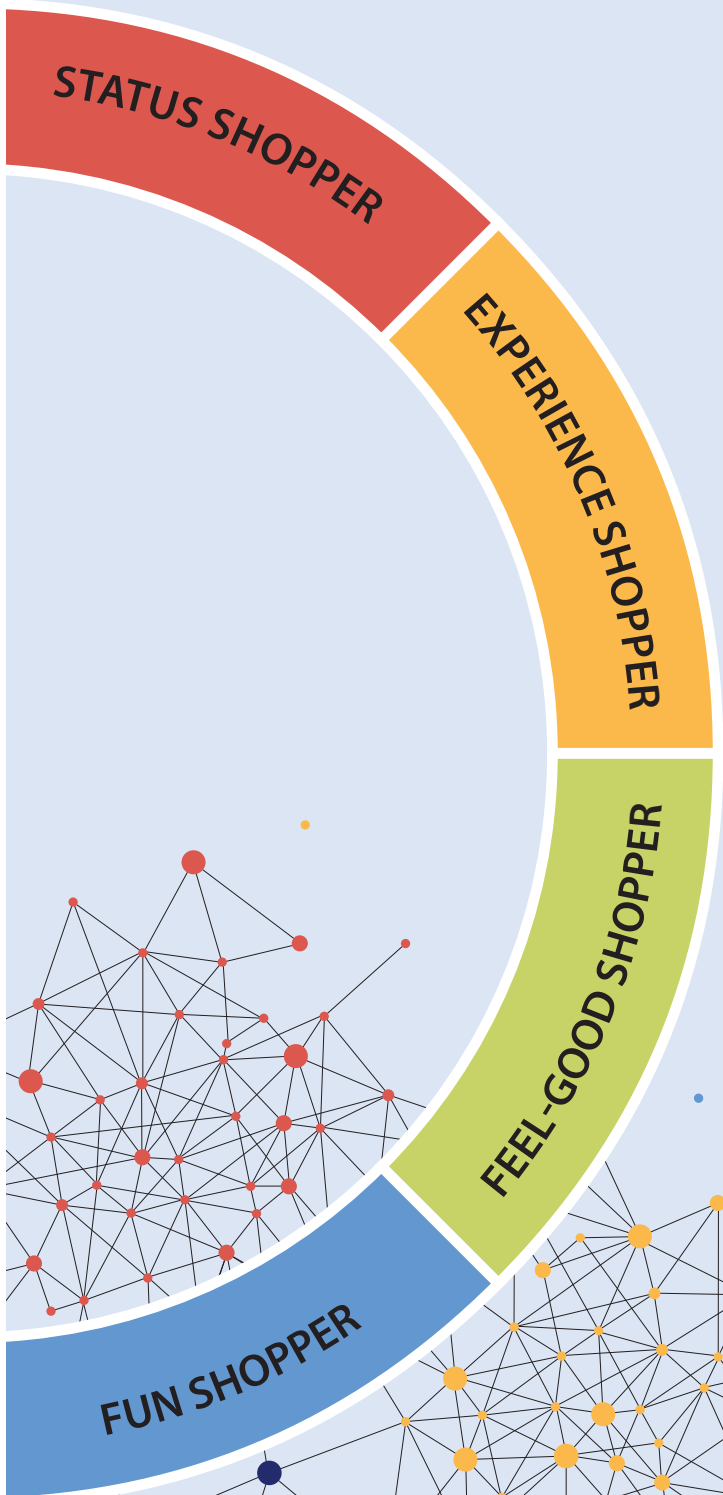


# WHO SHOPS, AND HOW?

Germany's biggest analysis of shopper types





# The objective:

## Responding precisely to customer needs.

“Listening” is essential in marketing. Only those who know their customers very well can develop tailor-made services for individual wishes. And only those who focus their thinking and action on pleasing their customers will be successful over the long-term.

ECE has not only listened in to the shopping behavior of Germans, but has also set new analysis standards in many respects. The objective: ECE wants to make strategic decisions on the basis of sound knowledge, in order to take even more successful action together with investors and tenants.



# The basis:

## A pioneering analysis of shopper types.

You can acquire knowledge from third party sources - or build it up yourself. ECE deliberately focuses on the latter and, together with the renowned market research institute Kantar TNS, has developed a “hybrid” approach to analysis which sets new standards in many respects.

