



“The quickest way
to get to know a
woman is to go
shopping with her.”
– Marcelene Cox

Women Amplified

Unraveling Her Shopping DNA:
AMP Agency Reveals Four Lifelong Shopping Mind-Sets



An Alloy Media + Marketing™ Company

How a woman approaches shopping can tell you many things about her. If you can truly understand how she shops, you have a good chance to understand how best to connect with her, what messages to send, and how to engage her with your brand. In an online survey of over 3,000 women, AMP Agency found that women have an innate way of thinking about shopping.

In fact, we looked at the data by age, ethnicity, marital status, and number of children and found that there were minimal differences within any of those categories. What we did find, however, is that there are four distinct approaches to shopping--four separate shopping mind-sets. In one of the most startling findings in the study, we found that the way a woman approaches shopping does not change as she grows older, shifts from life stage to life stage, moves from region to region, has children, or changes income brackets. A woman's approach to shopping is very much part of who she is; it is part of her DNA and it stays with her throughout her entire life.

This is good news for marketers. Once you understand these shopping mind-sets, you have the potential for a lifelong relationship with female consumers.

It is a lifelong mind-set.

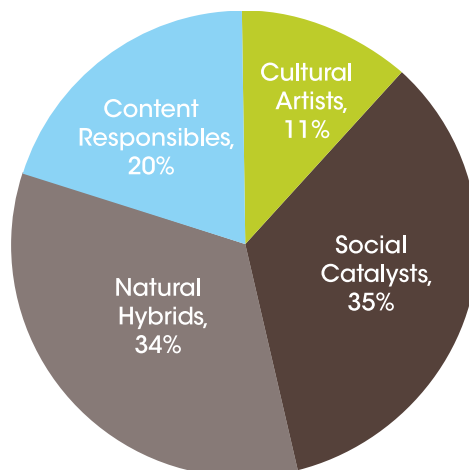
One of our hypotheses going into this research was that a woman's shopping habits and behaviors vary according to her age or life stage and income. We were wrong. There are some minor variances. For example, respondents aged 18 to 29 years old are more likely to rely on input from friends about their fashion purchases. Still, overall there were minimal differences between the ages. In fact, we found that our shopping mind-sets were evenly skewed across all ages. Put differently, there was neither a younger group nor an older group. Her thought pro-

cess and approach to shopping is consistent throughout her life. The way a woman shops when she is 18 years old is the same way she is going to shop when she is 43 years old. It is a lifelong mind-set.

Life changes do not impact the shopping mind-set.

Another fascinating aspect of this research is that despite all life throws at these women, their approach to shopping does not change. How these women get and receive information about new products, trends, etc., does not change as their lives change. In fact, there was minimal difference between answers for respondents who had children and those who did not, for those who were married and those who were not, those who were in college and those who were working. The influences, by mindset behaviors were extremely similar regardless of what was happening in their lives.

The fact that a woman's approach to shopping does not change according to her life change absolutely reinforces the idea that these shopping mind-sets are lifelong. How a woman approaches shopping is part of her overall makeup. How a brand approaches her becomes the key to a lasting and rewarding relationship.



Getting to Know Her—The Shopping Mind-Sets

As discussed, we found that women have an inherent or innate way of approaching shopping. In fact, we have identified four separate shopping mind-sets. We found that distinct shopping behaviors, habits, and motivations are directly tied to those groups.

The segments were developed according to respondents' answers to a series of "influencer" type questions. The groups were based on the respondents' self-reported views of themselves and their place in the world. Qualifying questions were centered on the following subject matter:

- Desire to be the first to know about new trends and products
- How they believe they are viewed by friends
- Comfort level for risk-taking (in terms of shopping and trying new products)
- Importance of social status

Again, groups were based on the range of answers provided by the respondents on the influencer spectrum. The pie chart to the left provides the percent breakout for our four shopping mind-sets.

General Description

The Content Responsibles fall at the bottom of the influencer spectrum; these women are not influencers. They are not trendsetters or trend spreaders. But they should not be overlooked. What they can be are your lifelong and increasingly loyal customers.

They have a no-nonsense attitude and appear to know what they like and what they don't like. As a result, they appear to be more secure and self-confident than any other group we looked at in this study, meaning they don't appear to be concerned with what other people think. They don't seem to be defined by what they own or by "stuff." In fact, 80% agreed that their social status was not an important part of their life. They are secure in their own likes and dislikes and therefore appear to be content.

Shopping Gene – Practical, Loyal, Efficient

This group is responsible with their money. They are not ones to make unnecessary purchases or be overly frivolous. They are practical. They are loyal customers and crave an easy or hassle-free shopping experience. Essentially, they strive to be efficient as possible when it comes to shopping.

What further sets this group apart from the others is that they are not shopping as much; shopping is not necessarily seen as a fun past-time. Instead, it is viewed as an errand or a chore rather than an experience.



