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## The Retailing Study Project Report: A Series of Research Studies from the Walton College of Business

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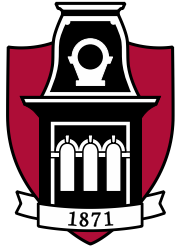
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# The Retailing Study Project Report

A Series of Research Studies from the Walton College of Business

**A Series of Studies on Consumer  
Shopping Perceptions and Behavior**

First Edition: February 2018

Project Leader: Professor Dinesh Gauri

Research Administrator: Vincent McCabe, Inc.



# The Retailing Study Project Report

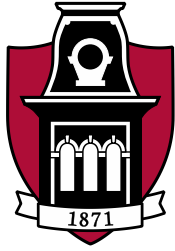
The February 2018 edition of The Retailing Study Project, a series of studies on consumer shopping perceptions and behavior, includes four study topics:

1. Shopper Perceptions of Amazon, Walmart and Target
2. What Do Millennials Want?
3. Will Physical Stores Go Away?
4. Walmart Shopper Profiles – In-store, Online and Store Pickup



*\*Note: The brand identities shown in the reports are brand names and trademarks of Amazon, Walmart and Target respectively. These companies are the sole owners of these brand names & marks, which are shown here for academic clarity.*





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# Perceptions of Amazon, Walmart and Target



# Why This Study?

## US RETAILING

**16 %  
GDP  
\$2.59 T**



**Rank: 1**

\$482 B



**Walmart**

**Rank:10**

\$107 B

\$79 B



**amazon**

**Rank:11**

\$74 B

\$3 B



**TARGET**

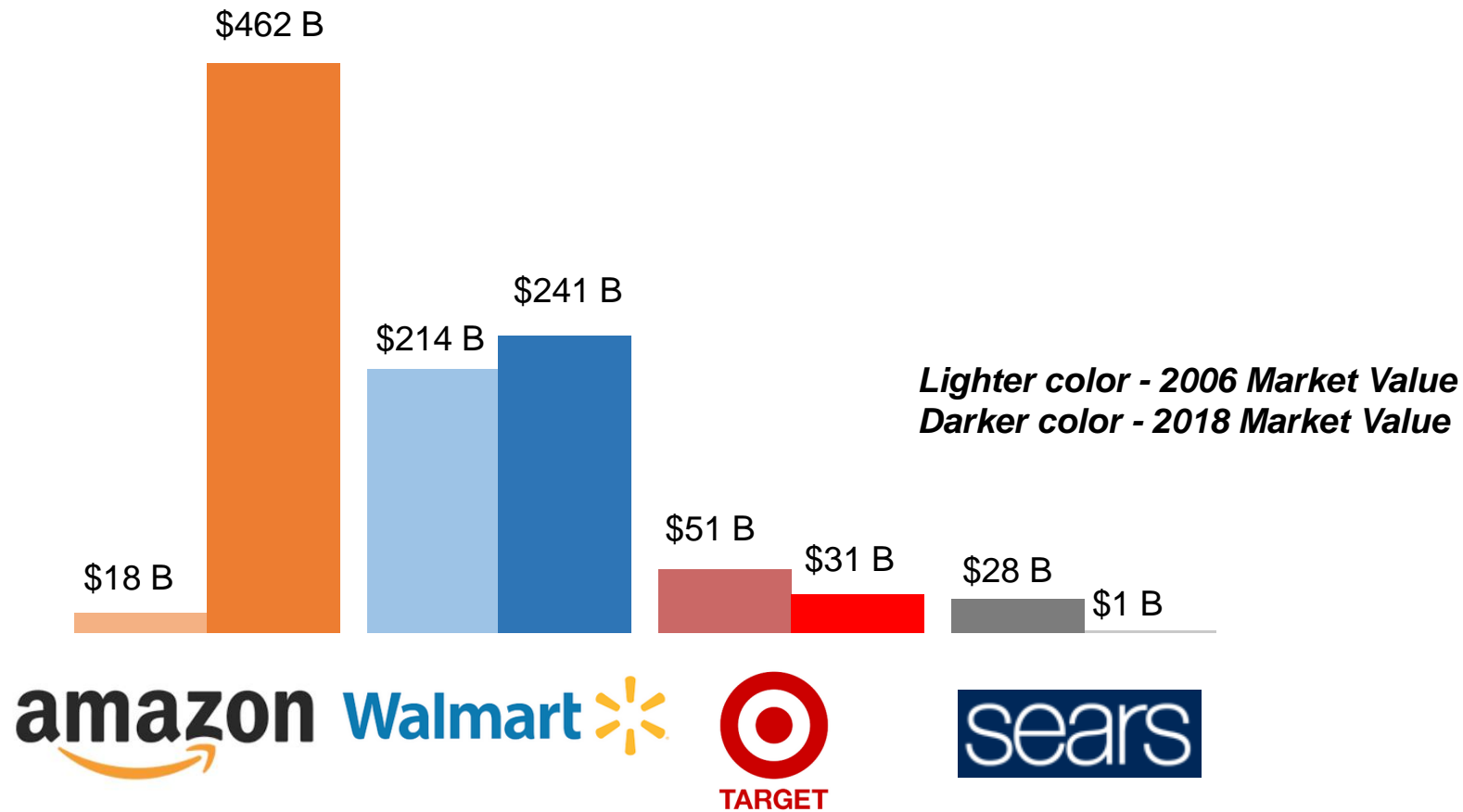
Source: Deloitte Global Powers of Retailing 2017

