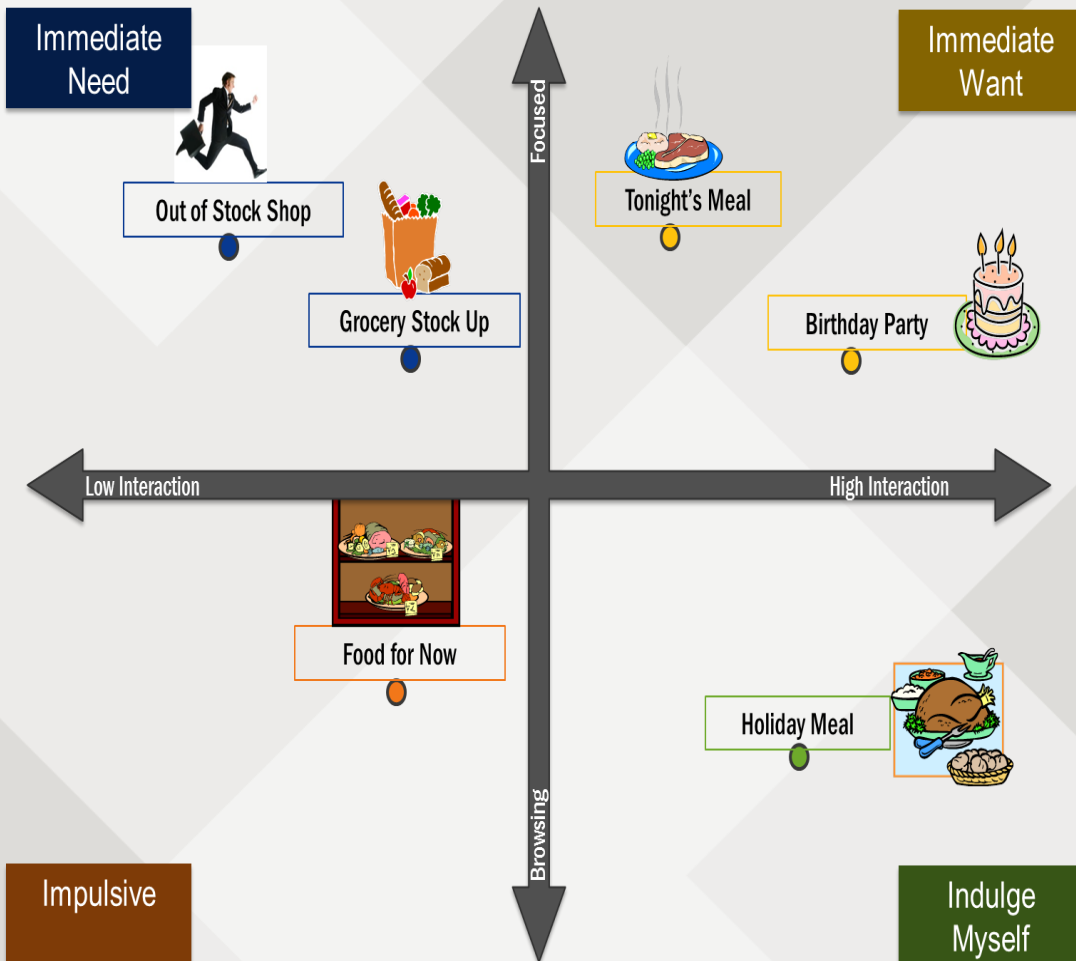


# Understanding Different Shopper Trip Missions [\(Advanced Shopper Understanding Online Course\)](#)

Retailers need to understand the purpose of the shopper's trip, or their mission while in the store. There are many shopping mission types that drive shoppers to purchase -- from the immediate must-have perspective to a leisurely browsing shopping experience. Their mission will change based on the retailer they are shopping at, and the purpose for their visit. A shopping mission is defined by the motivational factors that drive shoppers to shop, the context in which they shop and the shopping behaviors that drive their purchase decision.

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Understanding shopping trip missions allows retailers and suppliers to understand how to better position products in front of the shopper on each type of trip. In addition, understanding trip missions gives direction on how to interact with the shopper prior to the trip to influence the purchase decision before they enter the store.

Different shopping missions are associated with typical behavior characteristics, as depicted in the diagram to the left. This includes low to high interaction, and “focused” to “browsing” types of trips. In this example, quadrants can classify different types of shopping trips as “immediate need”, “immediate want”, “indulge myself” and “impulsive”.

An immediate need shopping trip may entail a very focused agenda, shopping lists and the desire for very little interaction with the store. An immediate want increases the interaction that the shopper has with the store. “Indulge myself” shopping trip will predispose the shopper to be interested in a highly interactive shopping environment as well as interest in browsing the store latest and greatest new item to fit their shopping need. Finally, an impulsive shopping trip may be “food for now”, which may include a lunch, snack or drink.