

What are Shopper Insights?

Contributed by DJS Research Ltd
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Shoppers Insights, as explained by DJS Research Ltd.

Shopper insights are insights on which the marketing targeted at shoppers is based. Shopper insight research seeks to discover the crucial factors in the purchase of a product from the moment the shopper decides to buy a particular type of item, through the selection of a specific item made by a specific brand, and finally to the point of sale.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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