35% stated that they rarely go shopping for fun or as entertainment with friends

Whereas 52% stated that they frequently go shopping for something specific

Attributes

Not surprisingly, these women are not spenders. Over a third of the individuals in this group selected responsible as the adjective that best describes them, and just fewer than 60% stated that they were savers. They are more conventional than experimental; however, that does not mean they are stuck in the past or unlikely to try something new and different. In fact, it is just the opposite: 74% agree that they like to try new and different things. Yet, this group is more likely to be more deliberate about the risks they take: 86% like to see how well a product works before they consider purchasing it.



Natural Hybrids

General Description

The Natural Hybrids fall in the middle of the influencer spectrum. They are an interesting group in that they have one foot in a pseudo influencer type of role and the other firmly planted in a noninfluencer role. Playing those two roles is very much a balancing act. These women appear to be very stable and poised. The Natural Hybrids seem to operate in a continual state of equilibrium. They know that there is a time and a place for everything—a time to spend and a time to save.

They are a cross between a social and trend-following butterfly and a grounded domestic diva—a true hybrid. They definitely have a practical side, but are not ruled by practicality. They also have an impulsive side and desire to keep up with the Joneses, but they are not ruled by that side either. They are careful about who they let into their inner circle and value home above all else.

Shopping Gene – Confident, Balanced, Classic

This group of women is confident in their approach to shopping; they, too, know their likes and dislikes. They are balanced consumers. Their approach to shopping falls between completely safe, practical purchases and splurges. Finally, they are looking for classic products, things that are not too trendy and are long lasting.

If you take a look at this group's approach to shopping, you will see that, as in the rest of their life, they appear to have some sort of balance. While they are not shopping as much as some of the other groups, they are still shopping for fun or for the experience of it.

40% stated they occasionally go shopping for fun with friends

45% stated they occasionally go shopping as a treat or stress relief

In addition, they are participating in conversations about shopping. They might not be doing the talking but they are definitely listening. In fact, over 40% stated they listen to a friend's advice or input about different purchase decisions.

Attributes

When it comes to trying new things, while they do not need to be the first, they are still open to new and different products and experiences. In fact, 50% agree that they would rather let their friends try new things first, rather than take that risk themselves. Still, over 80% like to try new and different things and just about a third consider their social status to be an important part of their life.

General Description

The Social Catalysts fall near the top end of our influencer spectrum. While they are not our super-influencers, they are influencers to a degree. This group gets its name because they are the ones who organize the parties and get everyone together—the planners. They make things happen.

For these women, their relationships and friends are extremely important. They take pride in the fact that they are a “good friend.” They tend to define themselves by their relationships, so they go to great lengths to nurture and inspire those relationships. They also look at themselves as experts in their group of friends. Not only are they motivated to make things happen but they do make them happen. Those events, parties, and girls’ nights out are a reflection of their friendships and relationships and are ultimately a reflection of how these women see themselves. Just fewer than 80% agree that a night out on the town is money well spent, and to this group of women, a night out with family or friends is definitely a time to splurge.

Shopping Gene – Social, Smart, Trendy

These women are social shoppers. They look at shopping not only as a fun activity but also as a way to get up-to-date and build their expertise about trends and new and emerging cultures. They are also smart in their approach to shopping. They are always on the lookout for good deals and ways to save on their splurges. Finally, they are trendy. They want the latest and greatest products and while they are not necessarily creating the trends, they are talking about them, concerned with them, and spreading them.

These women view shopping as their time to shine, their time to demonstrate their knowledge.

As discussed earlier, this group of women is comprised of individuals who like to think of themselves as the ones their friends turn to for advice or information about new products and trends. As a result, this group is more proactive about engaging in conversations about shopping and new products. They are asking for input, therefore it is not surprising that over 40% stated that they will consider a friend’s input or recommendation before making any purchase decision.

Over 20% stated that they frequently go shopping as a treat or to relieve stress

20% stated that they frequently go shopping as a family activity

Attributes

The majority of individuals in this group consider themselves spenders rather than savers- they do a lot of shopping. For example, over 60% stated that they are the first one in their group of friends to buy new things on the market. However, only a third is willing to spend money on trendy products that may go out of style quickly. This group of women is fun and fun-loving; they are up-to-date on trends, but know which ones to indulge in and which ones not to.





General Description

This group falls at the high end of our influencer spectrum: they are our super influencers. They are constantly on the hunt for information and are eager to share what they know. With these women, there is constant and continuous exchange of information; they thrive on buzz. This group is not only telling others about new products and trends, but is asking others for information. They are constantly giving off information and taking it in. To truly leverage the power of this group, it is vital to understand how important that ongoing dialogue is to their overall mind-set. It is one of the main attributes that sets them apart from the other groups.

Shopping Gene – Creative, Impulsive, Adventurous

These women are at the forefront of today's culture, they are helping shape future trends. They are creative in their approach to shopping and look at shopping as true art form. They are impulsive shoppers and are usually ruled by their emotional brain rather than their practical brain, which allows them to be more adventurous and take more risks in their purchase decisions.