The basic demographic information was correlated with actual shopping behavior using highly complex algorithms and as a result the point of view covering all sectors of the shopping segment is more comprehensive than ever before. The precision of these results is also unmatched to date.

**KANTAR TNS**





## The result:

### 8 precisely defined shopper types.

Everyone shops differently. But who shops, and how do they shop? Which shopper type shops at which shopping center? And how can the shopping behavior be selectively clustered? Our in-depth analysis provides clear answers to this and many other questions – in the form of 8 shopper types that we will show you on the inside pages.

The results also deliver important insights in terms of the individual shopping centers as the typologies can be assigned to the visitors by way of customer surveys and are connected with GEO data and zip code level. Among other things, segment-specific growth potential in the catchment area and targeted marketing messages can be determined in this way.

The percent figures indicate the percentage of the shopper types in Germany. (n = 3,016)



## The outlook:

### Sound knowledge for new paths to success.

This definition of 8 shopper types is also a starting point for new growth strategies that are specifically aimed at the shopping regions and customer needs. It also provides an important basis for drawing conclusions about leasing, design and shopping center architecture.

Further knowledge capital is already being planned: This analysis of shopper types marks the starting point for further analysis that will provide ECE an additional knowledge base for future success stories together with tenants and investors.

What kind of shopper are you?  
Take the test now!

[www.ece.com/shoppertypes-testyourself](http://www.ece.com/shoppertypes-testyourself)



# STATUS SHOPPER

The brand lovers

BRAND OBSESSED

HAPPY SPENDERS

EXTROVERTED

Brands are a means of self-expression



Catering options are appreciated

Events are highly appreciated



Alone, unaccompanied

Online and offline



Fun factor very high, often spontaneous

”

*I love brands and always want the very latest products – especially in terms of electronics and fashion! Such items allow me to express my personality and I also like posting them in social networks right away. Seeing and being seen is simply an important part of shopping to me.”*

Stella and Mark



# EXPERIENCE SHOPPER

The all-in-one types

FULL PACKAGE

FAMILY-ORIENTED

QUALITY-CONSCIOUS

Enthusiastic all-round shoppers



Catering options are essential

Events gladly accepted



With family or partner

Generally offline



Fun factor very high

”

*To me, shopping is a full package. That is why I also like to go with family and friends. We enjoy the entire shopping center experiences, including shopping, eating, drinking, and entertainment and we especially look forward to the wide selection on offer, such as electronics products.”*

Emma and Lars



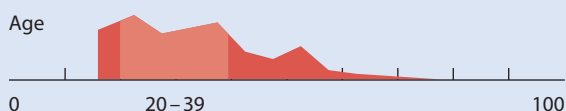
Gender



Income



Education



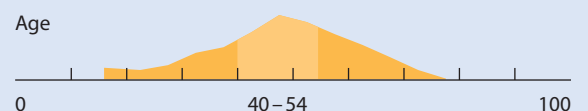
Gender



Income



Education



# FEEL-GOOD SHOPPER

The timeout seekers

## SHOPPING AS A REWARD

### SAVORER

### RELAXED

Fashion friends



Catering options are generally uninteresting

Events are of secondary importance



Alone, unaccompanied

Generally offline

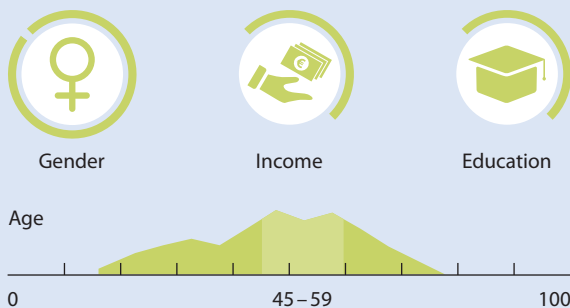


Fun factor very high

”

To me, shopping is all about rewarding myself! I enjoy the beautiful moments while shopping. It is my personal time out from everyday stress. I just like taking a relaxed stroll through the fashion shops on my own. Brands are not so important to me in doing so, but the quality has to be right.”

