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## Shoppers in Emerging Market: Shopper Typology Based on Shopping Motivations

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### Abstract

The background indicates that most of the shopper typology studies are based on their motivations in Western countries, and few studies have been carried out in emerging markets. In this study, we identify the type of FMCG shoppers based on their shopping motivations in an emerging market.

The research methods indicates that 14 deep interviews with a phenomenological approach to collect data. The data collected has been analyzed with a thematic analysis and with Max QDA software.

The results indicates that four types of shoppers have been identified, which are: Variety-Environment Shoppers, Environment shoppers, Service-convenience shoppers and price shoppers.

The conclusion indicates that this study has identified the types of shoppers based on their motivations in an emerging market. The motivations related to environmental factors are prominent in the context of the study, so the motivations related to the environment have a significant impact on two types of shoppers. The study also provides good insights for emerging market retail managers about the types of shoppers.

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## Introduction

The evolution of the food retail industry has provided a variety of stores for contemporary shoppers in terms of size, location, product range and services (Angell et al., 2012). However, why shoppers choose specific stores are a question that is left unanswered (Angell et al., 2012). There is a consensus that people choose the store based on personal motivations (Morschett et al., 2005).

In terms of store selection, customers are more attracted to stores that provide a range of features that meet their personal motivations (Dawson et al., 1990; Megicks et al., 2008; Swoboda and Morschett, 2001).

In other words, shoppers form a general impression of a retail store based on the existence, or credibility, the specific features that are prominent to them (Angell et al., 2012).

Retail customers usually visit a store, even if post sales, phone and web sales are increased. Despite the invasion of non-retailers, most retail transactions are still in stores. Many people tend to buy personal; And like to touch or try the products; Would like to make unplanned purchases; They are more inclined to buy a product and bring them home than they wait at home, and though they are safer at home. utilitarian and Hedonic aspects.

Motivation means understanding why consumers do what they do. Motivation occurs when there is a need that the consumer wants to meet it (Solomon, 2014). shopping research has long focused on the utilitarian aspects of the shopping, sometimes referred to as rational and task-related titles (Batra and Ahtola, 1991). On the contrary, hedonic consumption is defined as: aspects of behavior that are related to multinational, fantasy, and emotional aspects of consumption (Hirschman and Holbrook, 1982). This point of view suggests that consumption is guided by entertainment and the consumer

uses the product and his criteria for success are evaluated more aesthetically. Hedonic shopping motives are similar to task orientation motivations of utilitarian shopping, only this task is related to hedonic, such as experiencing fun, amusement, fantasy, and sensory stimulation (Babin et al., 1994).

Hedonic aspects of shopping motivations have been discovered by phenomenological studies. For example, Christmas shoppers used to feel like "kid in a candy store."

described, when they were engaged in holiday shopping, they often expressed their excitement, had more excitement, and had a deeper sense of pleasure in shopping for others (Fischer and Arnold, 1990). In the study of Babin et al. (2004) informants described shopping as an adventure: "Shopping... is an adventure. When you can't find what you want, it's still okay because there are so many other places to look (Babin et al., 1994). shoppers have also said that they enjoy haggling and insisting (Sherry, 1990) as well as aspects that change the shopping experience (Thompson, Locander and Polio, 1989). Summarizing aspects of shopping, Sherry (1990) concludes that seeking such experiences is more important than acquiring goods. Before transferring the perspective of empirical consumption, some researchers re-examined consumer shopping behavior by examining consumer shopping motivations. Contrary to the traditional idea that believes that consumers go shopping only to buy goods or services. Tauber (1972) argues that consumers go shopping because they experience a need and recognize that shopping activities may satisfy that need.

Fundamental cultural approaches affect consumers' perception of the world and their motivations. (Shavitt, and Barnes, 2020). Asian societies are collectivist peoples who integrate into groups and show great group loyalty (Schmitt, 2015).

