



M/A/R/C® identified solutions to barriers to drive increased sales among grocery shoppers

THE CHALLENGE

Pivoting traditional “shop-alongs” to a more virtual interaction provided our clients the needed shopper insights, side-stepping the research obstacles presented by COVID-19.



It was critical to explore...

How consumers shop for groceries in certain settings (e.g., urban, suburban)

Their thought process, how they plan, influences on their purchase decisions

Types of products they ultimately decide to purchase (or not)... and why

THE SOLUTION

M/A/R/C® introduced a leading retail consultancy to the benefits of “virtual” shop-alongs, where shoppers visit their usual grocery store recording their typical visit, returning a second time with a shopping “assignment” and documenting their experiences online via video, photos, and written journal entries.

THE RESULT

Qualitative interviews and group “co-creation” sessions via webcam solidified the client’s understanding of the barriers in their category. Actionable opportunities to drive more favorable shopper perceptions were identified that show potential to increase consideration and sales.

