



UNIQUE CAPABILITIES

“ What happens between the recognition of a need and the purchase of a product to fill that need...? ”

QUALITATIVE PURCHASE PROCESS MODELING: q-PPM

MAPPING THE TRAIL THAT LEADS TO A PURCHASE

Mapping the purchase process for a product or a service is a critical step in developing an effective marketing plan. Identifying the key stages of your customer's search and discovery process highlights those points where you can successfully intervene with a reinforcing branding message for a loyal customer, a promotional incentive for infrequent buyers, or a trial offer for potential new customers.

While some purchases are made purely on impulse at the checkout counter, most involve a progression of information gathering and assessment – however untidy it may appear at first glance. This is especially true for big ticket items, and anything that reflects on user/owner's social status or self-image.

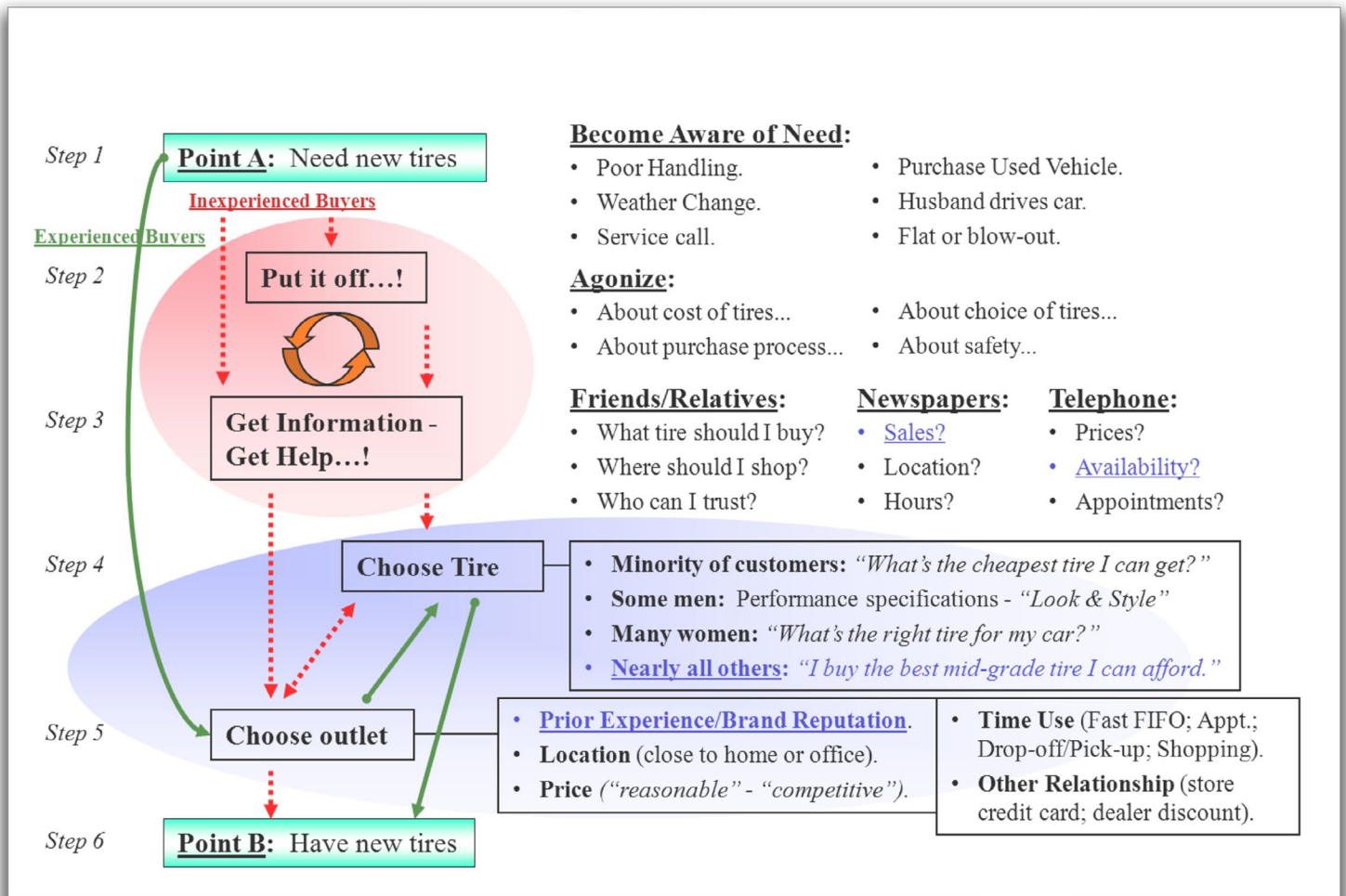
GETTING FROM THE AWARENESS OF A NEED TO THE PURCHASE OF A PRODUCT OR SERVICE...

As with our other structured interviewing protocols, q-PPM was developed in response to a particular client need and has been refined over time through new applications. It involves a sequence of projective probes and structured tasks; but at its core, the concept is intentionally simple: map the steps that are involved when moving from awareness of a specific need (or opportunity) to the purchase of a specific product or service:

"Here's what I'd like to do... Recently, all of you bought (Product X). Let's imagine a pathway... At this point - 'A' - you realized that you needed (Product X); at this point - 'B' - you bought (Product X).

"We want to list all the things that happened along the way from Point A to Point B. Let's start with Point A: what happened that made you aware that you needed (Product X)...?"

With a series of projective probes, and props as simple as stacks of colored Post-It® Notes, we work with our respondents to recreate a map of the purchase process. Depending on the product or the category, respondents can work individually or in teams. We focus on the buyer's information sources and the stages in the search and discovery process when they become relevant. In group discussions we close the work session by having teams share their maps with the other members of the group.



FLEXIBLE, INFORMATIVE
& COST EFFECTIVE

Because of its qualitative grounding, q-PPM is a highly flexible approach for tracking the consumer's journey from awareness of a need to the purchase of a specific product. We've also found it to be highly engaging for consumers, as well. Whether the purchase activity occurs in-store or online, the interview protocol can be configured to fit the situation.

The resulting decision-process graphs highlight both the information felt to be relevant and the sources that are used in determining a preference. If the process fractures – based on age, category experience or some other factor (see example), that becomes evident as well.

Finally the fieldwork approach can be selected and tailored to meet the specific needs of the marketing challenge – there is no pre-set design or pre-configured cost for a q-PPM exploration.

TO LEARN MORE...

q-PPM is one of several unique capabilities we have developed at StarPoint Consulting. To learn more about this technique, its application and its interpretation, please feel to contact us directly. We would be pleased to discuss your marketing challenge and help you determine whether q-PPM – or one of our other innovative approaches – could contribute to the design and implementation of your marketing plan.



1341 W. Fullerton, #256
Chicago, IL 60614
773.342.5660

www.starpointgroup.com
info@starpointgroup.com