



RESEARCH REPORT

HOW LIGHT, MOTION AND SOUND INFLUENCE SHOPPER BEHAVIOUR

**4 TIPS TO INCREASE ENGAGEMENT,
DWELL TIME AND THE OPPORTUNITY FOR SALES**

INTRODUCTION



The world of retail is evolving fast. Engaging consumers and driving shopper behaviour remains a challenge for retailers as customers increasingly expect an interactive experience. Retail is one of the most competitive sectors and, with 76% of purchase decisions made in-store¹, breaking through the “noise” to engage busy shoppers is critical. Brands cannot afford to leave shopper engagement to chance.

The customer experience in-store is key. The decision to purchase is often made as a direct result of the experience that is created at the shelf. Design a positive on-shelf experience and you can drive customers to linger, learn and create the opportunity for shoppers to buy more. What’s more, a positive experience at the shelf can help retailers to differentiate in-store from digital shopping experiences, enabling brick-and-mortar stores to stay relevant in an increasingly digital age.

The findings of this behavioural shopper research conducted by POPAI UK, and supported by Rocket Production and Impact Creative, give actionable insights into how light, motion and sound components can be incorporated into in-store retail displays to engage shoppers, increase dwell time and create the opportunity for increased sales.



KEY FINDINGS

Through this study we found that:

- Adding stimuli to displays positively affects shopper behaviour and response
- Adding light to the display has the most positive impact on dwell time
- Sound works as an attractor and disruptor but is not the right solution for all environments



¹Source: POPAI Shopper Engagement Study, <http://insights.retailenvironments.org/wp-content/uploads/2016/01/2012-POPAI-Shopper-Engagement-Study.pdf>



WHAT WE AIMED TO LEARN

Through the study we aimed to understand:

- How various in-store display enhancements impacted sales
- The relative performance levels of different stimuli, i.e. light, light and motion, and light, motion and sound
- How shopper behaviour changed in response to the different stimuli
- The response from shoppers to the different stimuli

THE IMPORTANCE OF IMPACT

Retail displays are designed to disrupt the shopper as they browse the store. The role of the display itself is not to sell the product, but rather to grab the attention of the shopper long enough to give them the information they need to make the decision to buy. Therefore, the success of a display is measured in its impact on shoppers.

To measure the impact of a display on shoppers POPAI developed the Impact Ratio. Impact Ratio is a measure of the number of shoppers who look at a display as a ratio of the total number of shoppers who have an opportunity to pass and see it. POPAI defines a 'look' as being more than merely a glance. A look requires shoppers to make eye contact with the display for long enough – typically just under a second – for them to drop out of “autopilot” and into a conscious shopping mode, enabling the shopper to make a conscious decision as to whether to engage with the display or product.

HOW THE STUDY WAS FACILITATED

Led by POPAI UK and supported by Rocket Production and Impact Creative, the study took place in four retail stores in the south of England. The research was conducted over a 4-week period in 2016.

Two of the stores acted as control sites while in the other two stores light, motion and sound components were introduced to an on-shelf display.

The study was conducted in four phases:

- Phase 1 – Standard display only
- Phase 2 – Standard display plus light
- Phase 3 – Standard display plus light and motion
- Phase 4 – Standard display plus light, motion and sound

The display featured TRESemmé haircare products and showcased a three step reverse haircare system.

Videoed shopper journeys, in-store shopper interviews and store sales data were analysed to understand the impact of the introduction of light, motion and sound components on shopper behaviour.

The findings of the study were under embargo for a 12-month period.



BACKGROUND



DISPLAY FEATURING LIGHTS, MOTION AND SOUND



DISPLAY IN SITU



Images courtesy of Impact Creative



WHAT WE LEARNT



INTRODUCING LIGHT

Light was added to the display in two distinct ways. Firstly, to visually depict the steps “1,2,3” and secondly a back-lit panel on the right of the display showcased product information.

