I'm shopping for information more than I am actually buying something.

I'm shopping by opinions – yours, mine, his, hers ... everybody's opinion.

I shop and buy cool.

Shopping is a hobby and I like to have fun.

Shopping is a chore for me. I'm looking to buy on the easiest, trusted path.

I get overwhelmed when I shop. I want to take my time.

I expect the product and shopping experience to be top of the line.

I get easily frustrated when I shop because I don't get why I need all these extra ways to shop.
EMOTIONS MATTER. FROM SHOPPING TO BUYING, CONSUMERS RELY ON EMOTIONS TO DRIVE THEIR DECISION-MAKING.

Read this report to:

• Discover how emotional mindsets influence your audience’s shopping and purchase decisions.
• Learn how to determine if your shopping experience is optimized to meet emotional mindsets that matter to you and how to tailor your efforts to improve engagement and purchase.
• Identify which consumers are influencing purchase decisions and which ones are wanting to be influenced.

SMITH executed a qualitative and quantitative research study in 2014, surveying more than 500 people across North America with detailed questions pertaining to 12 unique product categories: Apparel, Electronics, Grocery, Appliances, Automotive Supplies, Beauty, Wireless, Jewelry, Home Remodeling, Furniture, Software, and Restaurants.
OVERVIEW

• Understanding the voice of the customer
• Leveraging modes for better shopping experiences
• Summary
• Appendix: Deep-dive category details
UNDERSTANDING THE VOICE OF THE CUSTOMER
GETTING HUMAN: WE SHOP WITH OUR FEELINGS.

Who knows you better than your browser history? Your significant other. And your significant other reveals that when you shop, you get emotional. Shopping can make us feel frustrated, energized, dominant, and overwhelmed.

To understand shopping and buying in today’s “omnichannel” world, we spent lots of time talking with consumers to gain directional insight before launching a quantitative survey. Among the consumers we spoke with:

- A grandmother on an Iowa farm who still uses a flip phone, but just got an iPad.
- A new mom in Minneapolis who used to buy everything online, but now buys exclusively at retail stores.
- A Seattle husband who hates shopping. Unless it’s for running shoes.

After speaking with consumers across the country, we drafted a 50-question survey, which drew 561 respondents (67% United States and 33% Canadian).

“Actually, I think you like spending time with me when you shop. You like the act of being together while looking at stuff.” – boyfriend, Seattle

“You get overwhelmed. I think when you walk into a department store or Target, you don’t know where to start.” – wife, Chicago

“You get frustrated and don’t like not being able to ask questions. You talk to your screen. Siri and you are not friends.” – husband, Spokane

“You like shopping in stores because you want to prove you are smart and think the sales clerks will have specialized knowledge of the product you might be interested in, like running socks or high-quality steak knives.” – wife, Atlanta
WE IDENTIFIED 8 EMOTIONAL MODES THAT INFLUENCE SHOPPING AND PURCHASE DECISION-MAKING.

We found that consumers shop and buy using up to 8 different emotional mindsets. Some shoppers shift between mindsets, depending on product category, while others use predominantly one mindset. Most consumers are able to describe their shopping and buying strategies, but don’t talk directly about the emotional motivators behind their strategies. We call these emotional motivators “modes.”

---

**11% - KNOW-IT-ALL**
I’m shopping for information more than I am actually buying something.

**9% - AVOID REMORSE**
Shopping is a chore for me. I’m looking to buy on the most easiest, trusted path.

**20% - NEEDS VALIDATION**
I’m shopping by opinions – yours, mine, his, hers ... everybody’s opinion.

**12% - GOT TO BE FIRST**
I shop and buy cool.

**17% - DECISION ANXIETY**
I get overwhelmed when I shop. I want to take my time.

**16% - I’M SPECIAL**
I expect the product and shopping experience to be top of the line.

**9% - WANT SOME FUN**
Shopping is a hobby and I like to have fun.

**10% - BUY AND BE DONE**
I get easily frustrated when I shop because I don’t get why I need all these extra ways to shop.

---

**% average distribution within North American population**
WHAT MODES TELL US ABOUT HOW TO CREATE BETTER SHOPPING EXPERIENCES
The key to creating purchase experiences that convert shoppers is to craft shopping experiences connected to their emotional states. The research that follows shows how emotional states of electronics shoppers influence their shopping decisions in different channels.
PREFERENCE FOR ONLINE OR STORE IS DRIVEN BY MODE.

