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Female Grocery Shopper Case Study

Female Grocery Shopping

CHALLENGE:

In a stand-alone study, we wanted to learn how millennial moms and moms of other generations shop for groceries.

FINDINGS:

Contrary to popular belief, there were no differences in how millennial moms and moms of other generations shop for grocery stores. That said, the overall population, fell into five different Decision Types (without sub-segments), which accounted for 94% of the overall market.

41% of moms were primarily motivated by price discounts, 19% were motivated by household member influence (ex. Do your kids actually like this and eat it?), 15% were motivated by the product quality, 15% decided based on their household budget, and 4% of moms' shopping decisions were primarily guided by their shopping list or plan.

OUTCOME:

Millennial moms do not differ from the overall female grocery shoppers. By appealing to different Decision Types, which was addressed during a simple choice test, stores would see up to 80% predictable results, rather than traditional demographic targeting.

The study further suggested to build an online list-shopper platform that allowed consumer preferences to guide grocery delivery. Today, multiple such platforms exist and yield profits, Instacart being one example.

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Specific Customer Type by Numbers	Primary Target	Secondary Target	Tertiary Target
MARKET SIZE	35%	13%	12%
PRIMARY NEED TRIGGERS (Utility Expectation)	Price Discount	Household Member Influence	Product Quality
SHARE OF ESTIMATED NEW SHOPPER PER TARGET	9%	6%	3.5%
ESTIMATED EXPECTED MONTHLY GROCERY SPEND PER HOUSEHOLD	\$565	\$625	\$715
BrandEmbrace® SCORE NEW vs. CURRENT GROCERY STORE (20 BrandEmbrace unit difference predicts switching - Scale +100 to -100)	89/56	91/64	85/60



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