

Are **MEN** from Mars & **WOMEN** from Aisle 3?

Overview

To understand the American shopper, Miller Zell and NRN A National Research Network undertook execution of a shopper behavior survey to look at how current economic conditions are impacting the shopping behaviors of men compared with women. The survey also sought to understand how shoppers felt their buying behaviors would change in the next six months.

Survival in retail will be directly related to the ability to understand, precisely, the shoppers state of mind, deliver solutions that serve their interests and effectively execute shopper marketing programs.

Methodology

Objective:

To determine if the economy is impacting male & female shopping behaviors differently.

Timing:

Week of December 22, 2008

Tactic:

801 On-line Surveys

Respondent attributes:

52% male, 48% female,

Average Age: 46

Average HH Income: \$65K

Key Insights

- The general trend across age, gender and income was to reduce spending, trade down and brand switch to generic label product.
- Females were far more likely than males to be more cautious about economic conditions, trade down products and shopping locations (e.g. national or premium brand to generic label brand or discount retailer) and reduce overall home expenditures than males.
- Unexpectedly, wage earners exceeding \$100K were far more negative about the economy than all other wage earning categories.
- Interestingly, all gender, age and wage categories indicated greater optimism (as represented by increased expected future spend) six months from now than currently.

Implications

Retailers and manufacturers will have to improve in-store and mass media communications related to their value proposition. These programs will need to target females and higher income wage earners especially.

Results

76% have changed their overall shopping behavior.

63% are spending less in electronics & apparel.

Men are spending at least **25%** less than women in electronics.

42% of men and **45%** of women are doing more on-line research.

Joint shopping decision making **2X higher** in high ticket items, furniture, home improvement, and electronics.

1/2 of grocery shoppers are moving from premium to discount retailers.

87% switched brands in groceries.

5 of 10 have brought special occasions or family nights into the home.

1/3 switched to store brand apparel.

Miller Zell

Miller Zell is a leader in strategic retail consulting specializing in retail design, shopper marketing, shopper insights research & analysis, and store implementation, serving some of the world's best known brands. www.millerzell.com.

NRN

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