Adding lights doubled the impact of the display

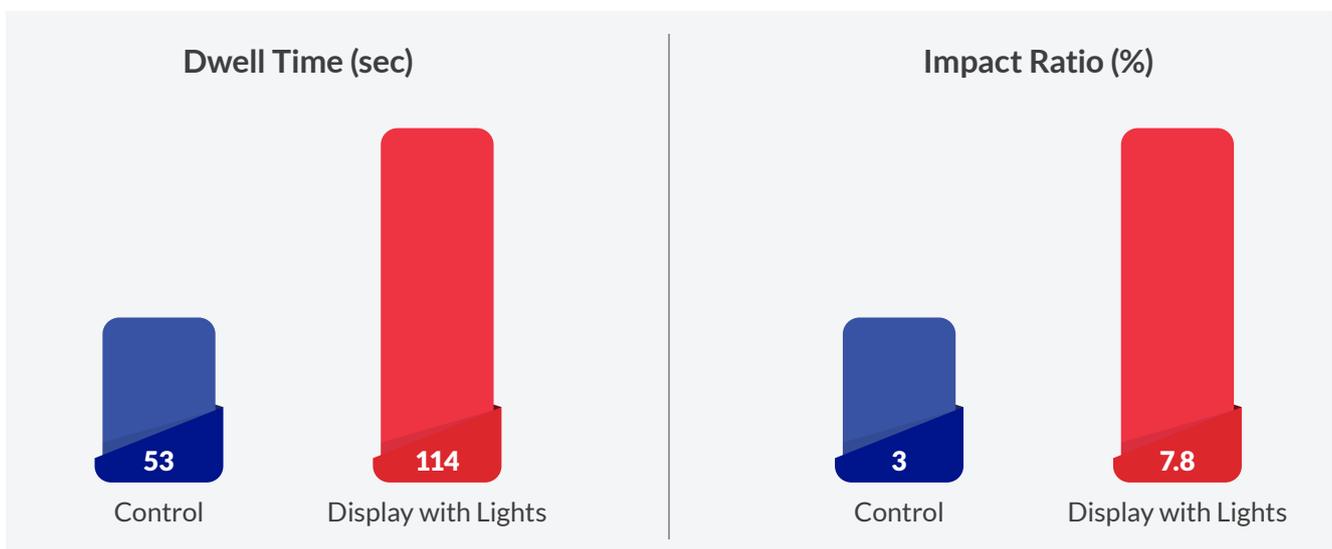


When light was added to the display, respondents gave overwhelmingly positive responses. The lighting itself was highlighted by shoppers as the most eye-catching of all the display’s features. While the lights were called out as an attractive component, consumers also suggested that more lights could be added to further enhance the impact of the display. This demonstrates that lighting is generally attractive to consumers and does not tend to be considered distracting or disruptive.

The display with lights increased shopper dwell time by 215% and, of all the stimuli combinations tested, delivered the highest reported intent to purchase amongst shoppers questioned. The display with lights had an Impact Ratio 4.8% greater than the display alone.

LIGHTING – KEY TAKEAWAYS

- 90% of respondents responded positively to the display with lights
- 34% called out lights generally as the most eye-catching element of the display, while an additional 7% highlighted the lighting of the steps “1,2,3”
- The display with lights increased shopper dwell time by 215%
- Respondents were 23% more likely to purchase the product after experiencing the display with lights than those experiencing the display alone
- The Impact Ratio of the display with lights was 7.8%, more than doubling the impact of the display



WHAT WE LEARNT



INTRODUCING MOTION

Motion was introduced to the display in the form of turntable motors that slowly rotated the product. The motors were introduced in addition to lighting on the display.

When motion was introduced this element of the experience was described by shoppers as the most eye-catching component. Lighting also remained an important feature, and was highlighted by shoppers as the second most eye-catching element overall. The addition of motion also doubled the number of respondents highlighting the lighting of the steps "1,2,3", demonstrating that motion can be used effectively to attract attention to specific areas of the display.

76% of shoppers responded positively to the display featuring lights and motion.



Adding lights and motion increased likelihood to purchase by 19%

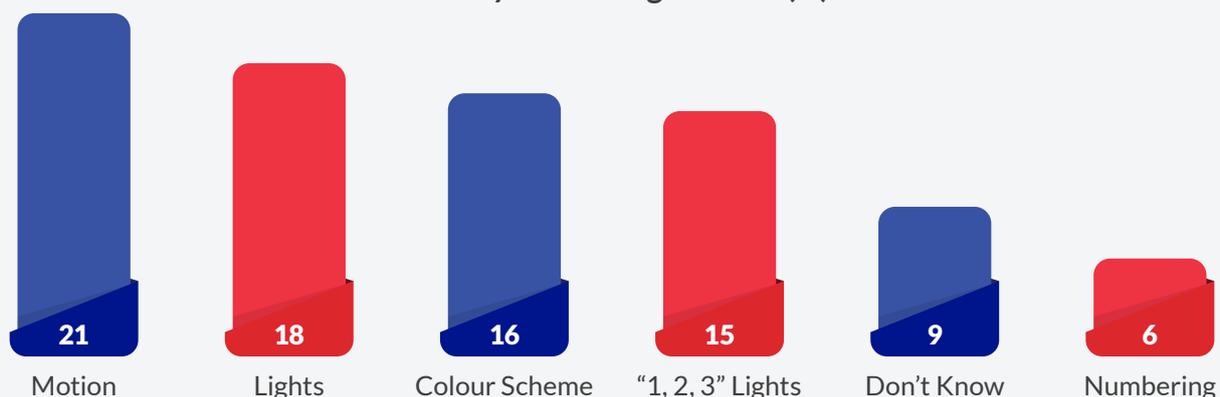
While motion was positively received, it was also highlighted as the least effective element of the display by 22% of respondents. This study demonstrated that when introducing motion, it is important to consider the impact of movement on the visibility of the product being promoted. In this study, the rotation of the product to some extent hindered the ability of consumers to view the brand logo on the front of the product. A faster rotation may have improved visibility.

