Shopper Insights

Steckbrief

Aufgabenstellung	▪ Investigation of the effectiveness of Technology Based In-Store Tools (QR-codes, other mobile-enabled, and LCD screens) on sales uplift with focus on energy drinks
Vorgehen	▪ In-depth interviews focusing on energy drinks and point of sale stimuli (duration Ø 45-70 min.) ▪ Transcription, analysis, recommendation derivation
Setup	▪ Two Master's students working closely with Red Bull, headquartered in Fuschl (Austria)
Ergebnisse	▪ Identification of factors that influence the purchase intention of energy drinks ▪ Recommendations for an effective design of Technology Based In-Store Tools