Shopper Insights That Matter to the Bottom Line

Decisions Supported By Burke’s Shopper Decision Hierarchy

For Manufacturers:
How do shoppers approach the products within your category?
Which features make your product unique and essential within the retail assortment?

For Retailers:
Which assortment of products should you offer in your store?
How do you arrange those products on shelf to best support the way shoppers approach the product category?

How Do Consumers Shop Your Category?
Matching product assortment and placement within the store to shopper expectations increases shopability, decreases shopper frustration, and increases the likelihood that shoppers will ultimately make a purchase before leaving the store. The key to matching those expectations is understanding how shoppers approach the products within a category.

Burke’s Shopper Decision Hierarchy analyzes shoppers’ product evaluations to develop a shopping decision hierarchy for the category.

Shopper Decision Hierarchy studies can be used to:
- Help retailers organize products on shelf
- Identify which product features are most influential in driving shoppers’ choices
- Determine substitutability between products

Burke’s survey-based approach to Shopper Decision Hierarchy overcomes the limitations of a panel data based approach. Burke’s approach:
- Provides insights about why shoppers do what they do, that strictly behavioral approaches cannot address.
- Is not compromised by the inconsistencies and lack of controls that exists in the real-world shopping environment.

FOR MORE INFORMATION ABOUT BURKE GO TO
Burke.com
800.688.2674
info@burke.com

The Fine Art of Marketing Research
APPLYING KNOWLEDGE IMPROVING DECISIONS™