

Responsible Go-Getters

(46 percent of population, higher-than-average income)

Profile

- Have similar attitudes as Aspirationalists, but to a lesser degree
- Are more balanced and responsible in their buying approach than Aspirationalists
 - Enjoy shopping online, but not as much as Aspirationalists
 - Have a better understanding of technology and associated security concerns
 - Perceive themselves as more price conscious, frugal, and deal seeking than Aspirationalists, likely due to being somewhat older, married, and having children
- Yet they:
 - Show the second-highest monthly spend and frequency of purchasing for apparel and footwear, personal care, and household care products
 - Make unplanned purchases

Shopping behavior

- Are planners
- Put varying emphasis on quality and price depending on product category—give equal importance to both for food and beverage; give quality more importance for apparel and fashion, and personal care products; and give price more important for household care products

Aspirationalists

(13 percent of population, lowest annual income)

Profile

- Extremely enthusiastic; eager to try innovations and technology
- Perceive themselves as sophisticated and new-product focused
- Don't see themselves as planners, deal seekers, price conscious, or frugal
- Highest stated interest, among the four segments, in online shopping, customization, innovation, convenience, sustainability, and environment-friendly and organic products
- Very receptive to traditional advertising
- Stay connected to brands by visiting brand websites and participating in online communities

Shopping behavior

- Have the highest propensity for unplanned purchases
- Spend more than planned on fashion products
- Have the highest average monthly spend and frequency of purchasing for apparel and footwear, personal care, and household care products
- Put equal emphasis on quality and price, but show the highest interest in convenience and novelty/variety among all segments

Discerning Achievers

(19 percent of population, highest income)

Profile

- Perceive themselves as price conscious and frugal, but overall spend more than other segments
- View themselves as being discerning, health conscious, and ingredient sensitive
- Make consistent and planned purchases
- Highly interested in products that are environment friendly, "green," and organic
- Pay attention to nutritional content
- Receptive to online shopping, but worry the most about data privacy when engaging online
- Tend to also be planners, but not reluctant to spend more on items they want
- Least likely to purchase store brands in fashion

Shopping behavior

- Some receptivity to online ads
- Prefer quality over low price; rate quality higher than any other segment
- Spend on and shop the most for food and beverage products

Pragmatists

(22 percent of population, average income)

Profile

- Very conservative and consistent shoppers
- See themselves as price conscious, frugal, and deal seekers, making primarily planned purchases
- Are least interested in innovation, personalization, health-oriented products, sustainability, environment-friendly products, and organic foods
- Not enthusiastic—somewhat complacent with status quo
- Least buying power and likely living on a tight budget
- Least interested in brands, most prefer store brands whenever possible
- Least likely to engage with brands on social media

Shopping behavior

- Least likely to enjoy shopping online for consumer products
- Spend the least on apparel and footwear, personal care, and household goods
- Price is the highest concern

