

Shopping Styles

Your task in this activity is to match the various shopping motivations to the three types of buyers listed below.

Consumers tend to adopt a similar shopping style across various markets/products. For example, some consumers tend to be shoppers/switchers, whereas other consumers are quite loyal (or habitual buyers) – so let's see if we can describe and understand them.

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| <u>Shopper One</u> Loyal/non-switcher | <ul style="list-style-type: none">• Often loyal beyond reason• Less price sensitive• Sometimes strong connection to brand• Sometimes loyal simply through habit |
| <u>Shopper Two</u> Shopper/switcher | <ul style="list-style-type: none">• Frequently shops around• Very price sensitive• Little brand connection• Sometimes switch for variety |
| <u>Shopper Three</u> Balanced/flexible | <ul style="list-style-type: none">• A mix of loyal and switching behavior• Price is considered just one attribute• Also considers whether value in loyalty• Often flexible in their shopping style |

Match the following list of behavior and motivation to the above shopping styles:

1. They get the assurance of feeling they have made the 'right decision'
2. They see differing value at times, depending upon the purchase situation
3. They enjoy negotiating
4. It's an easy/convenient shopping style
5. They are demanding and are easily dissatisfied
6. They see themselves as 'smart buyers'
7. They like variety
8. They enjoy the challenge of making the right decision
9. They view brands as "much the same"
10. They don't like wasting time on shopping
11. They see themselves as 'professional shoppers'
12. Peace of mind, as they know that they have made a safe decision

Student Discussion Questions

1. Firstly, match the motivations/behaviors to one or more of the initial shopping styles.
2. Does each consumer perceive him/herself as a rational shopper? Are any of the shopping styles that you would consider to be 'emotional' shoppers?
3. How could a retailer use this type of information to their advantage? Please provide some examples.