Understanding shopping motivation is an important and necessary step in order to better understand the behavior of shoppers and consumers. On the one hand, according to what was presented regarding shopping motivations and considering that the majority of these studies were conducted in Western countries and the cultural differences that cause differences in people's motives and behavior, this study seeks to know The motives for FMCG shopping in the emerging market of Iran. FMCG has also been chosen for study because they are the daily needs of different strata of society and are very comprehensive for all people. According to what has been stated, the main goal of this research is the typology of FMCG shoppers based on their shopping motivations.

In the following, firstly, the studies conducted regarding shopping motivations and shopper typology have been examined; Then the methodology of the current research is presented and after that, the research findings obtained from the interviews are presented. In the end, discussion and suggestions for future studies are presented.

### **Shopping motivation**

Motivation is an activated state within people that leads to purposeful behavior. Motivation includes different needs, feelings, and desires that lead people to favor a purposeful behavior (Mowen and Minor, 2001). Considerable research has been done in the context of western countries to discover and classify consumers based on their main shopping motivations. Stone (1954) made the first classification of shoppers based on in-depth interviews with a sample of female department store shoppers. Based on their buying orientation, four different types of shoppers were identified: economic, personalization, ethical, and indifferent. Through in-depth interviews with American participants, Taubar (1972)

identified different types of shopping motivations. According to the view of Hisherman and Holbrook (1982), consumption is guided by entertainment and the consumer uses the product, and his criteria for success are basically aesthetic.

In contrast to functional consumption, it is task-oriented and the consumer's efforts to solve problems and needs and demands are implemented through the cognitive processing of product information (Hirschman and Holbrook, 1982; O'Curry and Strahilevitz, 2001).

Before transferring the perspective of empirical consumption, some researchers re-examined consumer shopping behavior by examining consumer shopping motivations. Contrary to the traditional idea that believes that consumers go shopping only to buy goods or services. Tauber (1972) argues that consumers shop because they experience a need and recognize that shopping activities may satisfy that need. Tauber assumed that shopping motivations can be individual and social. Individual motivations include role-playing, getting away from daily tasks, ego satisfaction, physical activity, learning from trends, fashions and innovations, and sensory stimulation. Social motivations include experiences outside the home, connecting with others with similar interests, belonging to peer groups, gaining status and authority, and enjoying bargaining and negotiation (Tauber, 1972). Since Taubar's article (1972), many researchers have investigated shopping motivations and identified a wide range of shopping motivations (Buttle and Coates, 1984; Westbrook and Lack, 1985; Arnolds and Reynolds, 2003). These studies show that shopping is a complex consumer behavior that is related to shopping or non-shopping factors. To obtain goods and services, consumers may purchase product information and compare different options to find the best choice (Buttle and Coates, 1984; Westbrook and Lack, 1985).

Arnold and Reynolds (2003) investigated the hedonic motivations of consumers' shopping and identified these motivations: 1. adventure shopping 2. gratification shopping 3. value shopping, 4. social shopping, 5. shopping Role 6. Buying ideas.

Finally, consumers shop for fun and enjoyment through haggling and socializing with family and friends, get sensory and mental stimulation by exploring and understanding store atmospherics, and personal comfort by Relaxing and reducing stress to improve and satisfy their curiosity about new trends (Tauber, 1972; Buttle and

Coates, 1984; Westbrook and Lack, 1985; Arnolds and Reynolds, 2003). Regarding shopping motivations, studies have been conducted in two sections: 1. Store shoppers and 2. goods and shopping center shoppers. According to the limited current research, which is focused on daily shopping and the general needs of consumers, the motivations for FMCG shopping have been investigated. The literature review also focuses on store shoppers. In Table 1, the major studies conducted regarding shopping motivations and the classification of motivations identified in those studies are presented.