FEATURES THE INFLUENCE PURCHASE

Security of Purchase Channel 59%
Free Shipping 68%
Ability to Quick Search and Find Specific Item 32%

BUY AND BE DONE 13%

Avoid Reason 5%

Know-It-All 15%

Features the Influence Purchase

61% Want to Know Product Availability
43% See & Feel an Item In-Store

53% See & Feel an Item In-Store
20% Knowledgeable Sales Associate
CHANNEL PREFERENCES DIFFER BY MODE, JOURNEY STAGE.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Inspiration</th>
<th>Research</th>
<th>Purchase</th>
<th>Delivery</th>
<th>Return</th>
<th>Post Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNOW-IT-ALL</td>
<td>Website 65%</td>
<td>In-Store 61%</td>
<td>In-Store 76%</td>
<td>Home Delivery 54%</td>
<td>In-Store 89%</td>
<td>Online Review 19%</td>
</tr>
<tr>
<td>NEEDS VALIDATION</td>
<td>Friends/Family 17%</td>
<td>Website 44%</td>
<td>In-Store 63%</td>
<td>In-Store 60%</td>
<td>In-Store 84%</td>
<td>Recommend to Others 29%</td>
</tr>
<tr>
<td>I’M SPECIAL</td>
<td>Mobile 13%</td>
<td>Advertising 11%</td>
<td>Mobile 18%</td>
<td>Home Delivery 53%</td>
<td>Mail Return 27%</td>
<td>Shared on Social Media 19%</td>
</tr>
<tr>
<td>WANT SOME FUN</td>
<td>Website 56%</td>
<td>In-Store 28%</td>
<td>In-Store 61%</td>
<td>In-Store 67%</td>
<td>In-Store 77%</td>
<td>Online Review 24%</td>
</tr>
</tbody>
</table>

Digital | Offline
DIFFERENT CONTENT APPEALS TO DIFFERENT MODES.

RESEARCHED FEATURES VS. PRICE WHEN SHOPPING FOR ELECTRONICS

- **Focus on Product**: Prioritize product features over pricing
- **Avoid Remorse**:
- **Want Some Fun**: Focus on Shopping Experience: Favors experiential over digital content
- **Decision Anxiety**: Got to Be First
- **Needs Validation**:
- **Buy and Be Done**: Know-It-All
- **Heavy Content Consumption**: Balance of product research and pricing information

% of mode that researched product description and key features vs. % of mode that researched price.
SOCIAL MEDIA IS MORE RELEVANT TO SPECIFIC MODES.

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR ELECTRONICS

- **Influence Opinionated:** The product talker/sharers
- **Need for Validation**
- **Got to Be First**
- **Want Some Fun**
- **Influence Absorbers:** High participation with shopping experience

Influence Opinionated:
The product talker/sharers

Need for Validation

Got to Be First

Want Some Fun

Influence Absorbers:
High participation with shopping experience

% of mode that shared their purchase on social media

% of mode like to learn about new products through social media
I’m overwhelmed when I shop. It takes time and effort in a store to make decisions. I just want to sort through product options and take my time. I don’t always know what information I may need or when I may need it. I would rather have products delivered so that I can spend time elsewhere instead of shopping in stores where I am stressed out.

When you are shopping with decision anxiety, you are feeling:

My ideal shopping experiences are:

- Showcase easy ways to sort through different products.
- Have one-click sales person chat.
- Reassure that online shopping is a secure.
- Emphasize delivery; make easy delivery options a part of the purchase.

BUYING ELECTRONICS

<table>
<thead>
<tr>
<th>INSPIRATION</th>
<th>RESEARCH</th>
<th>PURCHASE</th>
<th>DELIVERY</th>
<th>RETURN</th>
<th>POST-PURCHASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile 12%</td>
<td>Website 44%</td>
<td>Website 37%</td>
<td>In-Store 60%</td>
<td>In-Store 84%</td>
<td>Recommend to Others 29%</td>
</tr>
</tbody>
</table>
Mode profiles present a complete picture of an emotional mode, helping brands understand the different touch points and nuances that are key characteristics of that mode. By using a profile, brands can optimize the purchase journey for the experiences that will connect with the customer in their current emotional state.
EMOTIONAL MODES MATTER WHEN IT COMES TO SHOPPING AND PURCHASE.

As shoppers become more and more exposed to unified shopping platforms, they will expect not just personalized experiences reflective of their demographic but experiences that resonate with their emotional mindset. We believe that the 8 Emotional Modes will allow you to connect to the emotional side of shopping and identify shopping characteristics that can be used to optimize your online and offline retail experiences.

