

Innovating Shopper Experience Research Using AI-Assisted Linguistic Coding

canvs®

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A
MATERIAL+
COMPANY



Red Bull

The Company

LRW is a market research company dedicated to helping brands apply research and analytics to understand their customers and drive measurable business success.

The Challenge

A consumer's in-store shopping experience can heavily influence the performance of brands. LRW utilized Canvs to better understand how consumers were feeling while shopping in a variety of stores, and how that influenced buying decisions to help their client, Red Bull, optimize shelf layout and in-store placement to ultimately drive more sales.

The Method

LRW's Pragmatic Brain Science team created a survey with open-ended questions for shoppers focused on three retail experiences -- grocery stores, mass merchandise, and convenience stores. They asked nearly 3,000 survey takers to "Describe your most recent shopping trip, the kinds of things you were buying, and how you were feeling."

Using the LRW Emotion Circumplex combined with Canvs' topical analysis, it was determined that the type of retail store where the consumer was shopping played a role in the experience.

The Solution

Canvs' emotion analysis of the open-ended responses showed that while most of the shoppers' emotions were positive, there was a percentage that expressed "anger."

With Canvs, LRW was able to double-click on those emotional reactions to learn what it was about the mass merchandise store experience that was driving the reaction.

The Results

Utilizing Canvs, LRW dug into the subgroup of customers who expressed anger to learn that respondents felt **1.5x more anger in mass merch shopping experiences** than grocery stores, and **3x more anger** than those shopping in convenience store settings.

LRW was then able to double-click on those emotional reactions of anger to learn what it was about the mass merchandise store experience that was driving the reaction. They found that the negative feelings were overwhelmingly due to crowding and busy stores, and difficulty getting in, getting what they wanted, and getting out. This was having a negative impact on their buying decisions.

With the insights derived from the open ends processed and analyzed by Canvs, LRW was able to provide Red Bull with steps they could implement to make the shopping experience easier and more enjoyable for their customers in mass merchandise stores. By adding end caps and out-of-aisle displays, Red Bull was able to improve their shelf strategy and ultimately improve the buyer's experience.