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Retailers Should Help Consumers Consolidate Shopping Trips: Study

In motorsports, choosing the optimum pit strategy of how many stops to make and when to make them is crucial to having a successful race. The same applies for the many Americans who are now consolidating shopping trips and making purchases on their commutes to and from work, according to a new study from BIGresearch, which recommends that retailers alter their marketing messages to better connect with shoppers.

“It used to be that an afternoon of shopping was considered a leisurely pursuit,” said Stephanie Molnar, CEO of WorkPlace Media. “Now, with soaring fuel costs, it’s all about getting in and out with as few unscheduled stops as possible. Retailers would do well to recognize the value of reaching consumers at their workplace, where they usually plan their pit strategy.”

According to a new BIGresearch study, 74 percent of at-work consumers report regularly or occasionally dining out during the workday, with another 72 percent purchasing food, beverages, or other grocery items. Further, 53 percent of at-work consumers confess to spending their lunch break shopping for beauty care products and cosmetics, 61 percent for apparel, 48 percent for shoes, and 24 percent for jewelry and watches.

Also, 49 percent of respondents report using the commute route for the mundane chores of picking up dry-cleaning and purchasing new eyewear.

“Drastic changes in shopping behavior call for drastic changes in marketing methods,” said Molnar. “As a result, aggressive retailers are leveraging the commute route for retail activation and influencing purchasing decisions.”

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