Through our empathic understanding of key emotional drivers, we are providing insight into the types of emotions consumers commonly feel while shopping and how those states translate into key design features and content experiences. By targeting shoppers’ emotional states, brands can resonate across the purchase journey. The more we can connect with the needs, wants, and behaviors of the shopping audience the more success we will have at creating purchase conversion and deepening our relationship with the consumer.
LEARN MORE

Would you like a shopping experience consultation using the 8 Emotional Modes or more information about our report? Contact us at marketing@smith.co or call us: 425.519.7700.
APPENDIX: ADDITIONAL CATEGORIES
APPAREL MODE PREFERENCES INFLUENCE PURCHASE DECISIONS

MODES OF THE ONLINE SHOPPER

<table>
<thead>
<tr>
<th>Desired Features and Content</th>
<th>GOT TO BE FIRST</th>
<th>NEEDS VALIDATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability Compare Prices</td>
<td>65%</td>
<td>26%</td>
</tr>
<tr>
<td>Find a Unique Product</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Social Media Promotion</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Security of Purchase Channel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free Shipping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free Return</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MODES OF THE STORE SHOPPER

<table>
<thead>
<tr>
<th>Desired Features and Content</th>
<th>AVOID REMORSE</th>
<th>KNOW-IT-ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>61% Want to Know Product Availability</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>43% See &amp; Feel an Item In-Store</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

53% See & Feel Item In-Store
20% Knowledgeable Sales Associate
APPAREL SOCIAL MEDIA INFLUENCE

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR APPAREL

- % of mode that shared their purchase on social media
- % of mode prefer to learn about new products through social media
BEAUTY MODE PREFERENCES INFLUENCE PURCHASE DECISIONS

**MODES OF THE ONLINE SHOPPER**

- **Desired Features and Content**
  - Compare Prices: 65%
  - Unique Product: 54%
  - Social Media Promotion: 40%
  - Security: 76%
  - Free Shipping: 63%
  - Free Return: 46%

- **GOT TO BE FIRST**
  - 27%

- **AVOID REMORSE**
  - 15%

**MODES OF THE STORE SHOPPER**

- **Desired Features and Content**
  - Want Some Fun: 9%
  - Know-It-All: 14%
  - 53% See & Feel Item
  - 22% See & Feel Items
  - 22% Family Fun-Time
  - 20% Knowledgeable Sales Associate
  - 50% See & Feel Items

**Desired Features and Content**

- 65% Compare Prices
- 54% Unique Product
- 40% Social Media Promotion
- 76% Security
- 63% Free Shipping
- 46% Free Return
Beauty Social Media Influence

Social Media Influence When Shopping for Beauty

- I'm Special
- High participation with shopping experience
- Got to Be First
- Decision Anxiety
- Needs Validation
- Know-It-All
- Buy and Be Done
- Want Some Fun
- Avoid Remorse

% of mode that shared their purchase on social media

% of mode prefer to learn about new products through social media
AUTOMOTIVE SUPPLIES PREFERENCES INFLUENCE PURCHASE DECISIONS

MODES OF THE ONLINE SHOPPER

<table>
<thead>
<tr>
<th>Desired Features and Content</th>
<th>I’m Special 22%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td>45%</td>
</tr>
<tr>
<td>Free Return</td>
<td>44%</td>
</tr>
<tr>
<td>Social Media Promotion</td>
<td>24%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Desired Features and Content</th>
<th>Got to be First 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compare Prices</td>
<td>65%</td>
</tr>
<tr>
<td>Unique Product</td>
<td>54%</td>
</tr>
<tr>
<td>Social Media Promotion</td>
<td>40%</td>
</tr>
</tbody>
</table>

MODES OF THE STORE SHOPPER

<table>
<thead>
<tr>
<th>Desired Features and Content</th>
<th>Needs Validation 24%</th>
</tr>
</thead>
<tbody>
<tr>
<td>61% Availability</td>
<td></td>
</tr>
<tr>
<td>43% See &amp; Feel Item</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Desired Features and Content</th>
<th>Know-It-All 13%</th>
</tr>
</thead>
<tbody>
<tr>
<td>53% See &amp; Feel Item</td>
<td></td>
</tr>
<tr>
<td>20% Knowledgeable Sales Associate</td>
<td></td>
</tr>
</tbody>
</table>
AUTOMOTIVE SUPPLIES SOCIAL MEDIA INFLUENCE

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR AUTO SUPPLIES

% of mode prefer to learn about new products through social media vs. % of mode that shared their purchase on social media

- I’m Special
- High participation with shopping experience
- Got to Be First
- Decision Anxiety
- Needs Validation
- Buy and Be Done
- Avoid Remorse
- Know-It-All
- Want Some Fun