While the display incorporating lights and motion decreased dwell time when compared to the display alone, likelihood to purchase increased by 19% and the Impact Ratio increased by 0.7%.

MOTION AND LIGHTING - KEY TAKEAWAYS

- 21% of respondents found motion to be the most eye-catching element of the display
- Combined, lights remained the most eye-catching feature of the display, with 18% highlighting lights overall and 15% calling out the "1,2,3" lighting
- Dwell time decreased by 8% compared to the display alone
- Respondents were 19% more likely to intend to purchase the product after seeing the display with lights and motion than those experiencing the display alone
- The Impact Ratio increased by 0.7% compared to the display alone

Most Eye-Catching Feature (%)



WHAT WE LEARNT



INTRODUCING SOUND

Motion activated sound units were introduced to the display. When shoppers passed within approximately 2m of the display a recording of a television advert audio was played. Sound was introduced in addition to lighting and motion.

When sound was introduced, lights were found to be the most eye-catching element of the display. The second most eye-catching component was motion. Sound was considered the 7th most memorable element of the display. 22% of shoppers recalled that the display incorporated sound, of these shoppers 5% could accurately recall the audio message.

24% of shoppers described the sound as the least effective element of the display and the display incorporating sound received the least favourable

response from shoppers. Sound presents unique challenges, particularly in busy supermarkets where the audio you present will be competing with significant amounts of ambient noise and staff or shopper announcements.



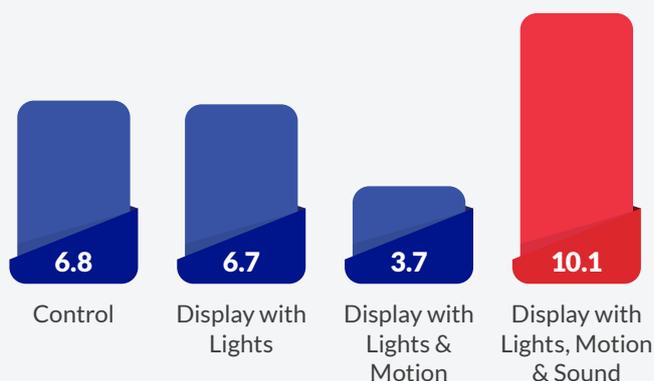
Shoppers were a third more likely to notice the display with lights, motion and sound.

While some shoppers may be less enthusiastic about the introduction of sound this study demonstrates it is effective at drawing attention. Shoppers were most likely to notice the display featuring lights, motion and sound, and a third more likely to notice this display than the control featuring no stimuli. The display with lights, motion and sound also increased the Impact Ratio of the display by 4.1% compared to the display alone.

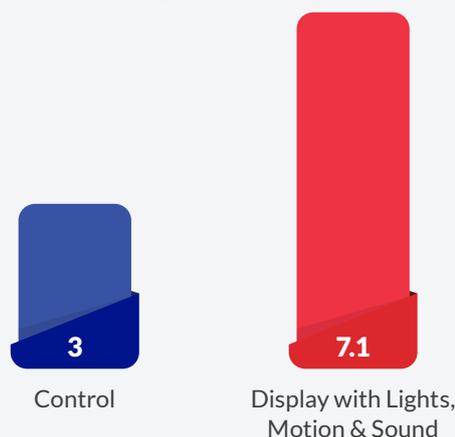
LIGHTING, MOTION AND SOUND – KEY TAKEAWAYS

- 6% of respondents described sound as the most memorable element of the display
- 76% of shoppers gave favourable responses about the display incorporating light, motion and sound
- Shoppers were a third more likely to notice the display featuring lights, motion and sound than the control with no stimuli
- Respondents were 14% more likely to intend to purchase the product after seeing the display with lights, motion and sound than those experiencing the display alone
- The Impact Ratio increased by 4.1% compared to the display alone

Shoppers Noticing Display (%)



Impact Ratio (%)



CONCLUSION

This study, led by POPAI UK and supported by Rocket Production and Impact Creative, demonstrates that the introduction of light, motion and sound to in-store displays is an effective way to drive shopper behaviour.

