

Report: Purchase Decisions Happen In-Store

April 2, 2009

-By Andrew McMains

NEW YORK More shoppers are making lists before they reach a store, though they continue to make brand purchase decisions inside, according to a new report from Miller Zell.

Miller Zell, an Atlanta-based retail consultancy, polled 999 consumers online in March shortly after they made shopping trips. The results were compiled in a report titled, "Gone in 2.3 Seconds: Capturing Shoppers With Effective In-Store Triggers."

The report found that digital signage has gained traction in influencing planned purchases--though not unplanned purchases--and that Internet ads have little impact on either planned or unplanned purchases.

In addition, price-focused messaging is age sensitive. Baby boomers, for example, still prefer product-oriented messages (93 percent rated it very to extremely important) to price-point messages (86 percent).

Curt Johnson, svp of consumer goods at Miller Zell, outlined the report's findings today during a presentation at the In-store Marketing Summit at McDonald's Hamburger University in Oakbrook, Ill.

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It ain't believed until someone does a study. Amazing we can even get out of bed without someone getting some statistics on bed usage and income.
- barguy**
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take notice all you so called marketers and heed this advice. Hit the people at the moment of truth when they are about to purchase. Stop trying to get them before they arrive get them when they have arrived. A totally radical shift in thinking and one that digital ooh supports very well and will be the future of advertising as we know it.
- good lord**
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these kind of studies have been going on forever. why is this newsworthy. and shockingly a retail consultancy puts forth a study that says the

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