0% 10% 20% 30% 40% 50% 60% 70% 80%

INFLUENCERS
GROCERY PREFERENCES INFLUENCE PURCHASE DECISIONS

**Desired Features and Content**

**Online Shopper**
- Security: 59%
- Free Shipping: 68%
- Find Specific Item: 32%
- Buy and Be Done: 25%
- I'm Special: 33%

**Store Shopper**
- Needs Validation: 24%
- Know-It-All: 12%
- 61% Availability
- 43% See & Feel Item
- 53% See & Feel Item
- 20% Knowledgeable Sales Associate
GROCERY SOCIAL MEDIA INFLUENCE

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR GROCERIES

% of mode prefer to learn about new products through social media

% of mode that shared their purchase on social media

INFLUENCERS

I'm Special
High participation with shopping experience

Avoid Remorse
Needs Validation
Want Some Fun
Know-It-All
Buy and Be Done
Got to Be First
Decision Anxiety

SMITH
APPLIANCE PREFERENCES INFLUENCE PURCHASE DECISIONS

MODES OF THE ONLINE SHOPPER

DESIRED FEATURES AND CONTENT

- Security 45%
- Free Return 44%
- Social Media Promotion 24%

MODES OF THE STORE SHOPPER

DESIRED FEATURES AND CONTENT

- 61% Availability
- 43% See & Feel Item

- 62% Secure Transaction
- 41% Availability
- 14% Knowledgeable Sales Associates

- I'M SPECIAL 25%
- NEEDS VALIDATION 27%
- GOT TO BE FIRST 17%
- DECISION ANXIETY 19%

Comparison:
- Compare Prices 65%
- Unique Product 54%
- Social Media Promotion 40%
APPLIANCE SOCIAL MEDIA INFLUENCE

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR APPLIANCES

% of mode that shared their purchase on social media

% of mode prefer to learn about new products through social media

INFLUENCERS

I'm Special

Got to Be First

I'm Special

Needs Validation

Want Some Fun

Avoid Remorse

Know-It-All

Buy and Be Done

Decision Anxiety

High participation with shopping experience

of mode that shared their purchase on social media

of mode prefer to learn about new products through social media
WIRELESS PREFERENCES INFLUENCE PURCHASE DECISIONS

MODES OF THE ONLINE SHOPPER

<table>
<thead>
<tr>
<th>Desired Features and Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
</tr>
<tr>
<td>Free Shipping</td>
</tr>
<tr>
<td>Free Return</td>
</tr>
</tbody>
</table>

| Avoid Remorse | 14% |

MODES OF THE STORE SHOPPER

<table>
<thead>
<tr>
<th>Desired Features and Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
</tr>
<tr>
<td>Free Shipping</td>
</tr>
<tr>
<td>Compare Prices</td>
</tr>
</tbody>
</table>

| Know-It-All | 15% |
| Decision Anxiety | 21% |

| Needs Validation | 25% |

| 61% Availability |
| 43% See & Feel Item |

| 14% Knowledgeable Sales Associates |
| 62% Secure Transaction |
| 41% Availability |
WIRELESS SOCIAL MEDIA INFLUENCE

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR WIRELESS

% of mode that shared their purchase on social media

% of mode prefer to learn about new products through social media

INFLUENCERS

I'm Special

Got to Be First

Needs Validation

Know-It-All

Decision Anxiety

Avoid Remorse

Want Some Fun

Buy and Be Done

High participation with shopping experience

0%
10%
20%
30%
40%
50%
60%
70%
80%

0%
2%
4%
6%
8%
10%
12%
14%

0% 10% 20% 30% 40% 50% 60% 70% 80%
JEWELRY PREFERENCES INFLUENCE PURCHASE DECISIONS

MODES OF THE ONLINE SHOPPER

- Security: 59%
- Free Shipping: 68%
- Find Specific Item: 32%
- Compare Prices: 65%
- Unique Product: 54%
- Social Media Promotion: 40%
- Buy and Be Done: 15%
- Got to Be First: 21%

MODES OF THE STORE SHOPPER

- Decision Anxiety: 19%
- Know-It-All: 13%
- 14% Knowledgeable Sales Associates
- 62% Secure Transaction
- 41% Availability
- 53% See & Feel Item
- 20% Knowledgeable Sales Associate

DESIRED FEATURES AND CONTENT
JEWELRY SOCIAL MEDIA INFLUENCE

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR JEWELRY

- I’m Special
- High participation with shopping experience
- Got to Be First
- Needs Validation
- Buy and Be Done
- Avoid Remorse
- Want Some Fun