Greta and Felix



# FUN SHOPPER

The social types

## FUN-ORIENTED

### YOUTHFUL

### PRICE-CONSCIOUS

Favorite hobby



Interesting, like fast food

Events are of marginal importance



With friends

Generally offline

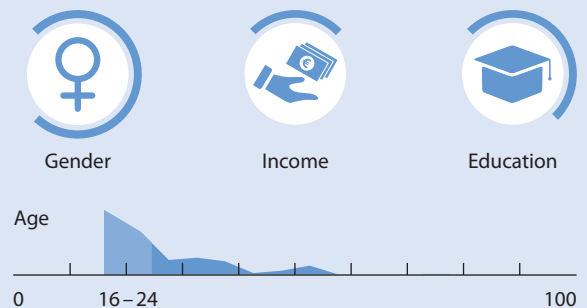


Fun factor very high

”

Meeting my friends in the shopping center in the afternoon is simply cool. You can pounce on the latest fashion trends, do all sorts of things and have fun together there. I also go there with my parents – and when I do I appreciate when they take care of the bill. Otherwise I do pay attention to price when it comes to clothing.”

Jasmin and Julian



# LIGHT SHOPPER

The cautious types

HEADSTRONG

RISK-AVERSE

CRITICAL

Convenience Shopper



Little interest in catering options

Events do not play a central role



If shopping then with partner

Generally offline



Fun factor generally low

”

*I tend to be the risk-averse type when it comes to shopping, which is why normally I don't shop online. The risk of making a bad purchase is simply too high to me. I need to take a product into my hands. If I like the product the price plays a minor role.”*

Eric and Lisa



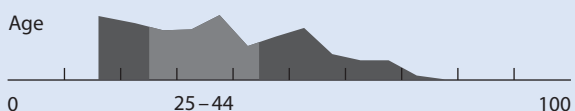
Gender



Income



Education



# MOBILE SHOPPER

The efficiency experts

ONLINE

PRODUCT-FOCUSED

EFFICIENT

Easy, fast and inexpensive



Little interest in catering options

Extremely low interest in events



Preferably alone, unaccompanied

Generally online



Fun factor extremely low

”

*To me, the product and the price is more important rather than shopping itself. I take a very rational approach and therefore I shop alone. The main thing is that everything is quick and easy and a good value for money! Especially when buying electronics, a big selection is important to me. I'm simply the efficiency type.”*

Oliver and Marie



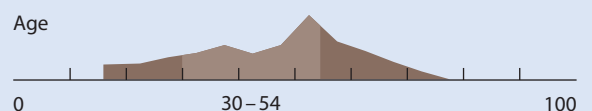
Gender



Income



Education



# PRAGMATIC SHOPPER

The champions of routine

SHOPPING AS EVERYDAY ROUTINE

CONVENIENT

FUNCTIONAL

Convenience shopping, easy and fast



Little interest in catering options

Extremely low interest in events



With family or partner

Online and offline



Fun factor moderate

”

To me, shopping is more like a necessary routine that is part of everyday life. I do my shopping in my neighborhood. Brands are not so important to me. The same applies to dining. Online or offline, whatever is most convenient and leaves me time for the really important things in life along with my job and family.”

Ruth and Michael



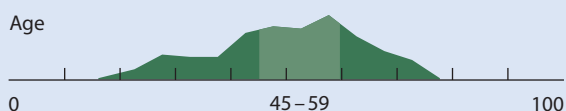
Gender



Income



Education



# GOLDEN SHOPPER

The advice seekers

CONSERVATIVE

OFFLINE

EXPERIENCED

Need advice



Little interest in catering options

Little interest in events



With partner

Almost exclusively offline



Fun factor generally low

”

I am the old-fashioned type when it comes to shopping. I have my preferred stores, where I receive good advice and find precisely the products that meet my expectations. I like routine and don't chase after the latest trend.”

Konrad and Elisabeth



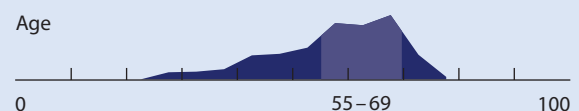
Gender



Income



Education



# Key Facts

Specific segmentation on a pioneering scale:  
The biggest shopper type analysis in Germany was conducted in cooperation with **KANTAR TNS**.

## BACKGROUND:

**36** in-depth interviews with customers

→ **80** questions on **14** shopping topics



← survey of **3,000** people

→ **16,384** possible shopper types

## SEGMENTATION

**10** questions as golden questions

**600.000**

combinations of possible answers

**8**

clearly defined and different shopper types

**>100.000**

customer surveys for verification purposes



nationwide availability for Germany at the zip code level

## LEGAL NOTICE

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Click here to download the shopper type analysis:  
<http://www.ece.com/en/media-center/publications/>