While this study aimed to look at the impact of stimuli added to the display, this research also highlighted that the display itself remains important. Across all phases of the study, shoppers frequently asked for bigger, bolder writing, brighter colours and more pricing information to improve the display design. Taking the time experiment with colours to ensure products stand out; font type and size to ensure information can clearly be read; and the type of information displayed to ensure relevant details are shared will always be important in impactful display design.

Through this study we also saw the impact of generational differences, which acts as a good reminder that a sound understanding of your audience is at the heart of every successful display design. Younger audiences are more connected and bring their own stimuli to the shopping experience. They will frequently be listening to their own music while they shop or be researching products online. Millennials more than any other group expect an interactive experience so you have to work harder to grab their attention.

With your display optimised for colour, fonts and information displayed, consider the following to maximise impact on shopper behaviour:

1 Add lights for maximum shopper impact

Lights increased shopper dwell time by 215% and respondents were 23% more likely to purchase the product after experiencing the display with lights than those experiencing the display alone. Lights increased the Impact Ratio by 4.8%.

- Lights are a simple and cost-effective addition to most displays
- Lights fit seamlessly into all locations and are welcomed by the majority of shoppers
- The wide variety of lighting solutions on offer - wired or wireless, timed or motion activated, panel or LED, custom designed or stock - support creative display design

2 Introduce motion for additional effect

Motion effectively draws attention to specific elements of the display. The “1,2,3” step lighting was highlighted at the most eye-catching element of the display when motion was added behind the lights.

- Place motion where you want to draw the most attention
- Pair with light for greater impact
- Be mindful how movement impacts on recognition of your brand. Leverage motor types and speeds for best results



CONCLUSION

3 Disrupt with sound, but be mindful of location

Shoppers were a third more likely to notice the display featuring lights, motion and sound and 14% more likely to describe themselves as intending to purchase the product after seeing the display with lights, motion and sound than those experiencing the display alone.

- Sound is a great disruptor and can effectively be used to draw attention, but it is not suitable for every location
- Consider using motion or touch-activated sound units to create impact while also limiting unwanted disturbance

4 Trigger the stimuli early to reach more shoppers

Lights, motion and/or sound components can effectively be used to increase shopper engagement, dwell time and support increased sales. But, to drive customers to the fixture consider incorporating these elements earlier in their shopper journey

- Ensure your on-shelf display is as visible as possible, including to shoppers who are not yet at the fixture
- “Blip bays” are a simple way to extend the visibility of lights on fixture displays
- Consider adding light, motion or sound elements to shelf ends or free-standing displays in aisles away from the on-shelf display to attract shoppers who are not yet at the fixture

FIND OUT MORE

Rocket Production provided the light, motion and sound components used on the display in this study and supported the facilitation of this behavioural shopper research. By sharing the findings of this study our goal is to encourage discussion and collaboration across the retail display industry. In this way, we aim to support the continued development of innovative visual merchandising experiences.

To access further resources, visit rocketproduction.co.uk/resources. You can also follow us on LinkedIn or on Twitter @RocketPrd.

Rocket Production. Bringing Displays to Life.



ABOUT POPAI



POPAI is a progressive industry association, promoting best practice, dedicated to enhancing the total shopper experience. Part of the international Shop! network based in the USA POPAI has offices in 19 countries and 2000 member companies.

POPAI conducts research, organises conferences, industry awards, training seminars and best practice programmes to benefit their members who include retailers, brands, agencies and manufacturers as well as the full industry supply chain. POPAI has the most extensive Market Intelligence database available free to members through www.popai.co.uk. Regular networking takes place at their quarterly Shopper seminars, with presentations from clients and agencies.

ABOUT ROCKET PRODUCTION



Rocket Production is your display industry reliable partner, enabling the creation of innovative customer experiences through the supply of light, sound, motion and media screen components.

We aim to be a thought-leader, sharing insights and encouraging discussion about developments in the retail display industry.

We create value for our customers through our long-term partnerships. We're flexible and move fast because we know your customers move fast too. Our custom-built and stock components support fresh, forward-thinking displays.

We know that reliability is key so we deliver on-time and on-budget, every time.

Rocket Production. Bringing Displays to Life. To find out more or to request a quote, visit rocketproduction.co.uk





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