% of mode prefer to learn about new products through social media

% of mode that shared their purchase on social media

0% 10% 20% 30% 40% 50% 60% 70% 80%
HOME REMODELING PREFERENCES INFLUENCE PURCHASE DECISIONS

MODES OF THE ONLINE SHOPPER

DESIRED FEATURES AND CONTENT

- Security 45%
- Free Return 44%
- Social Media Promotion 24%

I'M SPECIAL 29%

GOT TO BE FIRST 21%

MODES OF THE STORE SHOPPER

DESIRED FEATURES AND CONTENT

AVOID REMORSE 10%

KNOW-IT-ALL 13%

- 33% Secure Transaction
- 32% Availability
- 38% Hates Waiting

- 53% See & Feel Item
- 20% Knowledgeable Sales Associate

Compare Prices 65%
- Unique Product 54%
- Social Media Promotion 40%
HOME REMODELING SOCIAL MEDIA INFLUENCE

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR HOME REMODELING

% of mode prefer to learn about new products through social media

% of mode that shared their purchase on social media

INFLUENCERS

- I'm Special
- Got to Be First
- Buy and Be Done
- Needs Validation
- Decision Anxiety
- Know-It-All
- Avoid Remorse
- Want Some Fun

High participation with shopping experience

0%
2%
4%
6%
8%
10%
12%
14%
16%
18%
20%

0% 10% 20% 30% 40% 50% 60% 70% 80%
FURNITURE PREFERENCES INFLUENCE PURCHASE DECISIONS

MODES OF THE ONLINE SHOPPER

DESIRED FEATURES AND CONTENT

Security 45%
Free Return 44%
Social Media Promotion 24%

I'M SPECIAL
29%

MODES OF THE STORE SHOPPER

DESIRED FEATURES AND CONTENT

Security 76%
Free Shipping 63%
Free Return 46%

AVOID REMORSE
15%

DECISION ANXIETY
19%

KNOW-IT-ALL
14%

14% Knowledgeable Sales Associates
62% Secure Transaction
41% Availability

53% See & Feel Item
20% Knowledgeable Sales Associate
FURNITURE SOCIAL MEDIA INFLUENCE

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR FURNITURE

% of mode prefer to learn about new products through social media

% of mode that shared their purchase on social media

- I’m Special
- High participation with shopping experience
- Want Some Fun
- Needs Validation
- Know-It-All
- Avoid Remorse
- Got to Be First
- Buy and Be Done
- Decision Anxiety
SOFTWARE PREFERENCES INFLUENCE PURCHASE DECISIONS

MODES OF THE ONLINE SHOPPER

| Security | 59% |
| Free Shipping | 68% |
| Find Specific Item | 32% |

BUY AND BE DONE 14%

MODES OF THE STORE SHOPPER

| Security | 76% |
| Free Shipping | 63% |
| Free Return | 46% |

NEEDS VALIDATION 27%

| 61% Availability |
| 43% See & Feel Item |

AVOID REMORSE 14%

| 53% See & Feel Item |
| 20% Knowledgeable Sales Associate |

KNOW-IT-ALL 17%
SOFTWARE SOCIAL MEDIA INFLUENCE

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR SOFTWARE

% of mode prefer to learn about new products through social media

% of mode that shared their purchase on social media

Got to Be First
I’m Special
High participation with shopping experience

Know-It-All
Needs Validation
Decision Anxiety

Avoid Remorse
Buy and Be Done
Want Some Fun

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%
RESTAURANT PREFERENCES INFLUENCE PURCHASE DECISIONS

**MODES OF THE ONLINE SHOPPER**

**I’M SPECIAL**
- Security: 45%
- Free Return: 44%
- Social Media Promotion: 24%

**GOT TO BE FIRST**
- Compare Prices: 65%
- Unique Product: 54%
- Social Media Promotion: 40%

**MODES OF THE STORE SHOPPER**

**NEEDS VALIDATION**
- 61% Availability
- 43% See & Feel Item

**AVOID REMORSE**
- 33% Secure Transaction
- 19% Hates Salespeople
- 38% Hates Waiting

**ICIAL FEATURES AND CONTENT**

- Security: 45%
- Free Return: 44%
- Social Media Promotion: 24%

- Compare Prices: 65%
- Unique Product: 54%
- Social Media Promotion: 40%
RESTAURANT SOCIAL MEDIA INFLUENCE

SOCIAL MEDIA INFLUENCE WHEN SHOPPING FOR RESTAURANT

% of mode prefer to learn about new products through social media

% of mode that shared their purchase on social media

INFLUENCERS

High participation with shopping experience

Avoid Remorse
Want Some Fun
Know-It-All
Got to Be First
Decision Anxiety
Buy and Be Done
I’m Special
Needs Validation

0% 10% 20% 30% 40% 50% 60% 70% 80%