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Classification Essay

## Shoppers

Going to the mall, one can see all the different types of shoppers that roam around the stores: impulsive buyers, discount scavengers, wanderers, loyal buyers, and need-fulfillment customers. These mall-addicted customers usually work on weekdays, waiting for the weekend to come so they can shop until they drop.

### *Impulsive Buyers*

Have you ever noticed the excited shopper that has piles of clothing spilling out of their hands? These are the impulsive shoppers with huge shopping bags slung over their shoulders. They buy what they see and come into shops on a whim with no particular items at the top of their to-do list to buy. This type of customer can be swayed very easily to buy what the salesman has to offer. They will purchase more than they really need if they, or the salesman, somehow convinced them to do so. At the end of a long shopping day, it's no surprise to find an impulsive buyer's wallet empty of money and filled with only receipts.

### *Discount Scavengers*

Scavenging for stores with discounts, these customers look for the big sale signs. Unlike impulsive buyers, discount customers base their decision on the size of the markdown. They look

for the best deals and critically analyze the price of the item. In the whole entire store, there is no better place for these customers than the clearance corner. In this area of the shop, the items original full price is marked down, and everything seems less expensive. Holidays especially are the days with the most sales. With all the sale signs posted around the mall during holidays, it would appear to be that those days are specifically dedicated to discount scavenger customers alone.

### ***Wanderers***

Going from store to store, these wandering soldiers browse to find something that might spark their interest. If nothing seems appealing, it's off to the next store. They're very easily spotted as the people who shop for a while and still aren't lagging around shopping bags, just wandering around passing time. In a way, wanderers are very similar to window shoppers. However, the only difference is that window shoppers only look, and not buy. Wanderers, on the other hand, roam through the shops and might just buy something if anything looks appealing to them. If they are unable to find anything that catches their interest, they call it a day and might come back next week.

### ***Loyal Buyers***

First impression is everything when you meet a loyal buyer. A few friendly smiles, kind gestures, and some free coupons can really get these customers to come back for more. As soon as they leave the store happy, they will start to become a usual shopper at that certain shop. Not only are they going to weekly shop there, but they'll also tell their friends about their addiction to the store and how great it is. The more a salesman does for these customers, the more likely they

are to be on better terms with one another. Sweet-talking can coax them into continuing their loyalty to the store.

### ***Need-Fulfillment Customers***

These are the people that walk into the store with a driven purpose. Their mind is set on buying what they came to purchase and they *will* be satisfied. Driven by need, these customers will search for hours, even days, until they find what they came looking for. Just like a whiny child declaring that they “need” a certain toy, need-based customers won’t stop until they’re fulfilled.

Whether you have numerous bags or end up coming home empty handed, you would still fall under at least one of these categories. For some, they’re classified for more than one, and for others, all five. Which category do you fall under?