These women are always shopping. Whether a conscious choice or an organic by-product of the way they live their lives, Cultural Artists are always in the stores.

48% stated that they frequently go shopping as a treat or to relieve stress

47% stated that they frequently go shopping simply to see what is new in the stores

They are open to new experiences and are always on the hunt for the next new thing. In fact, 97% agree that they like to try new and different things. Not only do they enjoy trying new things, but also they are eager to be the first one in the group with the latest product. Specifically, 85% stated that they like to be the first one in their group of friends to own new things on the market. What makes these women true Cultural Artists is their ability to participate in this constant two-way dialogue, combined with their ability to disseminate all they have learned and create something unique to them.

Attributes

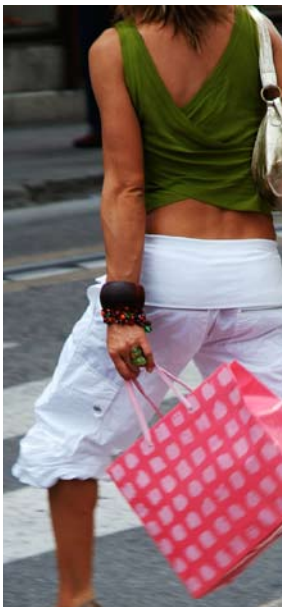
What is surprising about this group is that they are also most likely to rely on their friends for input and recommendations for purchase decisions across all of our product categories, from technology to fashion to health and wellness. Given that this group likes to be "in-the-know" and considers themselves to be trend-setters, one would think the opposite, that they would not rely on another's input when making their decisions. However, this is a group of women that is always sharing information about shopping and new products.



Spending Power

Not only are the Cultural Artists always shopping, but they also are always spending. There are an estimated 7.4 million Cultural Artists in the United States and they are spending a projected \$62 billion annually on clothes, personal care products, groceries, dining out, etc. For a group that makes up 11% of the population, that is a lot of money. In fact, we found that there are twice as many Content Responsibles in the United States as there are Cultural Artists, yet, the Content Responsibles, as a group, are spending just about the same amount as the Cultural Artists.

This does not mean you should overlook the other shopping mind-sets. For example, together, the Social Catalysts and Natural Hybrids represent roughly 70% of the population, which means that there is potential for huge opportunities with these groups as well. To effectively engage the different mind-sets and to leverage their power, you need to understand which one best fits with your brand and which one will help you meet your objectives.



Want to learn more?

Want to learn more? This executive summary is just the tip of the iceberg. In fact, we have not touched on all aspects of the study. For more information, read AMP Agency's white paper and find the answers to the following questions:

- Which women want shopping guidance? Which want to talk about shopping? And who is spending the most?
- Which segment most needs to discover my brand? And which will find out about it from someone else?
- Which segment best aligns with my brand needs and how do I take advantage of that?
- Who has gone green? And how green are they?
- And what's the deal with Wal-Mart, anyway?

Looking for a true immersion in these shopping mind-sets?

AMP Agency is offering a tailored, in-person presentation of all the study findings. In addition, AMP will provide clients with a complete analysis on custom cuts of the data. For example, we can provide the data on the following consumer segments or life stages:

- Marital status
- Number of children
- Ethnicity
- Working moms versus stay-at-home moms
- Household income
- Profession
- Area of residence
- Age

For more information and pricing, please email amplified@ampagency.com or call Anastasia Toomey, Vice President, Consumer Insights, at 617.837.8118 or Allison Bacon, Director, Consumer Insights, at 617.837.8163.

Research Methodology

Women AMPlified presents the findings of an online survey conducted among a national probability sample of 3,200 respondents of women between the ages of 18 and 49. The survey was designed to capture the opinions, beliefs, and perceptions of women in terms of their shopping habits and behaviors. This survey was completed during the period of April 5, 2007, and April 19, 2007. The margin of error is +/-1.73 percentage points.

About AMP Agency

AMP Agency (www.ampagency.com) is a full-service marketing agency that combines strategic planning, compelling creative, innovative execution, and measurable results to help our clients' success and marketing dollars exceed the traditional. With a concentration on targeted lifestyle, life-stage, and mind-set marketing, AMP Agency makes Brand Experience an integral part of any marketing plan, as well as a lasting memory in the consumer mind. AMP Agency is the marketing agency within the Alloy Media + Marketing family of companies.

About Alloy Media + Marketing

Alloy Media + Marketing (NASDAQ: ALOY) is one of the country's largest providers of nontraditional media programs reaching targeted consumer segments. We manage a diverse array of assets and services in interactive, display, direct mail, content production and educational programming. Within the Alloy Media + Marketing group of companies, marketers and their agencies can access the depth of expertise and breadth of programming needed to meet their specific goals. Long-standing, quality relationships and proprietary partnerships enable us to provide unique access to consumers nationwide. We work with over 1,500 companies, including half of those in the Fortune 200.



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