*Table1- Taxonomies of shopping motivation in difference retail format*

References	Year	Shopping context	Methodology	Types of motivations
Stone	1954	Large chain department store USA	In-depth interviews	Economic, personalizing, ethical, apathetic
Tauber	1972	General USA	In-depth interviews	Personal (role playing, diversion, self-gratification, learning about new trends, physical activity, sensory stimulation), social (peer group attraction, communication with others having a similar interest, pleasure of bargaining, status, and authority)
Williams et al	1978	Malls, Department stores USA	In-depth interviews	Convenience, price-oriented Apathetic, involved
Buttle and Coates	1984	department store Australia	in-depth interviews	To kill time, to relax, exercise and be stimulated. A reflection of temperament, to acquire information, To take advantage of proximity to the shops when a trip has been made for some other purpose, To enjoy Shopping as a social event, To compare alternatives, To enhance, or actually be a special occasion.
Westbrook and Black	1985	Department stores USA	Interviews and questionnaires	Anticipated utility, role enactment, negotiation, choice optimization, affiliation, power & authority, stimulation
Dawson, Bloch and Ridgway	1990	Outdoor crafts market	Survey	Product-oriented Experience oriented
Dholakia	1999	Supermarket and shopping mall	survey	interactions with family, utilitarian shopping as pleasure
Jamal et al	2006	Food and grocery shopping	Survey	gratification seeking, social Shopping, high quality seeking, value shopping, brand loyal/habitual, brand conscious, utilitarian, hedonic Shopping, role playing
Rintamäki et al	2006	Department store Finland	Store-intercept Questionnaire	Hedonic (entertainment, exploration), utilitarian (monetary savings,

References	Year	Shopping context	Methodology	Types of motivations
				convenience), social (status, self-esteem)
Ganesh et al	2007	Portugal	store intercept surveys	Apathetic, Enthusiasts, Destination Basic, bargain seekers
Wagner and Rudolph	2010	General USA	Survey	purpose-specific, activity-specific, demand-specific
Yoon	2013	department store, discount store, and online store	Survey	Product-based shopping motive, experience-based shopping motive
Büttner, Florack and Göritz	2013	Austria	Questionnaire Experimental design	experiential shopping orientation task-focused shopping motivation
Luk, Sharma, and Chen	2013	Hong Kong cosmetics, electronics, fashion, jewelry, telecommunication services, and department stores	Focus group in-depth interviews Survey	utilitarian shopping motivation hedonic shopping motivation

These divisions may also have merits, but the change in the lifestyle of consumers and their environment may cause changes in their basic orientations (Farrag, El Sayed and Belk, 2010). Also, shopping motivations may be a function of culture, economy or society (Jin and Kim, 2003).

The present study was conducted in an eastern country in the Middle East. A country that has a different culture, social background, and religion from the countries where most of the studies on purchasing motives have been conducted; The products inside the store are offered in many product groups and with various categories, which can lead to different shopping motivations.

### Shopper typology

The use of motivations for consumers' classification is theoretically rich and provides deep insight into the consumer's psyche and subsequently in the formulation of retail strategy (Westbrook & Black, 1985). It is necessary for managers to know which retail attributes are important to buyers in order to formulate an appropriate retail strategy (Reynolds, Ganesh and Lockett, 2002).

The shopper typologies proposed in the literature have the common goal of

categorizing customers into a limited number of groups or types (Jayasankaraprasad and Kathyayani, 2014).

Shopper typology provides key insights for retailers to develop shopper acquisition and retention strategies. More importantly, retailers must understand the similarities and differences in shopper profiles among competing retail formats to design effective segmentation and targeted marketing strategies (Reynolds, Ganesh and Lockett, 2002).

### Shopper typology and shopping motivations

Shopping motivations are widely considered to be one of the most appropriate bases for the development of shopper typology, which is one of the most enduring interests in contemporary retailing literature. Several studies have explored and documented shopping typologies (e.g., Ganesh, Reynolds, and Lockett 2007; Jin and Kim 2003)

Research on grocery shopper segments has examined and found specific shopper typologies relating to low-price, convenience shoppers (e.g. Darden and Ashton 1974; Williams, Painter, and Nichols 1978; Westbrook and Black 1985;

Shim, Gehrt, and Holikova 1998); inactive, active, and service shoppers (Lesser and Hughes 1986); involved shoppers (Smith and Carsky 1996); and time-conscious shoppers (Sullivan and Savitt 1997).

