

Category roles

The category has a fundamental role to play in influencing shopper choice but it is essential to identify the predominant shopping mode(s) in each particular one.

Establishing the relative positions of the category on each of these axes determines what in-store activation is required.

For example, short dwell time, low involvement, highly planned, frequently shopped categories need to be clearly signposted to facilitate navigation and ease of shop but do not need to convey much additional information. On the other hand, high interaction, high involvement, unplanned, infrequently shopped categories present opportunities to educate, inspire and encourage trial.

Time spent interacting

- * How easy, efficient and interesting it the category to shop?

Levels of involvement

- * How much interest and / or confusion is there?

Planning

- * To what extent are we able to influence the shopper at the point of purchase?

Frequency of Purchase

- * How frequently is the category shopped and how involving is it?