

MARKETING AT RETAIL

UNDERSTANDING, INFLUENCING, AND WINNING TODAY'S SHOPPER

EDITED BY ROBERT LILJENWALL & BARBARA DAUGHERTY



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By Dr. Robert Paul Jones, The University of Texas at Tyler

CONSUMERS VS. SHOPPERS: WHAT'S THE DIFFERENCE? SHOULD YOU CARE?

Consumer patterns have been the dominant point of discussion in retailing and marketing for over 50 years. However, we are just now beginning to understand how complicated and important it is to understand the habits of shoppers. Research has identified several key areas in which shoppers are different from consumers. Those differences help to clarify how best to support the shopper.

In order to effectively communicate with shoppers, retailers should understand their needs. This assessment requires an entirely different set of tools targeted to reach the shopper at retail. In this chapter we will discuss the differences between shoppers and consumers, track the shoppers' methods, and explore opportunities for retailers to influence shoppers' changing demands. Let's begin with the consumer.