

# Decisions are made in-store

**In Sweden a surprisingly great number of consumer purchase decisions are made in the store. This offers shop managers great opportunities to influence and inspire consumer purchases.**

According to a recently published survey from the research company Movement the battle for the customer takes place on the shop floor. If you want to influence and be seen and heard you have to communicate your presence in the store. Therefore it has become increasingly important for brand manufacturers to expose their goods as attractively and inspiringly as possible. Shop owners also want to stimulate and inspire customer

purchases by actively working with merchandising, display, sales pitches, special offers, demonstrations, suggestions, ideas and recepies.

## **Frequent store visits**

Most consumers make frequent store visits. The mythical customer who acts rationally, shopping only once a week and keeping to a shopping list, is nothing but – a myth. Most households shop three times a week and no less than 33 per cent shop four or more times a week. Thus there are abundant opportunities to influence the customers' purchases on the shop floor.

## **Without a shopping list**

Another opportunity for actively influencing consumers' shopping decisions is the fact that only a few of them plan their shopping. No

less than 77 per cent do not use a shopping list; instead they rely on their memory or on inspiration in the store. Even though consumers come without a shopping list, they might have made up their minds what to buy before they enter the store. But even so only half of the customers buying tonight's dinner have decided what to buy when they start pushing their trolley around the store. When in the store customers may also change their minds. More than half of the customers in the store say that they are inspired to buy more products than originally planned.

## **Increased profitability**

For many product groups the majority of shopping decisions is taken in-store. The share of planned purchases in relation to unplanned is low, although it naturally varies between different product groups. For most product groups the choice of brand is also made in-store. Thus the store has an opportunity to influence the consumer's decision and guide the consumer to products with higher margins and better profitability.

Apart from this influence it is important to remind and stimulate customers to buy more products. Efficient stores are characterized by their ability to remind and stimulate customers to avoid losing as few purchases as possible.

HL Display is working in line with the results of this survey, developing new innovative solutions to offer customers' a positive shopping experience.

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## **Purchase frequency, food**

<b>6-7 times/week</b>	<b>10%</b>
<b>4-5 times/week</b>	<b>23%</b>
<b>2-3 times/week</b>	<b>56%</b>
<b>1 time/week</b>	<b>11%</b>
<b>More seldom</b>	<b>1%</b>

