

Retail Shopping Segmentation



Shoppers have a multitude of choices when purchasing, from online to in-store to hybrids of both, along with vast resources for product information and numerous brand options.

The MRI-Simmons Retail Shopping Segmentation targeting system is designed to help marketers better understand the distinct mindset of consumers, their shopping behavior, and their preferences.

The Retail Shopping Segmentation consists of six distinct groups:

- **Just the Essentials:** No-nonsense consumers who primarily purchase necessities; they know what they want and are not impulsive shoppers.
- **Status Strivers:** Shopping is fun and recreational; they like to browse as much as buy, are willing to travel to stores, and spend the money and time to keep up with trends.
- **Mall Maniacs:** Not just consumers, they are “try-sumers,” who like to try new products, stores, and styles. They connect and interact with their favorite brands.
- **Upscale Clicks and Bricks:** Knowledgeable consumers who buy in-store and online. They always research online first, shop around, and compare prices before buying.
- **Virtual Shoppers:** Concerned with affordability and ease, they always go for the bargains. The internet helps them find discounts so they never pay full price.
- **Original Traditionalists:** Loyal to their brands, stores, services, and products produced in the US. This group is knowledgeable and incorporates green practices regularly.

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