



Hunters and Hedonists

It's one thing to know your target market, but do you really understand your customers' shopping personalities?

Victoria-based Suburbia Advertising has devised a website quiz to profile shoppers and help retailers tweak their marketing strategies.

CEO Mary-Lynn Bellamy-Willms says the agency received hundreds of consumer responses and has identified four distinct profiles. Almost half of all shoppers are Taskmasters, followed by Hunters at 26% and Hedonists at 24%, while Scientists trail at 8%. Shoppers, she says, may be a combination of more than one personality, but there's always one that dominates.

Taskmasters: just want to get the job done. "They shop with speed and efficiency in mind at all times," she says. "The faster you can connect these shoppers to their desired purchase the better. This starts with the parking lot and extends to signage, pricing, displays, service and a quick checkout process."

Hunters: are all about the deal. They love to shop, live for sidewalk sales and never pay full price. Winners, says Bellamy-Willms, is a hunter's paradise. "The Hunter is prepared to put up with terrible lighting and terrible fitting rooms in search of the big deal," she says. "They will come out victorious as long as they have that designer label for 60% off. It's kind of a trophy, so they'll put up with poor hunting conditions."

Hedonists: give in to point-of-sale temptations at check-out. They are usually stylishly dressed and never in a hurry. "They love the whole experience of shopping. So make that experience rich and tactile," says Bellamy-Willms. "Talk about the latest styles, notice her shoes!"

Scientists: like to analyze and research everything before they buy, and have likely already made their decision before leaving home. "Scientists are all about logic and shopping is a highly methodical event for them," she says, adding that a website is a critical component for these shoppers.

What about men, you ask? "Men are the same, they are just less pronounced."

-EVE LAZARUS