**Darker color - Total Revenue, 2015**  
**Lighter color - Ecommerce, 2015**





# Background – Disruption in the Industry



- Amazon's market value dominates considerably
- Walmart has increased in value but is less than half the value of Amazon
- Many retailers have lost considerable value in last decade

Over \$300B in M&A in the last 30 months in CPG & Retail



# Why This Study?

- Ecommerce on the climb
- Amazon continues to grow
- Walmart giving a good fight. Others trying various things



**Research question 1: What perceptions do shoppers have toward three key retailers: Amazon, Target, and Walmart?**



# Research Design and Methodology

- A cross-sectional, snap-shot in time, study was employed.
- A quantitative, online survey was posted to the internet during the month of December 2017.
- The research administrators recruited a random population of respondents from its sample panel of US consumers.

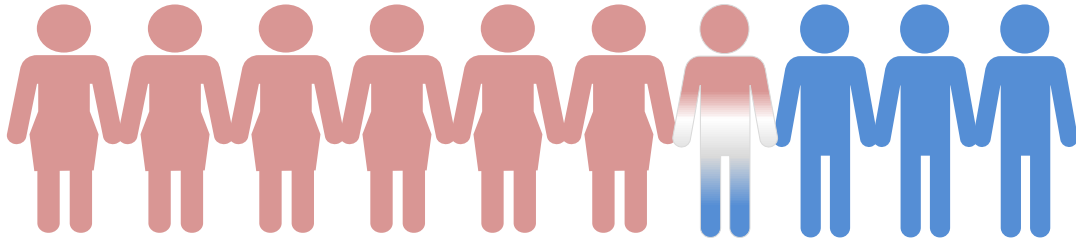
**The sample developed can be used to make inferences about the universe of US shoppers.**