As shown in the table, most of the studies related to the typology of shoppers based on their motivations have been conducted in industrialized and western countries, and countries with emerging markets have received less attention. Also, most of these studies have been done with quantitative methods.

### Methodology

The research is based on the fundamental goal and qualitative data collection method, with a phenomenological approach. Because it is necessary that the participants have lived experience of FMCG, the phenomenological paradigm has been used. The phenomenological method investigates the structure of consciousness in human experiences (Mohammadpour, 2012). Considering that one of the fundamental assumptions of phenomenology is that human behavior occurs in the context of relationships with events, objects, and situations (Mohammadpour, 2012) and this study also seeks to identify the motivations of shoppers in the situation before is shopping, therefore, the phenomenological method with the existential approach has

been used to conduct this research. Also, the phenomenological research that has been carried out in the field of marketing is mainly based on the existential-phenomenological approach (Thompson et al., 1989, 1990; Scot, 1994; Thompson et al., 1994; Goulding, 1999; Moisander, Valtonen and Hirsto, 2009; Askegaard and Linnet, 2011; Schembri and Sandberg, 2011; Ardley, 2011).

Multiple methods have been used to interpret the phenomenon of shopping motivations motives. In-depth interviews form the core of data collection activities in qualitative research (Kozinets, Ficsher and Belk, 2012).

Previous research on shopping motivations shows that using semi-structured interviews and participatory observations is suitable for collecting exploratory data because these methods allow researchers to do research without losing sight of the purpose of the research. explore emerging phenomena (Seidman, 2006). In addition, these methods are excellent ways to gain insight into the behavioral sciences (Rubin and Rubin, 2005). Because these methods offer a more naturalistic approach than other similar qualitative methods and allow researchers to get involved in the environment they are studying (Denzin and Lincoln, 2003).

*Table 2: shopper typology studies based on shopping motivation*

authors	method	context	Shopper types
Williams et al. (1978)	Quantitative	Grocery shoppers - USA	Price, convenience, involved and indifferent
Angell et al., (2012)	Qualitative	Elderly shoppers - UK	Product oriented, cautious, comfortable Selective-Convenience Restricted-Convenience Store-Oriented and personalized
Mehta et al., (2014)	Quantitative	Hypermarkets shoppers - India	utilitarians, maximisers, browsers, enthusiasts

In phenomenological research, the purposeful or criteria-based sampling strategy is used to select the desired samples and units (lived experiences); This strategy

selects people according to their specific knowledge about the phenomenon under investigation to participate in the research (Spezial, Streubert and Carpenter, 2011).

The studied samples are married people with at least 1 child who buys FMCG and the responsibility of buying these goods lies with them. The reason that married people with one child were selected for conducting the research is that the variety and extent of product groups in the shopping basket of these people are wide.

To get the answer to the main question of the research, "What are the lived experiences of people regarding FMCG shopping motivations?" in-depth interview methods have been used.

14 people were studied by purposeful sampling and in-depth and exploratory interviews. After collecting the data, it was recorded and coded, and categorized in the form of main and subcategories.

The interviews were designed based on what Thompson (1996) stated; Thus, the interviews were more rotational and not linear. The descriptive questions that were asked were based on the direction and direction of the conversation and its content was not predetermined.

Before the interview, the participants explained the ethical principles of the research, including obtaining permission to record the interview, and the option to refuse to answer some questions. The type of interview was a phenomenological interview. The direction of the conversation was largely determined by the audience. An important aspect of the interview was that the interviewer and the respondent were on an equal footing (Kvale, 1983). At the beginning of the interview, the purpose of the in-depth interview was briefly stated; The main and initial question of the interview was "Remember the last purchases you made at the supermarket, do we want to talk about it?" And also define all the aspects of the purchase you had and

what happened to you before that. And then, during the interview, other questions were asked using various types of probes, probes such as quiet probes, puzzling probes, and yes or sighs, and "please explain more about this" to stimulate the participants to get more information. became.

