



# PATH-TO-PURCHASE

## CONSIDER THIS ...

**WE KNOW THAT** the “Path to Purchase” isn’t linear – your customer departs on a messy journey every day before he or she ends up at your real or virtual door. While this process isn’t linear, it is possible to map the consumers’ journey and identify points of influence during the process, and thus guide their behavior.

To meaningfully execute shopper research, it is essential to frame it in the way that shoppers think.

### HOW QUESTER LAYS DOWN THE PATH-TO-PURCHASE

Our grounding is in cognitive theory, where we leverage the knowledge of two very different, but interdependent kinds of memory: Semantic Memory, which is slow changing and acts as a knowledge warehouse, and Working Memory, which is the system responsible for the holding and processing of new and already-stored information.

Our dynamic path-to-purchase research design allows for asking and granularly answering questions to understand the non-linear paths of each consumer. While we know that there are often several points along a path to purchase, the ability to influence each one is often overstated. By employing our integrated qual-quant study design, we have consumers reconstruct their Path to Purchase using their own story and words. Combined with our ability to probe, we are able to gather not only how the product fits in a respondent’s life, their journey to purchase, but the true points of influence along the way.



### WHY QUESTER FOR PATH-TO-PURCHASE

- Explores path to purchase as a 360 degree systematic process of what influences one’s initial and intermediate states to change.
- Deliverables include both a model of what changes take place and what environmental influences are responsible for them.
- Quester Conversation capability allows systematic examination to determine not just the “what” at each stage but the “why.”
- Quester Conversation allows us, at any designated point, to dig deeper, into any key component to understand more about it (e.g., “The price influenced me. What specifically about the price influenced you? Well it wasn’t the lowest price, but it seemed a great price for what I was getting. It was the right price/quality tradeoff.”)
- While based on the same underlying model, approach is always fully customized to the particular focus for any retailer, category or brand, based on expert collaboration and consultation.