

# 1.2 Understand the customer



# objectives

- **Recognize the various types of customers**
- **Understand consumer behavior and the importance of the sales associate in facilitating customer's purchase decisions**
- **Understand how retail impacts communities**



# Sales associate:

- **Where you start your career**
- **Frontline representative of any retail business**
- **Greet customers**
- **Listen to customer's needs**
- **Show products to customers**
- **Ring up the sale, package the merchandise**



# No Two Customers Are Alike



# 6 Types of Customers

- **Innovative Customer**
- **Comparison Shopper**
- **Impulse Buyer**
- **Follower**
- **Diverse Shopper**
- **Recreational Shopper**



# Innovative Customer

- **Wants to be the first to purchase the latest fashion or technology**
- **Trendsetters**



# Comparison Shopper

- **Spends time checking our products through advertisements, visiting different stores, or searching the internet for the best price or deal.**
- **Likely to return the item and purchase it at another store to get the best deal.**
- **Take their time to make decisions**
- **Checks out all options**



# Impulse Buyer

- **Makes quick purchase decisions**
- **Items are fairly inexpensive**





# **Follower**

- **Usually waits to see the latest trends will be**
- **Reluctant to try new products until friends do**
- **Look to established brands that they trust or have previously purchased**



# Diverse Shopper

- **Shopper is hard to predict or understand**
- **Shops at many different places, not influenced by any one store**



# Recreational Shopper

- **Shops for fun**
- **Often not looking for anything in particular**
- **Enjoys walking through stores, trying on clothes, testing new appliances, learning about new product**
- **Shopping does not mean making a purchase.**



# Five-Stage Decision-Making