The duration of the interviews varied between 40 and 55 minutes, and the interviews continued until reaching theoretical saturation, which was 14 interviews. Table 1 shows the demographic characteristics of the participants. In order to check the validity of the interviews, the final validity method was used, and the results of the interviews were presented to the participants after the implementation to be confirmed by them. Colaizzi (1978) states that validating comprehensive descriptions of the studied phenomenon by the participants themselves is the most important criterion for evaluating the findings of phenomenological research (Mohammadpour, 2012).

After conducting the interview, the interviews were typed into a word file and then analyzed using Max QDA software version 2018 with a thematic analysis method. The age range of the interviewees was from 34 to 63 years. Considering that this study was conducted with a phenomenological approach, the codes related to the importance of consumers' lives were extracted in the form of large sizes and phrases (Kozinets, Fischer and Belk, 2012).

### **Finding**

Based on the analysis, customers' shopping motivations were identified and then four types of customers were identified. These four types of shoppers are discussed below.

*Table 3- Breakdown by gender, age and contact*

Number	Sex	Age
F1	Female	63
M1	Male	36
M2	Male	43

F2	Female	59
F3	Female	34
F4	Female	53
M3	Male	34
F5	Female	35
F6	Female	36
F7	Female	46
F8	Female	43
F9	Female	41
M4	Male	52
M5	Male	47

### Variety- Environment Shoppers

shoppers who look for many options in a favorable environment are called Variety-Environment shoppers. They are looking for a store that has a wide range of product groups. Also, they are looking for the appropriate depth of categories and can find their favorite brands in the store.

Participant M3 said:

*“For shopping, I go to a store that has all the things I want and that store has salespeople who can answer any question I have appropriately and patiently.”*

These shoppers pay special attention to the cleanliness, layout of the store, and the behavior of the staff. They don't like to be faced with empty or sloppy shelves in the store. Although they have little contact with salespeople and store personnel, they expect the sales personnel to have the proper information and be polite and able to give them appropriate answers. These shoppers usually go shopping with their families, and time is not important for them in shopping, because shopping is to some extent recreational for them, and they enjoy walking in the store.

### Service-convenience shoppers

shoppers who are motivated by good service and convenience are called service-convenience shoppers. They can easily find parking (in the store parking lot or nearby streets). They are looking to get proper service from the store, store opening hours are important to them. Shopping is not a recreational activity for them and convenience in shopping is especially

important for them. They tend to shop in stores that are close to their workplace or home where they can make quick shopping. Prices and promotions as well as the store environment are less important for this type of shopper. They spend little time shopping.

Participant f 9 said.

*“ I buy these goods (groceries) when I return from work. Because of the tiredness after work and the things I have at home, I don't like to wait in the parking lot or in crowded queues.”*

### Environment shoppers

Ambient shoppers tend to emphasize the aspects of the shopping environment such as staff behavior, cleanliness, store layout, and familiarity with the seller. In this study, environmental shoppers are usually over fifty years old and have a high socioeconomic status. Some of these shoppers have behavioral loyalty to the store where they make most of their FMCG. Some of these shoppers have been staying in their current location for many years and have been buying from local stores for a long time.

Participant f2 said:

*“ I have been shopping at the store near my house for many years, I know the seller, and he knows many of the products I need and buys during these years, and I am more comfortable shopping. He even knows my taste relatively well, and when I go there (the store), he introduces new products that he likes and knows are close to my taste.”*

### Price shoppers



Price shoppers usually buy from a store that meets their needs and price expectations. Financial aspects are the main priority for them when purchasing supermarket goods. These buyers are looking for good value for money. They are looking for a store with a good variety of products where they can compare prices. They enjoy buying goods at lower prices and have the feeling of winning. These buyers tend to buy from

stores with low prices, proper layouts, and cleaning. F7 said:

*“ Due to inflation, goods have become very expensive, that's why I shop at 2 stores so that I can shop in their promotions and reduce my family's expenses.”*

In the table below, shoppers' motivations are presented along with the types of shoppers who are looking for those motivations.

