

Key to Shopper Enjoyment: Who Enjoys Shopping and What Makes Them Enjoy It

To paraphrase a popular movie line, “create an enjoyable experience and they will come.” But what does it take to foster shopper enjoyment?

Not surprisingly, functional factors such as “I got what I needed to buy” and “I saved a lot of money” rank highest in terms of creating an enjoyable shopping experience. Shoppers also cite other unique enjoyment attributes based on the category for which they were shopping.

SHOPPERS’ LAST ENJOYABLE TRIPS

WITHIN THE PAST MONTH	75%
PAST WEEK	39%
PAST 2-3 WEEKS	24%
PAST MONTH	12%
MORE THAN ONE MONTH AGO	20%
NEVER	5%

WHAT SHOPPERS WERE BUYING

CLOTHING/APPAREL	42%
GROCERY	33%
HOME ELECTRONICS	13%
HOUSEWARES	6%
HEALTH AND BEAUTY PRODUCTS	6%



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All told, and even considering a tougher economy that may add to shopper anxiety, they still enjoy the act of shopping. *In fact, a staggering 75% of shoppers had an enjoyable shopping experience in the past month.*

Shoppers note two categories where they most often find shopping enjoyment: clothing/apparel and grocery. —•

KEYS TO SHOPPER ENJOYMENT: WHO ENJOYS SHOPPING & WHAT MAKES THEM ENJOY IT?

	CLOTHING	HEALTH AND BEAUTY PRODUCTS	GROCERY	ELECTRONICS	HOUSEWARES
WHO ENJOYS SHOPPING?	Females, Shopper Lovers, Bargain Hunters	Females, Under \$40k, Brand-Minded, Bargain Hunters, Budget-Driven	Males, Under \$40K Income, Brand-Minded, Budget-Driven	Brand-Minded, Budget-Driven, Low Involvement, Males, Under 44	Female, Over \$40K Income, Low Involvement
WHAT MAKES THEM ENJOY IT?	Got what I needed (61%)	Got what I needed (45%)	Got what I needed (56%)	Got what I needed (62%)	Got what I needed (57%)
	Saved a lot of money (58%)	Saved a lot of money (45%)	Saved a lot of money (54%)	Found something I really wanted (46%)	Saved a lot of money (55%)
	Found something great for me (51%)	Was fast and easy (45%)	Was fast and easy (50%)	Saved a lot of money (45%)	Had product selection I was looking for (54%)
	Had product selection I was looking for (48%)	Had product selection I was looking for (37%)	Easy to find what I needed (47%)	Was fast and easy (44%)	Found something great for me (45%)
	Easy to find what I needed (37%)	Easy to find what I needed (36%)	Had product selection I was looking for (39%)	Had product selection I was looking for (40%)	Store was inviting and comfortable (33%)
	Was fast and easy (36%)	Found something great for me (33%)	Store was easy to navigate (37%)	Was easy to find what I needed (36%)	Was easy to find what I needed (33%)
	The experience was a treat (33%)	Was helped by great sales people (31%)	I always have a good experience at this store (30%)	Was helped by great sales people (31%)	Was fast and easy (22%)

WAYPOINT



Enjoyment is easily achievable; look to clothing/apparel for best practices.