

simplifying the omnichannel path to purchase



Today's shoppers have an influx of retail and marketing touchpoints, and they're inundated with more information and choices than ever. With consumer behavior rapidly evolving, it might be surprising to learn that there are just five core paths to purchase for food & beverage.

pepviz's research over the last year helped us to understand shoppers' motivations, trip missions,

and shopping touchpoints that might otherwise make the path to purchase seem complex. Using this data, we're able to identify what these five core paths to purchase are, understand how to engage with shoppers along these paths, and **learn how to optimize the touchpoints along their journey**, both within your retail ecosystem and outside of your store.

by mapping common trip missions with touchpoints that drive engagement in food & beverage, **five paths to purchase came into focus***



Early Adopter path:

- online sources of information are key
- in an exploratory mindset regardless of any planning
- high impulse opportunity



Bargains path:

- primarily in-store
- does research before their deal-focused journey
- path can be disrupted with in-store promotions



Caretaker path:

- primarily in-store
- leverages past orders to plan their trips
- browses every aisle to ensure needs are met



Ease path:

- always in-store
- focuses on speed and convenience
- fewer touchpoints on journey



Explorer path:

- plans for specific needs but wanders
- delighted by exploration
- high impulse opportunity

having an omnichannel approach is key

91% of CPG dollar sales are represented by omnichannel shoppers.† And while motivations driving the different paths to purchase may vary, **there are many similar touchpoints along each path**. This highlights the importance of having an omnichannel solution no matter your retail presence. For example, with recent shifts in grocery shopping, **more than half of consumers have purchased groceries online** in the last 12 months.

recognizing in-store and online trip motivations

Journeys within the stages often differ, especially for online and brick-and-mortar shoppers. Let's compare the **Ease** path to purchase with the **Early Adopter** path.



Ease

- always **in-store**
- makes a shopping list
- more likely to **browse** aisles
- can be primarily targeted through **in-store displays**

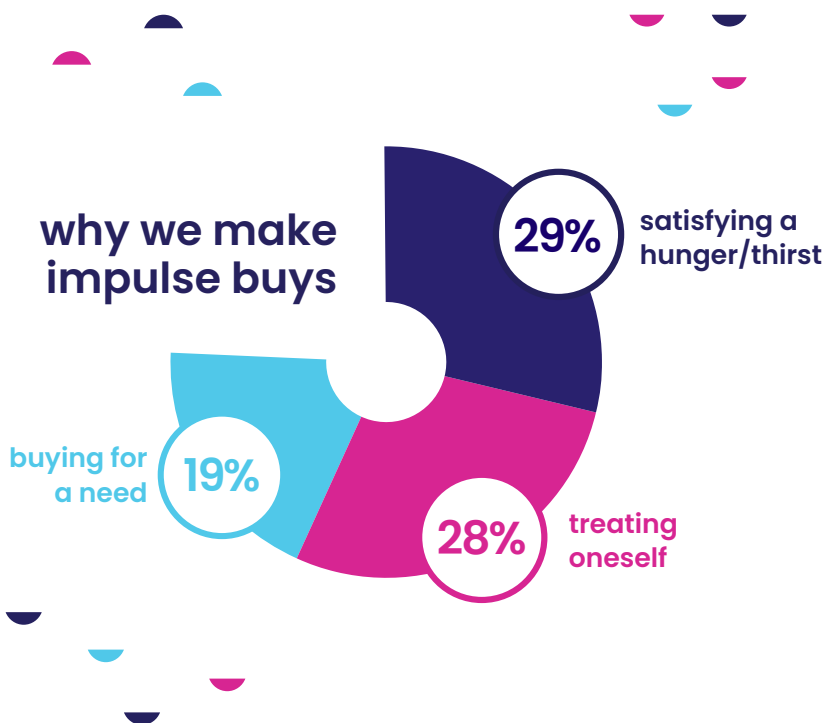


Early Adopter

- primarily **online**
- builds basket and saves for later
- more likely to **shop with others**
- can be **targeted digitally**: social media, retailer recommendations, promotional texts, and online searches

impulse purchases are an opportunity across all paths

On any given shopping trip, the majority of shoppers make an impulse purchase. While the **Explorer** is most likely to make these purchases, they ultimately exist across most paths. About half the time, **the decision to make an impulse purchase is made instantaneously** during a planned purchase, while satisfying a craving and treating oneself are the main drivers for impulse buying. In-store, **only 8% of impulse purchases happen at the checkout line,**** while nearly half take place when browsing an aisle. Similarly, online, **only 3% of impulse purchases take place at the checkout page,**** with the majority happening on category pages and through search results.



focus on the most impactful touchpoints

By optimizing touchpoints along the paths to purchase, all trip missions can be made more successful. Retailers can influence and interact with shoppers across four clear points of focus: **inspirational online content, retailer recommendations, in-store displays, and quick shopping/checkout solutions.**

Space and placement of these retail touchpoints vary across click-and-collect as well as grocery and convenience stores. Here are a few ways to reach shoppers in these channels:†



click-and-collect

- activate at front end and produce
- offer deals to drive in-store purchases

grocery & mass stores

- merchandise in produce, dairy/cheese, and frozen
- lobby displays should feature multiple categories

convenience stores

- merchandise in refrigerated section
- increase offerings of prepared food & baked goods



did you know?

In-store Displays, Inspirational Online Content, Retailer Recommendations, and Quick Shopping/Checkout Solutions are universal touchpoints across the five paths to purchase.

let pepviz help you understand the paths to purchase

There will always be layers of clutter and complexity along the paths to purchase, but understanding these paths and touchpoints will ease friction and drive engagement with your shoppers.

Partner with pepviz's proprietary insights to optimize the paths to purchase within your retail ecosystem and beyond to unlock your granular growth opportunities today.



*Shoppers' Path to Purchase, PepsiCo Demand Accelerator, September 2021

†Omnishopper Panel 52W, NielsenIQ, March 26, 2022

‡Front End Shopper Survey, PepsiCo Demand Accelerator, Q4 2021

**Understanding and Stimulating Impulse Purchases, PepsiCo Demand Accelerator, October 2021