# Study Sample

**Total Sample: 547 individuals**

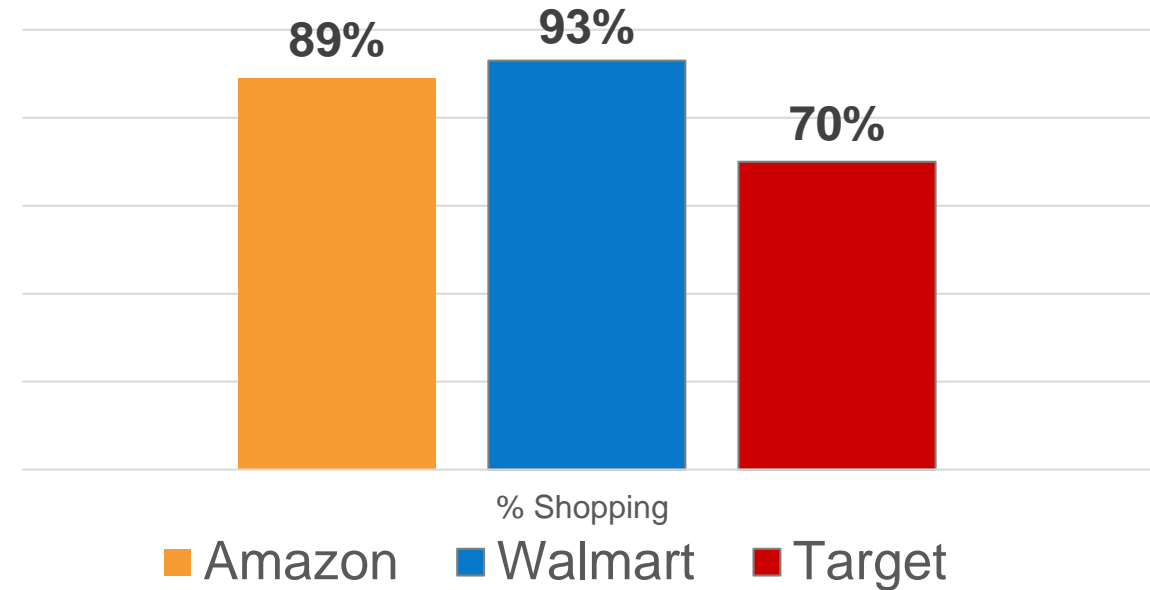


**Female  
65%**

**Male  
35%**

**Average Age  
41 years**

## Shopping Profile % Shopping Each Retailer



# Findings – Top of Mind Perceptions – Amazon



Respondents were asked: What are the first words that comes to mind when you hear Amazon?

**Best**                      **Innovative**                      **Fast Shipping**                      **Cool**                      **Fun**  
**Low Prices**                      **Great**                      **Selection**                      **Awesome**  
**Quality**                      **Good**                      **Easy**                      **Free shipping**                      **Fast**  
**Prime**                      **Good Prices**                      **Everything**  
**Convenient**                      **Variety**  
**Online**



# Findings – Top of Mind Perceptions – Walmart



Respondents were asked: What are the first words that comes to mind when you hear Walmart?

Fun      Huge      Nice      Dirty      Crowded      Poor Service  
Cool      Love      Prices      Low Quality      Great      Value  
Inexpensive      Big      Shopping      Groceries      Great Prices  
One-stop-shop      Convenient      Everything  
Affordable      Good      Good prices  
Variety      Low-prices  
Cheap



# Findings – Top of Mind Perceptions – Target



Respondents were asked: What are the first words that comes to mind when you hear Target?

Unique      Trendy      Awesome      Favorite      Good Service      Dog  
Shopping      Clean      Affordable      Everything      Cool  
Bulls-eye      Convenient      Clothes      Inconvenient  
Low-prices      Cheap      Good prices      Great  
Nice      Variety      Red      Fun  
Good      Quality  
Expensive



# Findings – Top of Mind Perceptions – Recap

- This recap is based on an analysis of verbatim comments.

**amazon**

- Online
- Variety
- Convenient
- Everything
- Good-Prices
- Prime
- Fast
- Free-shipping
- Easy
- Good

**Walmart**

- Cheap
- Low-prices
- Variety
- Good prices
- Good
- Affordable
- Everything
- Convenient
- One-stop-shop
- Great-Prices



- Expensive
- Quality
- Good
- Fun
- Red
- Variety
- Nice
- Great
- Good-prices
- Cheap





# Insights on the Retailers

## 1. Price is the attribute most often associated with Walmart

- 5 out of 10 top 10 recall words deal with Price

## 2. 5 out of 10 words overlap with Amazon and Walmart

- Variety, Good prices, Good, Convenient, Everything
- Walmart should focus on being “fast” and “easy” to catch-up with Amazon

## 3. Most recalled word for Target is Expensive, followed by Quality

- Target should focus on being more competitive on price
- Could create a separate quality focused position also and let Amazon and Walmart take the price shoppers



# Five Most Important Features for General Merchandise

Respondents were asked to rate the importance of a variety of factors for general merchandise, using a scale of 1 to 5, where one is not at all important and 5 is very important. The top five most important factors include the following:

1. Safety and Security of Data
2. Competitive Prices
3. Honesty and Trustworthiness
4. Wide Range of Product Choices
5. Offers Brands I want



*Note: These are Top 5 out of 20 factors*



# Findings – Comparison of Scores on Features for General Merchandise

Respondents were asked to evaluate the three retailers on the factors of importance for general merchandise using a scale of 1 to 5, where one is poor and 5 is excellent.



