

# 3 shopper profiles decoded

Issued by [Smart Media](#)

25 Jul 2023

## What do shoppers want from retailers?

In today's dynamic retail landscape, understanding the diverse needs and preferences of shoppers is paramount for businesses to thrive. Retailers and FMCG brands need to know what shoppers want if they're going to be able to provide it to them. Understanding shopper behaviour is vital to retail marketing and can help brand managers overcome many challenges. Campaigns that are tailored toward an audience with specific objectives in mind have much higher chances of success.



Among the myriad of consumer behaviours, three distinct profiles emerge: the Fast shopper, the Value shopper, and the Inspiration shopper. Each category represents a unique set of expectations and motivations, with unique preferences and pain points. This article will unpack these profiles and take a look at two keys to success in retail shopper marketing: a customer-centric approach and personalised shopping experiences.

### The Fast Shopper: Embracing Efficiency

The Fast shopper is driven by a need for convenience and time efficiency. They value swift transactions and seamless shopping experiences that allow them to complete their purchases quickly. These customers often have busy lifestyles and prioritise efficiency over other factors. Reaching them at key points in the journey, such as the point of purchase, can yield significant results.

To cater to the Fast shopper, retailers should focus on streamlining their processes. This includes optimising in-store navigation, implementing intuitive mobile apps, and offering hassle-free checkout options, like express lanes. The key is to eliminate any potential roadblocks that might hinder their ability to make swift purchasing decisions.

### The Value Shopper: The Quest for the Best

The Value shopper is motivated by finding the best deals and maximising their purchasing power. These customers meticulously compare prices, seek out discounts, and actively look for ways to make their money go further. For retailers targeting the Value shopper, it is crucial to provide transparency regarding pricing, promotions, and product value.

Strategies such as price matching guarantees, loyalty programs, and personalised offers can help build trust and cultivate lasting relationships. By demonstrating a commitment to value, retailers can capture the attention and loyalty of this savvy shopper segment.

### The Inspiration Shopper: Creating Memorable Experiences

The Inspiration shopper seeks more than just products; they crave an immersive and captivating shopping experience. These customers are driven by curiosity, a desire for discovery, and the thrill of stumbling upon unique offerings. The shopping experience and the journey they take through the store matters to them.

Retailers aiming to engage and retain the Inspiration shopper must prioritise creativity and curation. This entails creating visually appealing store layouts, investing in visually striking displays, and utilising innovative in-store media to showcase exciting products. Engaging storytelling, interactive displays, and exclusive events can also enhance the overall shopping experience, leaving a lasting impression on these customers.

### **The Keys to Success: Customer Centricity and Personalisation**

To effectively cater to these three shopper profiles, retailers must adopt a customer-centric mindset. By putting the customer at the centre of their strategies, retailers can align their offerings with customer expectations. This involves gaining insights into individual preferences, purchase history, and shopping patterns. With this knowledge, retailers can tailor their marketing efforts and create unique shopping experiences that resonate with each shopper segment.

Personalisation should extend beyond product recommendations to encompass communication channels, customer service, and post-purchase engagement. Having well trained staff is key to providing a positive shopping experience to all customers. By leveraging learning management systems, retailers can improve employee engagement efforts, ensuring that every interaction with a staff member feels tailored and relevant to the customer.

In the rapidly evolving retail landscape, understanding the nuances of the three shopper archetypes – Fast, Value, and Inspiration – is crucial for businesses looking to succeed. By adopting a customer-centric approach and personalising shopping experiences, retailers can meet the diverse expectations of contemporary shoppers.

Embracing efficiency, offering value-driven incentives, and creating memorable experiences are key strategies for capturing the attention, loyalty, and advocacy of each shopper segment. The ability to adapt and cater to these distinct needs will enable retailers to flourish in a marketplace driven by consumer preferences and demands.

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