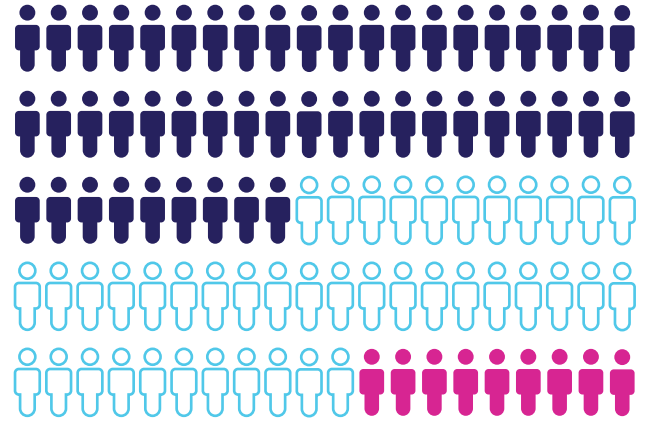


winning impulse purchase decisions

What makes someone an impulse shopper, and how often do they purchase?

The results might surprise you – from who they are to where they buy. Learning to leverage this mindset creates a path to new revenue, so keep reading to start planning.

almost half of impulse purchases are made in the aisle*



fewer than 10% happen at checkout*



top emotions at time of impulse purchase: happy, relaxed, calm*

understanding impulse buying behavior

Shoppers are impulse purchasers at heart. pepviz’s research has shown that whether they stick to the list or come to the store ready to browse and explore, **shoppers are equally likely to make an impulse purchase.**

factors that influence impulse purchases include:

- personal preferences
- brand & retailer beliefs
- varying emotional states

influencing impulse purchases

As impulse buys occur earlier and more frequently, the entire shopper journey represents an impulse opportunity ([learn more](#)). Understanding what influences shoppers' behavior along the path to purchase provides the insight to capture impulse purchases.

Consider the **explorer path**: This path prioritizes appealing items, new products, and in-store deals — creating multiple touchpoints for enticing impulse purchases.[†]

Whether your shopper's path is **explorer, early adopter, bargain, ease, or caretaker**, pepviz can identify impulse purchase points that will help fill their basket before the traditional checkout stop.



partner with pepviz to capture impulse purchases

While impulse shopping can seem unpredictable, understanding the key motivators and touchpoints that influence impulse buying can help you capture those purchases. Partner with pepviz's proprietary insights to uncover what impulse looks like throughout the entire shopper journey and not just at checkout.

* Understanding and Stimulating Impulse Purchases, PepsiCo Demand Accelerator, October 2021

† Shoppers' Path-to-Purchase — Engaging and Converting Shoppers, PepsiCo Demand Accelerator, September 2021