While these average scores are very close, Amazon scores highest in all the top categories of importance.



# Five Most Important Features for Grocery

Respondents were asked to rate the importance of a variety of factors for groceries, using a scale of 1 to 5, where one is not at all important and 5 is very important. The top five most important factors include the following:

1. Freshness of Produce
2. Quality of Meat & Poultry
3. Cleanliness of Store
4. Convenient Locations
5. Quality of Local Produce

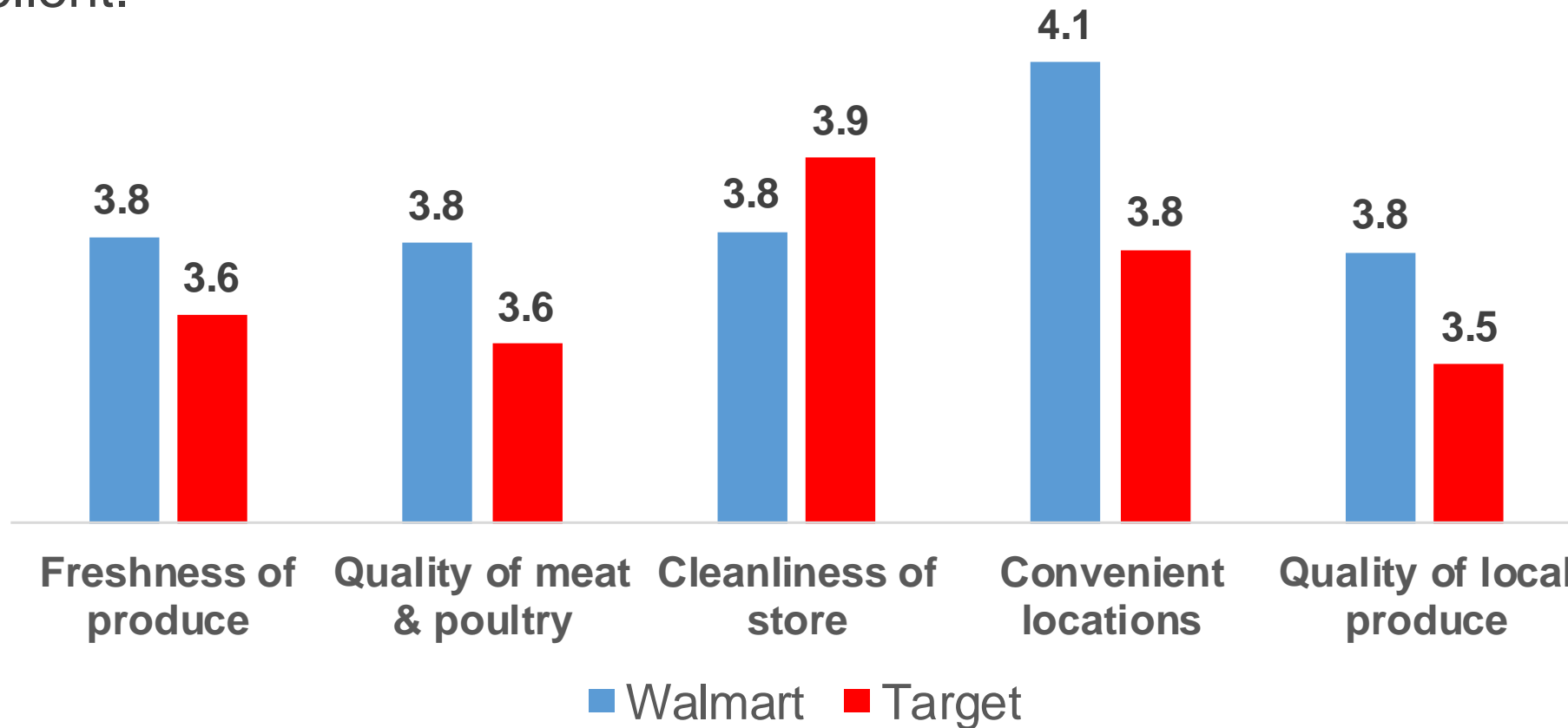


*Note: These are Top 5 out of 10 factors*



# Findings – Important Features for Groceries

Respondents were asked to evaluate the three retailers on the factors of importance on groceries using a scale of 1 to 5, where one is poor and 5 is excellent.