*Table 4: motivations and shopper typologies*

motivations	Detailed comments	Shopper typology
Product category	wide (category width)	Variety- Environment Shoppers, price shoppers
Product category	deep (category depth)	Variety- Environment Shoppers, price shoppers
cleaning	-	Variety-Environment Shoppers, Environment shoppers, price shoppers
arrangement (regular shelves)	-	Variety-Environment Shoppers, Environment shoppers, price shoppers
arrangement (no empty shelves)	-	Variety-Environment Shoppers
Courtesy of store personnel	-	Variety-Environment Shoppers, Environment shoppers
Store personnel information	-	Variety-Environment Shoppers
The importance of time	Low	Variety-Environment Shoppers
Companionship in shopping	Mostly family	Variety-Environment Shoppers
shopping role	Somewhat entertaining	Variety-Environment Shoppers
Parking	-	Service-convenience shoppers
Long store hours	-	Service-convenience shoppers
Ease of purchase	Very important	Service-convenience shoppers
Proximity to the store (to home or work)	Very important	Service-convenience shoppers
Speed of purchase	Much	Service-convenience shoppers
shopping period	Low	Service-convenience shoppers
Getting to know the seller	-	Environment shoppers
The age range	More than 50 years	Environment shoppers
Social position	At the top level	Environment shoppers
Price sensitivity	-	price shoppers

## Discussion

In this study, we sought to identify the types of shoppers of FMCG based on their shopping motivations in an emerging market. According to what has happened in IRAN in recent years, the growth of the retail space can be seen through the increase of chain stores. From an academic point of view, it is important to know the types of shoppers of FMCG to understand their

behavior in choosing stores. On the other hand, from practitioners' point of view, retail companies need to know more about shoppers and segment them in order to increase their competitiveness. By segmenting shoppers and targeting selected segments, retailers can use their resources optimally and attract more customers and create a better experience for their target customers.

The variety of goods is another motivation for this type of shopper. This factor is not seen in previous studies (such as...) This may be due to the fact that in the context of the country under study, chain stores are generally compared with traditional stores, which have less variety than chain stores. In other words, in the context of the study, the product diversity in modern stores is a factor that traditional stores do not have and causes the formation of this motivation among some shoppers to choose the store.

Service-convenience shoppers do not consider shopping as a recreational activity and spend little time shopping.

Convenience has also been one of the motivations of shoppers in some other studies (Williams et al., 1978; Angell et al., 2012).

The other type of shoppers, who are named environmental buyers, emphasizes environmental factors such as staff behavior, cleanliness, layout, and especially familiarity with the seller. They tend to buy from a store where they know the salesperson and have a personal relationship with the salesperson. This familiarity becomes more important, especially in cases where the seller's taste and the type of goods he buys are more important and brings more motivation for this type of shopper. This type of shopper is close to Store-Oriented buyers identified by Angell et al (2012).

Price is one of the other motivations of shoppers, which due to its great importance causes different behavior among shoppers for whom this motivation is very important. Considering the current high inflation in the studied market (about 60% per year), the price has become more important for many customers. In other studies, the price has been identified as one of the determining factors of the type of shopper (such as Williams et al., 1978).

The results of this study provide great insights for companies looking to operate in emerging markets.

Some customers are looking for a good variety of products at the same time with a suitable environment. An environment that has knowledgeable and polite sellers and they feel comfortable in that environment. Also, the regular cleaning and arrangement of the store are very important for this type of shopper.

### **Managerial implications**

This research has important implications for retail managers. Chain stores have grown a lot in recent years in Iran. This has been evident in the sections of FMCG and durable goods such as household appliances and clothing. Although some businesses have suffered serious problems due to the coronavirus and high inflation, the country's retail space is moving towards growth and professionalization. Four types of shoppers were identified in this study. By focusing on the motivations of different shoppers, retailers can provide them with a better experience and make shoppers happy and repeat their purchases.

Limitations and directions for future research

This study made it possible to get acquainted with the types of buyers of FMCG based on their motivations. In future studies, the typology of shoppers can be further investigated in different store formats; In a way that sought to identify the types of shopping motivations for different retail formats.

Using the data of this research, researchers can identify the size of each department and the demographic variables of the types of shoppers by using quantitative methods.

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