

Shopper Investigation



Objectives:

- To learn about shoppers' behaviour with regard to shopping for different product categories and in different retail channels.
- To get an objective understanding of in-store merchandising and P-O-P use.

Methodology:

- 100 members of the public answer a series of questions regarding their shopping habits for a particular product category before visiting specified retail outlets and recording what they recall regarding signage display implementation.
- Desk research to provide background and context for the shopper investigation activity.

Display Investigation



Objectives:

- To better understand how different P-O-P display types and mechanics are used in different categories and retail sectors, and how they are used to address particular merchandising issues.
- To identify the strengths and benefits of each type of display for each sector in which they are deployed.

Methodology:

- Integration and analysis of POPAI UK & Ireland document and image libraries (Boxfile and POPwatch).
- Retail visits to establish the current use of display types.
- Collation of the views and observations of POPAI members.

Display Best Practice



Objectives:

- To highlight the common themes and traits that contribute to POPAI award-winning display designs, to guide and inform the industry's future P-O-P programmes.

Methodology:

- In-depth review of POPAI award-winning entries by category over the previous five years.
- Analysis to identify common and recurring aspects of display design that have been highlighted by the POPAI Awards judges.

Storecredits



Objectives:

- To achieve an in-depth understanding of in-store activities including seasonal events, merchandising techniques and display use.

Methodology:

- Store visits conducted by POPAI staff using SurveyMonkey questionnaires. Typically, 50 stores are visited for each task.
- Desk research to provide background and context for the in-store research investigations.

Sector Report



Objectives:

- To gain a holistic view of shoppers' journeys and behaviour in a particular retail channel, and as a result, the role P-O-P display has to play in that channel.

Methodology:

- Desk research to understand the retail landscape of the channel in question and to identify shopper demographics.
- Store visits to analyse the retail environment and its effect on the shopper journey.

Campaign Report



Objectives:

- To review and analyse wider in-store shopper marketing activities and brand communications which transcend individual product categories or retail sectors.

Methodology:

- Desk research including trade press and POPAI archives, supported by store visits to corroborate research and observe current in-store implementations.

Shopper Segmentation



Objectives:

- To investigate why and how specific product categories are shopped.
- To compare and contrast different shopping missions for the same product category.
- To understand the role P-O-P has to play within the category and to make recommendations on display best practice.

Methodology:

- Desk research, including searching POPAI research articles and presentations, and review of third-party research documents and the trade press.
- Application of POPAI knowledge and expertise to provide guidance in the use of display by product category and shopper mission.

Frequency

Each quarterly *In-Store Insights* publication contains a Shopper Investigation report. The other six research genres are distributed across the calendar year, often in conjunction with seasonal retail events, ensuring that each *In-Store Insights* provides a mix of research topics and styles.