

# The Active Consumer

## Emotions Play A Role In Where People Shop

(NAPSA)—What do consumers really want when they shop? Some would be surprised to find out that, when it comes to shopping at discount department stores, a consumer's emotions might actually play a bigger role than price or selection.

Kmart recently completed an extensive research project to determine what truly drives an American discount store shopper to purchase from one store or another. The study showed that consumers are more driven by how the store makes them feel when they shop there, rather than any single store attribute.

For nearly a year, Kmart commissioned independent researchers to poll thousands of adult shoppers of all races. Overwhelmingly, the research concluded respondents preferred to shop at stores that reached them on an emotional level by understanding what really matters in their lives. More in-depth discussions with many of those polled found that their ideal store understood the values that are important in daily life, such as putting family first, value for the money and practicality.

The results of the Kmart study made it clear that an "ideal" shopping experience was not merely the result of a single attribute, such as low prices, but rather resulted from various dimensions of the



**Consumers prefer stores that are aware of, and help satisfy, basic needs.**

experience. If the store didn't deliver everyday "needs" under one roof, along with building trust through high-quality, top-name brands, then many consumers didn't feel like smart shoppers.

Studies show that priorities in life are changing, as people place an increased value on home and family. Recent events have evoked deep emotions among Americans, making them want to stay home and spend more time with their families. Consumers say this has affected the way they shop as well, with many wanting to avoid spending valuable time driving from store to store to find all they need for themselves and their families.

It is clear that with emotions playing a bigger role in how Americans shop, consumers will be turning to stores that not only satisfy their everyday needs and wants, but their hearts as well.