shelves are packed with products
• Consumers make decisions quickly
• Information exposure is selective
• Visual cues direct search
What's the Problem?
Research Questions

1. What do shoppers “see” as they walk through the store aisles? What attracts their attention?
2. What affects shoppers’ ability to find what they want?
3. How can we turn browsers into buyers?
4. What role do salespeople play in influencing shopper behavior?
Research Question #1

- What do shoppers “see” as they walk through the store aisles? What attracts their attention?
Donut Shoppers
Summary

• Shoppers scan the visual field and rapidly decide if a product category or display is relevant.
• Shopper goals are critical in determining the breadth and duration of visual search.
• When shoppers are just browsing, a product’s shelf position, appearance, and presentation are key to engaging shoppers.
Research Question #2

• What affects shoppers’ ability to find what they want?
Procedure

• Experimental research using computer-simulated shelf displays
• Manipulate target product and shelf display
• Measure brand “findability”
Finding Frosted Cheerios: visual target 2.5 seconds, 8 fixations
Finding **Apple Jacks**: 1.1 seconds, 3 fixations
Finding Post Bran Flakes:

2 shelf facings
3.3 seconds, 9 fixations

Finding Post Bran Flakes:

4 shelf facings
2.1 seconds, 5 fixations
Finding Golden Grahams: straight shelves 5.7 seconds, 16 fixations
Research Question #3

• How can we turn browsers into buyers?

Apparel Shopping

“For men, it's about… getting in there, getting what they need, and then getting the hell out”
Results

• 85% increase in product touch
• 44% increase in unit sales
• 38% increase in dollar sales
Research Question #4

• What role do salespeople play in influencing shopper behavior?

Example:

Analyzing the impact of salesperson comments on purchase conversion
Procedure

• Store sales associates were asked to wear concealed microphones to record their conversations with shoppers

• At the completion of each shopper’s store visit, the number of items purchased was recorded

• Audio recordings were transcribed and content analyzed

• Each element of the conversation was coded into one of thirteen categories
Results

• Salesperson Interaction (specialty apparel)
  • Asks question to open conversation/assess needs (80%)
  • Asks question to offer assistance (63%)
  • Promises to assist customer (6%)
  • Requests assistance from other associate (9%)
  • Provides product information (59%)
  • Recommends product, style, or size (15%)
  • Describes own experience with product (15%)
  • Expresses personal opinion (26%)
  • Shares opinion of other customers (11%)
  • Suggests different product, style, or size (22%)
  • Personalizes conversation through small talk (9%)
  • Suggests customer try on product (26%)
  • Suggests customer order product online (13%)
Results (cont.)

• Salesperson Interaction: High frequency comments
  • Asks question to open conversation/assess needs (80%)
  • Asks question to offer assistance (63%)
  • Promises to assist customer (6%)
  • Requests assistance from other associate (9%)
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ASSISTANCE

PRODUCT INFORMATION

OTHER
Results (cont.)

- **Salesperson Interaction: High conversion comments**
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**ASSISTANCE**

**PRODUCT INFORMATION**

**OTHER**
Conclusion

• New research tools allow merchants to identify the factors that drive shopper attention and purchase, as well as the points of friction in the shopping process, and create store environments that better connect with shoppers’ needs and desires

• Small changes to the shopping environment can have a powerful impact on shopper engagement and purchase conversion
Looking Ahead…

• Mining in-store video to identify the drivers of shopper engagement and purchase conversion
• Linking shoppers’ in-store experiences with perceptions of store shoppability, trip satisfaction, and store loyalty
• More detailed analysis of shopper ergonomics and the interaction with displays and products
Resources

Questions?

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Indiana University’s Kelley School of Business

www.kelley.iu.edu
Shopper Research Insights from the Kelley School’s Customer Interface Lab...

IDENTIFYING THE DRIVERS OF SHOPPER ATTENTION, PURCHASE

Competing – and Winning – in a Tough Economy by Improving the Shopping Experience
A Perspective from the 2009 IMD / Coca-Cola Symposium

Retail Shoppability: A Measure Of The World’s Best Stores
Dr. Raymond R. Burke

The objective is to leverage the
sale more effectively and
profit. While this is true, we also
are currently spending in
shopping. The use of
behavioral technology, however,
can help to

An Examination of Social Influence on Shopper Behavior Using Video Tracking Data
Xiaoling Zhang, Shib Li, Raymond R. Burke, & Alex Leykin

INDUSTRY INSIGHTS

Managing Retail: The Use of Virtual Store Simulations in Marketing Research and Beyond

Raymon R. Burke

The retailers’ ultimate goal is to bring...