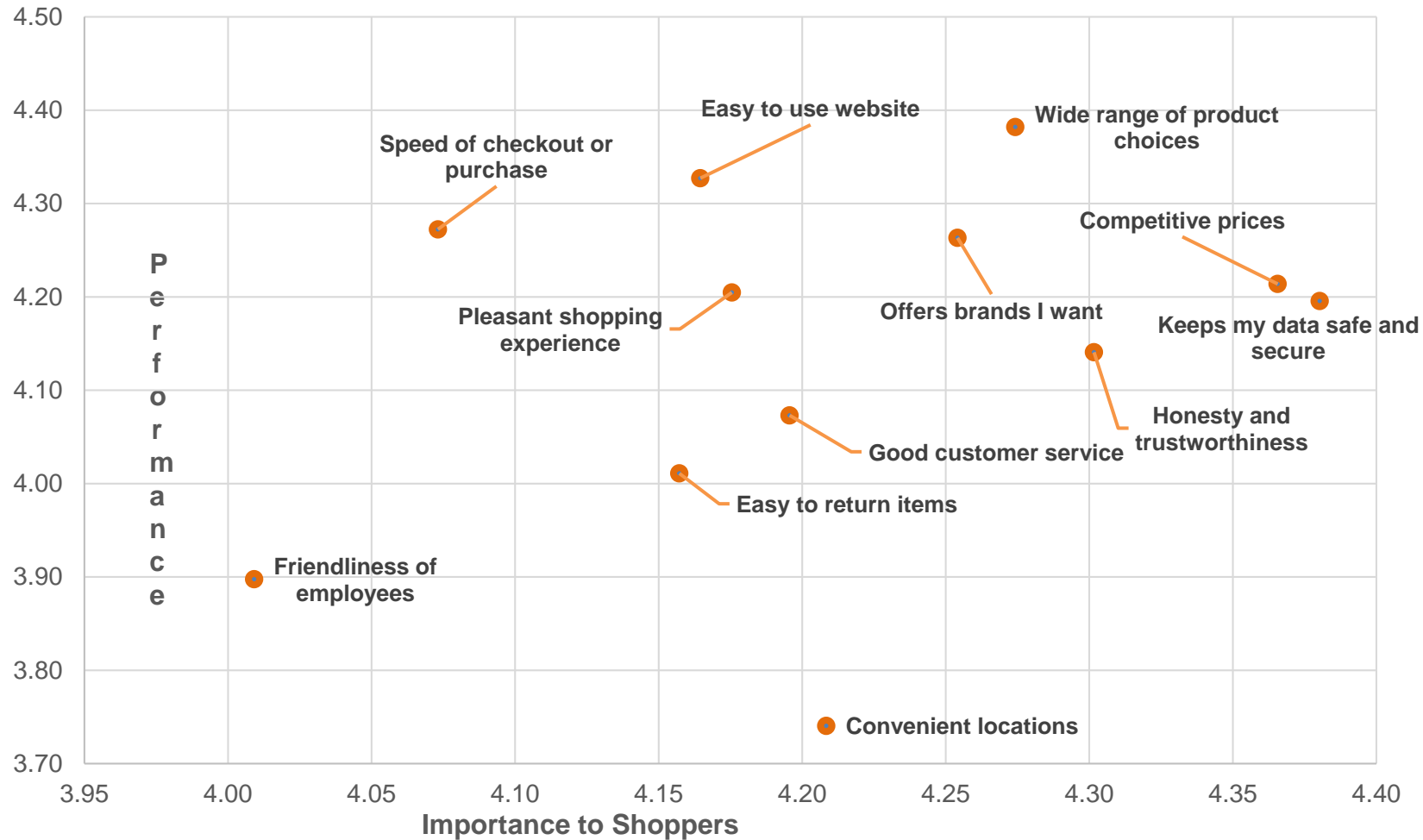


For grocery, Walmart scores highest for convenient locations.  
Target scores highest for cleanliness of store.





