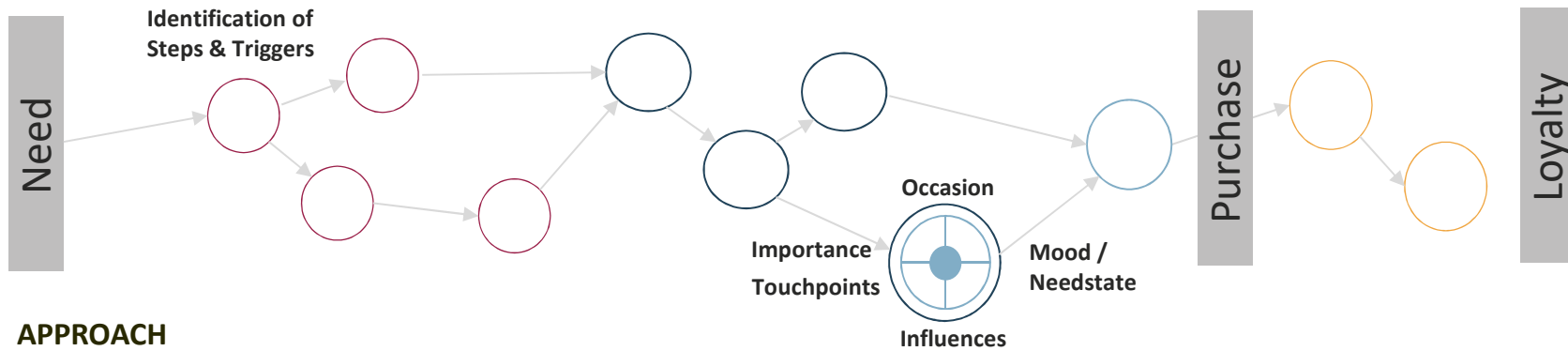
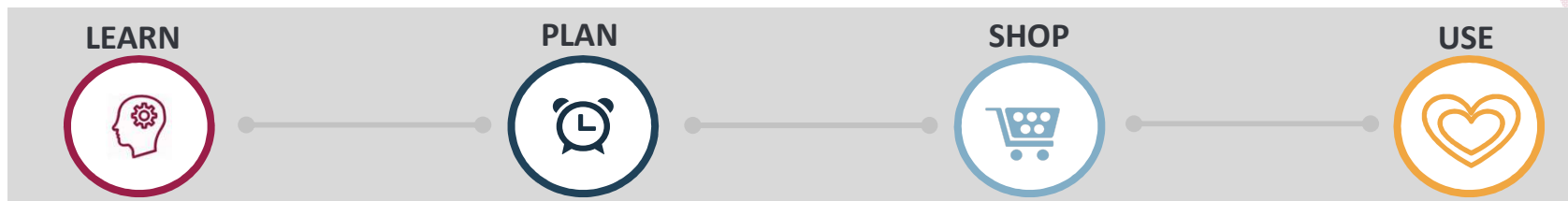


Understanding the Consumer Shopper Path to Purchase



CONSUMER JOURNEY



APPROACH

Explore with qual

We will conduct Ethno-Shopalongs to identify the breadth of stages and touchpoints across the shopper journey, and understand how cultural nuances can impact the way it comes to life.

Validate with quant

Quantitative research will help prioritize each of the stages and touchpoints across the shopper journey, and how cultural nuance can drive differences between different shoppers.

KEY ACTIONABLE OUTPUTS What are we solving for?

- Sources of Information for category purchase
- Role of Digital, POS, Feature & Displays and Perimeter Impulse activity (Grocery) and Sampling in driving shopper conversion
- Digital Coupons and Vendor Coupon Platforms
- E-commerce rate of adoption and importance

- Points of similarities (convergence) and differences (divergences) between you General Market and Multicultural consumers
- Barriers to consideration and adoption along Path-to-Purchase
- **Cost:** \$45k – \$85k depending on sample size / ethnic groups to be included. Contact your Account lead at Collage Group for information.