

SEGMENTATION OF ONLINE AND IN-STORE TEEN SHOPPERS BASED ON SHOPPING MOTIVES

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ABSTRACT

Purpose

The purpose of this study is to profile and compare online and in-store teen shoppers based on the motivational factors associated with the buying behaviour, and to study the influence of motivation on channel preferences.

Design/methodology/approach

Online questionnaire survey was conducted among 300 teen shoppers out of which 231 were usable. Segmentation was carried out based on shopping motivations including product availability, impulse buying tendency, convenience, shopping enjoyment, risk aversion and employee attitude. Four product categories were chosen for the study which includes apparel, grocery, electronics and jewellery. Profile of online and in-store teen shoppers are drawn out using cluster analysis and compared based on the above mentioned motivational factors for various products.

Findings

Cluster analysis revealed five shopper segments. These included convenience shoppers, recreational shoppers, choice optimizers, variety-seeking shoppers and mission shoppers. Motivational or situational factors differs among online and in-store shoppers. Product availability and convenience are the key factors for online shoppers. On the other hand, shopping enjoyment, impulse buying tendency, employee attitude and risk aversion are the dominant factors that attracted in-store shoppers.

Research limitations/implications

Study contributes to shopping motivation research, thereby classifying typology of shoppers based on online and in-store shopping motivations.

Practical implications

Identifying the dominant motivational factors of different shoppers' segments towards purchase of hedonic and utilitarian products based on channels gives an insight on buying behaviour of consumers which enables retailers to understand consumer needs in order to enhance position in digital era.

Originality/Value

The paper summarises typology of shoppers based on the dominant motivational/ situational factors that enables shoppers to purchase products, thereby providing need for enhanced shopping environment.

Keywords: Online Shopping, In-Store Shopping, Segmentation, Cluster analysis