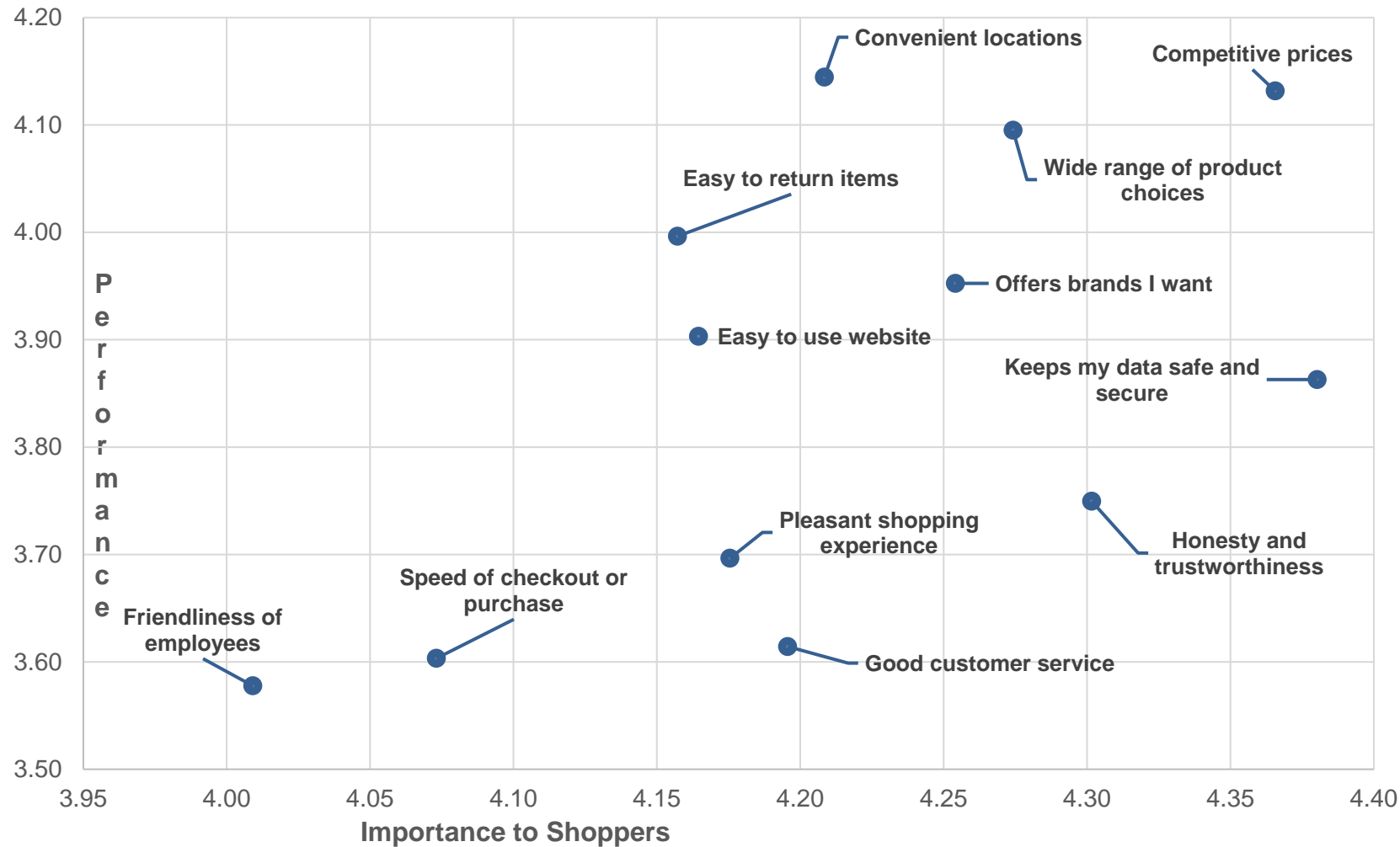
# Findings – Importance vs. Performance - Amazon - General Merchandise



- Amazon scores high on attributes that are important for shoppers
- Highest score for Availability of Wide range of Products
- With Whole Foods acquisition, offering convenient locations and pick-up also



