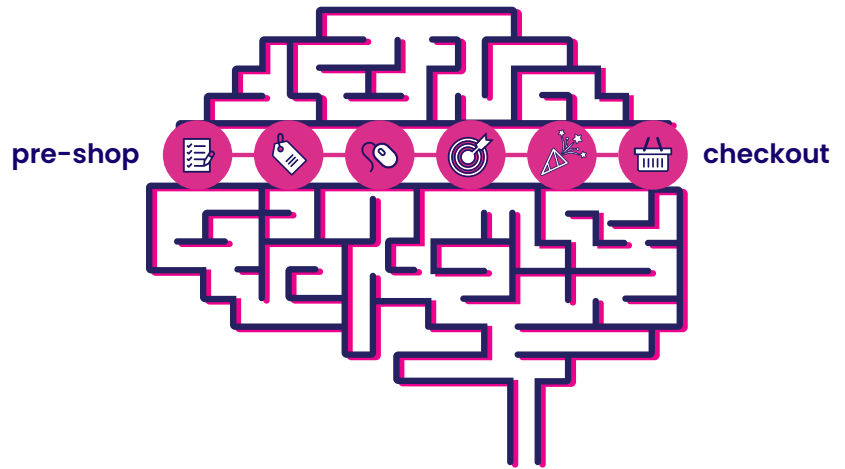


# a new way to think about the path to purchase






You might think that the shopper's path to purchase has gotten more complex with the influx of touchpoints in recent years.

However, recent pepviz™ research into shopper motivations and missions showed that the landscape is made much less complex by focusing on core human behaviors. Understanding a shopper's path and how to optimize relevant touchpoints can lead to unlocking growth.\*



## 5 common shopper paths to purchase have emerged

These paths are differentiated by motivations as well as how and where people shop along the way.†

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**Explorer path:** plans but “wanders” and is delighted by exploration
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**Bargains path:** researches/makes list/pre-shops but is disrupted by promotions
- 
**Caretaker path:** plans and then browses every aisle to ensure their needs are fulfilled
- 
**Ease path:** always in-store; focuses on speed, convenience, and satisfaction; relying on few touchpoints for immediate need
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**Early Adopter path:** primarily online with exploratory mindset and high impulse



# engage and captivate shoppers along their paths to purchase by focusing on 4 critical touchpoints†



## partner with pepviz to unlock opportunities across the path to purchase

The shopping journey is filled with clutter and complexity, but improving the shopper experience by optimizing touchpoints for each path to purchase will ease friction and drive engagement. Talk to your PepsiCo contact today about how you can partner with pepviz's proprietary insights to unlock your granular growth opportunities.



\*PepsiCo Demand Accelerator, "Front End Shopper Survey," Q4 2021

†PepsiCo Demand Accelerator, "Shoppers' Path to Purchase," September 2021

‡PepsiCo Demand Accelerator, "Understanding & Stimulating Impulse Purchases," October 2021