

# 10 Shopping Styles for the New Age

*Below are 10 shopping styles of how today's consumer likes to shop and what they are seeking from a shopping experience.*

- 1. Necessities**- Customers are seeking easy, affordable and convenient options to purchase the "essential" items. To appeal to these shoppers allow for customization options of the products and convenient pickup areas of these items in store.
- 2. Grab & Go**- Today's customer is time constrained. They want to be able to get what they need and get out quickly from a store. Try strategic placement of frequent-purchased items near the front of the store so the customer can easily access these items.
- 3. Compare & Consult**- Customers take time and use multiple resources to research products and services before they make a commitment. Have demonstrations of products in store, samples available for customers to try, and product reviews posted on-line to appease these customers.
- 4. Fix it**- When a customer wants to make a purchase they look to the sales staff to help make recommendations. Ensure your sales team is knowledgeable about the products and services that are available at your business
- 5. Deeper Meaning**- Customers are looking to purchase products that support a cause or mission. Offer products where a percent of the proceeds are donated to charity or support a mission driven cause.
- 6. Learn & Do**- In-store shoppers want to participate in an experience such as a DIY workshop. Be sure to offer some type of in-store experience whether it be hosting a class, holding an event, etc that will engage the customer. This will ensure the customer feels connected to your business and wants to return.
- 7. Socialize**- Customers enjoy sharing their shopping experience with family and friends. Shopping in-store is now seen as a "social" event. The in-store environment is key. Be sure your store has both an appealing storefront/ interior, bright lighting, and appropriate music which will all set an ambience in-store.
- 8. "Gram-worthy"**- For the shopping experience social media is critical. Be sure to have spaces in store so customers can document their visit online. Create "selfie" stations so customers can post photos of themselves and have them "tag" your business on Facebook, Instagram, and Twitter.
- 9. Recycle & Upgrade**- Customers are wanting options that allow them to recycle or trade in products that they no longer need or want. Provide incentives and rewards so customers will want to "trade up". An example is if a customer donates an unwanted clothing item to a charity or sponsoring they will receive a coupon to use at your business.
- 10. Rent**- Customers do not want more "stuff" but would rather rent items as needed. Offer rental programs where customers can "rent" items and return after a designated period.