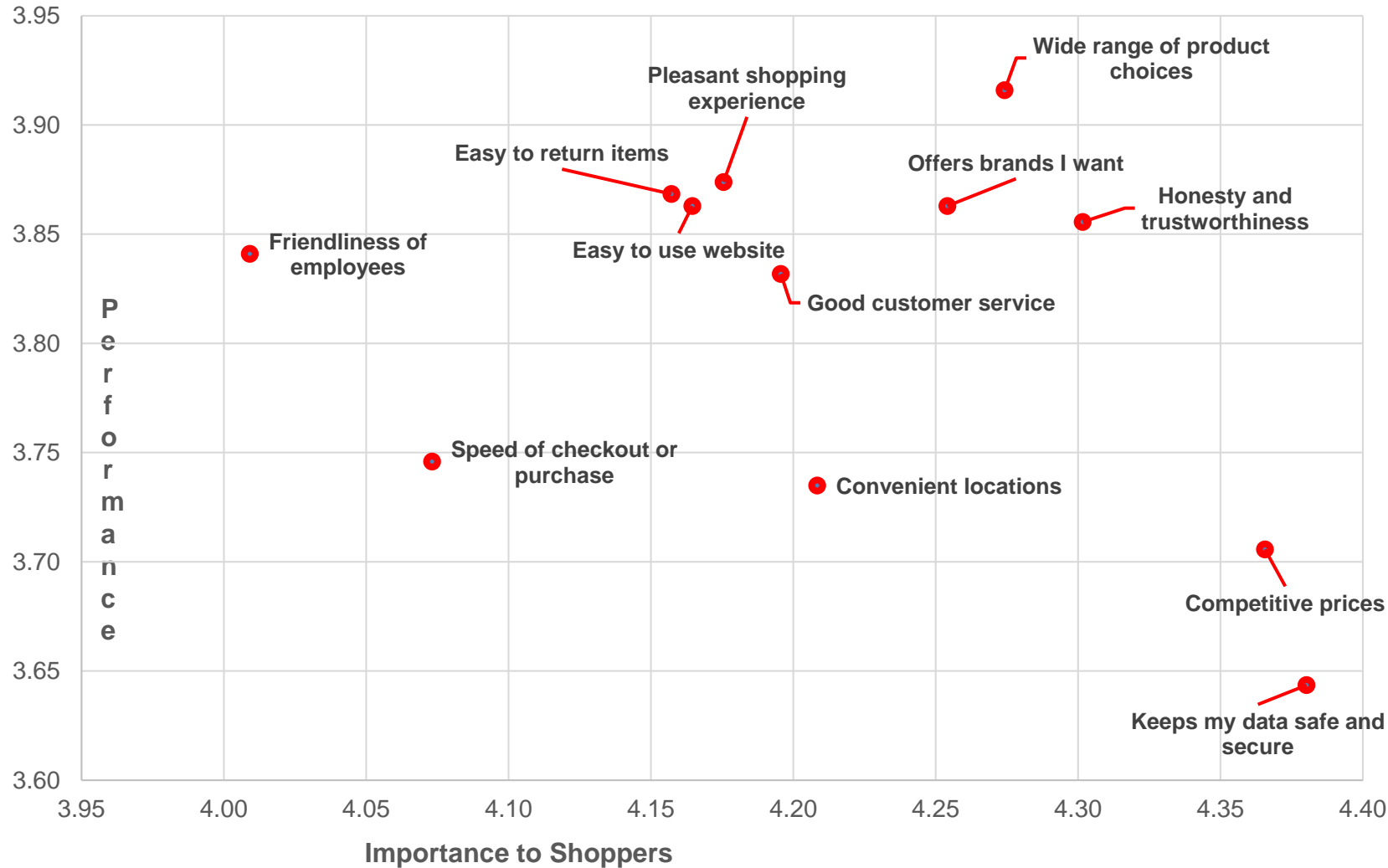
# Findings – Importance vs. Performance - Walmart - General Merchandise



- Walmart scores high on many attributes that are important for shoppers
- Highest score for Convenient Locations
- Needs to improve on Customer Service, Helpfulness & Friendliness of Employees
- Only scores above 4 for 3 attributes



