# No Two Customers are Alike

* + Why are there so many \_\_\_different\_\_\_ kinds of \_\_\_\_retail\_\_\_\_\_ formats?
    - * There are different kinds of retail \_\_\_customers\_\_\_\_\_\_.
  + \_\_\_Understanding\_\_\_\_\_ the various types of customers will help you to \_\_\_personalize\_\_\_\_ your customer better in your job as a Sales \_\_Associate\_\_\_\_\_\_\_.

# Types of Customers

1. \_\_Innovative\_\_\_\_\_ Customers
2. \_\_Comparison\_\_\_\_ Shopper
3. \_\_Impulse\_\_\_\_\_\_\_ Buyer
4. \_\_Follower\_\_\_\_\_\_ Shopper
5. \_\_Diverse\_\_\_\_\_\_\_ Shopper
6. \_\_Recreational\_\_\_ Shopper

# Innovative Customer Characteristics

* Be the \_\_\_first\_\_\_\_ to have the \_\_\_latest\_\_\_\_\_ fashion, technology or car.
* This buyer wants to be the \_\_\_trendsetter\_\_\_ and be recognized as such.

# Comparison Shopper Characteristics

* Takes \_\_\_\_time\_\_\_\_\_ checking out products through various \_\_\_advertisements\_\_\_\_, visiting \_\_different\_\_\_\_ stores, or \_\_\_searching\_\_\_\_\_ the internet
* Will \_\_\_return\_\_\_\_\_\_ a product to get the best \_\_\_\_deal\_\_\_\_\_\_\_\_
* Takes a \_\_\_longer\_\_\_ time to make a \_\_\_\_decision\_\_\_\_\_ after they have \_\_\_checked\_\_\_\_ all options

# Impulse Buyer Characteristics

* Makes \_\_\_\_\_quick\_\_\_\_\_\_ decisions
* Items are usually \_\_inexpensive\_\_\_\_\_\_\_\_
* Item is not a high \_\_\_importance\_\_\_\_\_\_\_ to customer

# Follower Characteristics

* Will wait to see what the \_\_\_latest\_\_\_\_\_ trend will be
* \_\_\_Reluctant\_\_\_\_\_ to try new \_\_products\_\_\_\_\_\_
* Buy \_\_\_established\_\_\_\_ brands they \_\_trust\_\_\_\_\_ or have \_\_\_previously\_\_\_\_\_ bought.

# Diverse Shopper Characteristics

* Hard to \_\_\_predict\_\_\_\_ or \_\_understand\_\_\_\_\_
* Shops many \_\_\_\_stores (accept retails stores) \_\_\_\_

# Recreational Shopper Characteristics

* Shops for \_\_\_fun\_\_\_!
* Doesn’t look for \_\_\_particular\_\_\_ merchandise
* Enjoys learning about new \_\_\_products\_\_\_\_
* May or May not make a \_\_\_\_purchase\_\_\_

# Consumer Behavior: Why People Buy

* Successful retailers select a \_\_\_\_specific\_\_\_\_\_ target market or \_\_\_defined\_\_\_\_ customer
* Retailers will look to \_\_\_identify\_\_\_ the customer by selecting the:
  + - \_characteristics\_\_\_\_\_
    - \_Needs\_\_\_\_ / Desires
    - The retailer \_\_identifies\_\_\_ the Customer to \_\_characteristics\_\_\_ and the needs of these customers.

# Understanding the Customer Needs

* \_\_\_Demographics\_\_\_\_ - Quantifiable information such as:
  + - \_\_Household\_\_\_\_ size
    - \_\_Income\_\_\_\_\_\_\_\_\_\_
    - Education
    - Occupation
    - Place of \_\_\_residence\_\_\_\_\_\_

# Predicting Customer Needs

* \_\_\_Information\_\_\_ about a customer will help \_\_retailers\_\_\_ predict customer \_\_needs\_\_\_.
  + - Cue (\_\_\_\_Social\_\_ or Commercial)
    - Drive (\_\_\_Physical\_\_\_\_)
* After a Cue or Drive the Customer will then use a 5-stage decision-making process

# Five (5) Stages of Decision Making

1. \_\_\_Need\_\_\_\_\_\_\_\_\_\_ Recognition
2. Information \_\_Search\_\_\_\_\_\_\_\_\_\_
3. Evaluation of \_\_Alternatives\_\_\_\_
4. Purchase
5. Post-purchase \_\_\_Evaluation\_\_\_\_

# \_\_\_\_Need\_\_\_\_ Recognition

* Some \_\_\_Product\_\_\_ or Service may solve an identified problem or \_\_identified\_\_\_\_ need.
* Determine whether or not the \_\_\_problem\_\_\_ is worth solving

# Information \_\_\_Search\_\_\_\_\_\_

* \_\_Determining\_\_\_\_\_ which goods or services will help \_\_solve\_\_\_\_ the problem and
* \_\_\_comparing\_\_\_ available \_\_alternatives\_\_\_\_

# Evaluation of \_\_\_Alternatives\_\_\_\_

* Gather \_\_\_information\_\_\_\_
* \_\_Rank\_\_\_\_ alternatives from Criteria
* \_\_Decide\_\_\_\_\_ on which to Purchase

# Purchase Decision

* Best \_\_\_choice\_\_\_\_ based on:
  + - Location
    - Store \_\_\_Image\_\_\_\_\_\_
    - \_\_\_Customer\_\_\_\_\_\_ Service
    - Pricing

# Post-Purchase \_\_\_Evaluation\_\_\_\_\_

* If they are \_\_\_\_happy\_\_\_\_ with product and \_\_retail\_\_\_ experience –
  + Will most likely \_\_\_repeat\_\_\_ the purchase
* If they are \_\_unhappy\_\_\_ with product and \_\_\_retail\_\_ experience –
  + Will \_reevaluate\_\_\_\_ alternatives and the purchase process

# Retail \_\_\_\_Impacts\_\_\_\_\_ Communities

* Products and Services directly \_\_affect\_\_\_\_ the quality of consumer \_\_\_lifestyles\_\_\_\_\_.
* Needs of people \_\_\_differ\_\_\_ and \_\_\_influence\_\_\_ what they purchase as consumers
* Customer \_\_\_wants\_\_\_\_\_ make up what retailers must \_\_supply\_\_ in order to remain competitive and \_\_viable\_\_\_\_.
* Retailers also help the community by providing \_\_\_donations\_\_\_\_, monetary aide, social \_\_responsibility\_\_\_ programs and \_\_volunteer\_\_\_\_ initiatives.