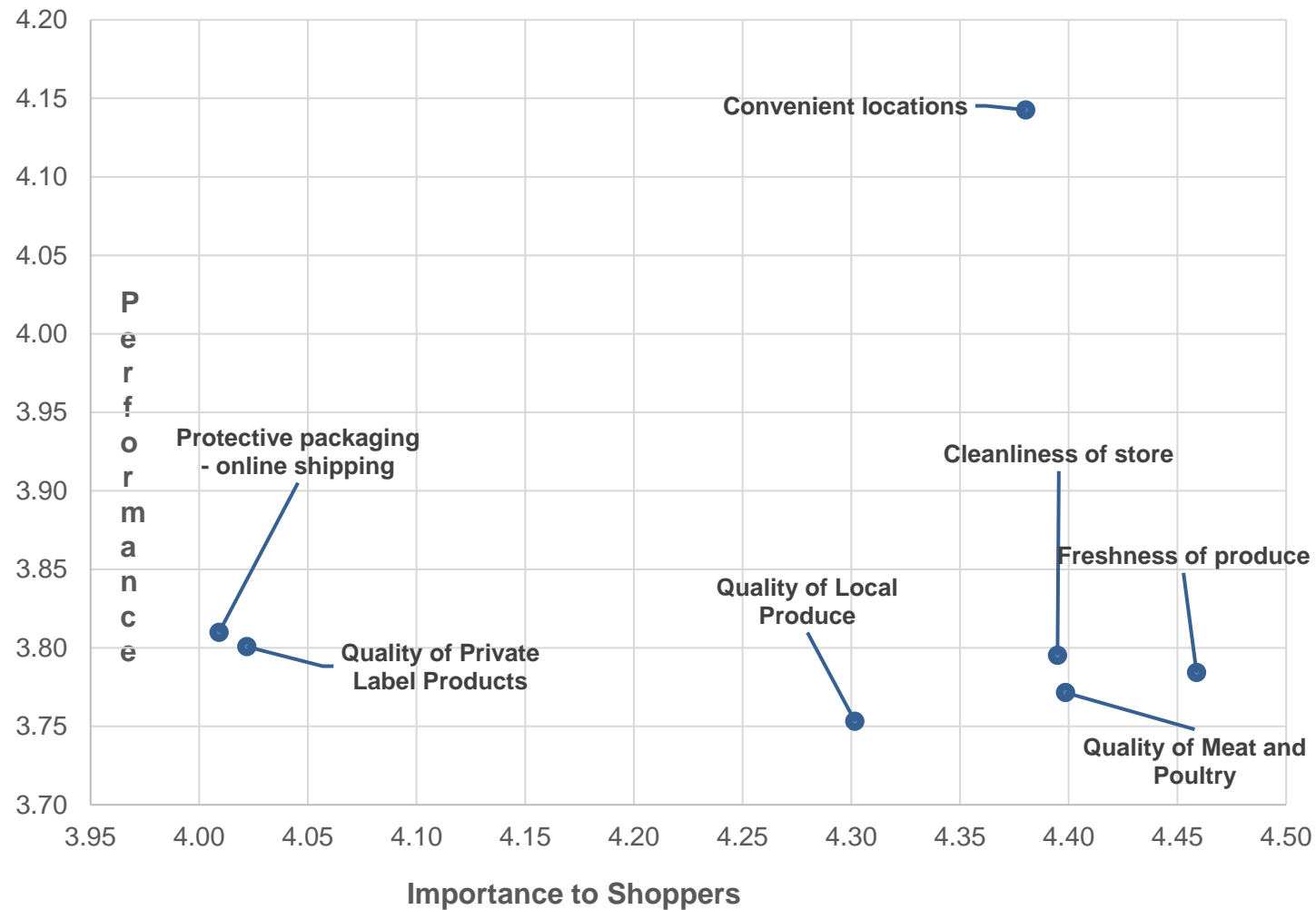
# Findings – Importance vs. Performance - Target - General Merchandise



- No score above 4. Needs to improve on many dimensions
- Target has high scores on only few attributes that are important for shoppers
- Low scores on Competitive Prices and Keeping data safe & secure



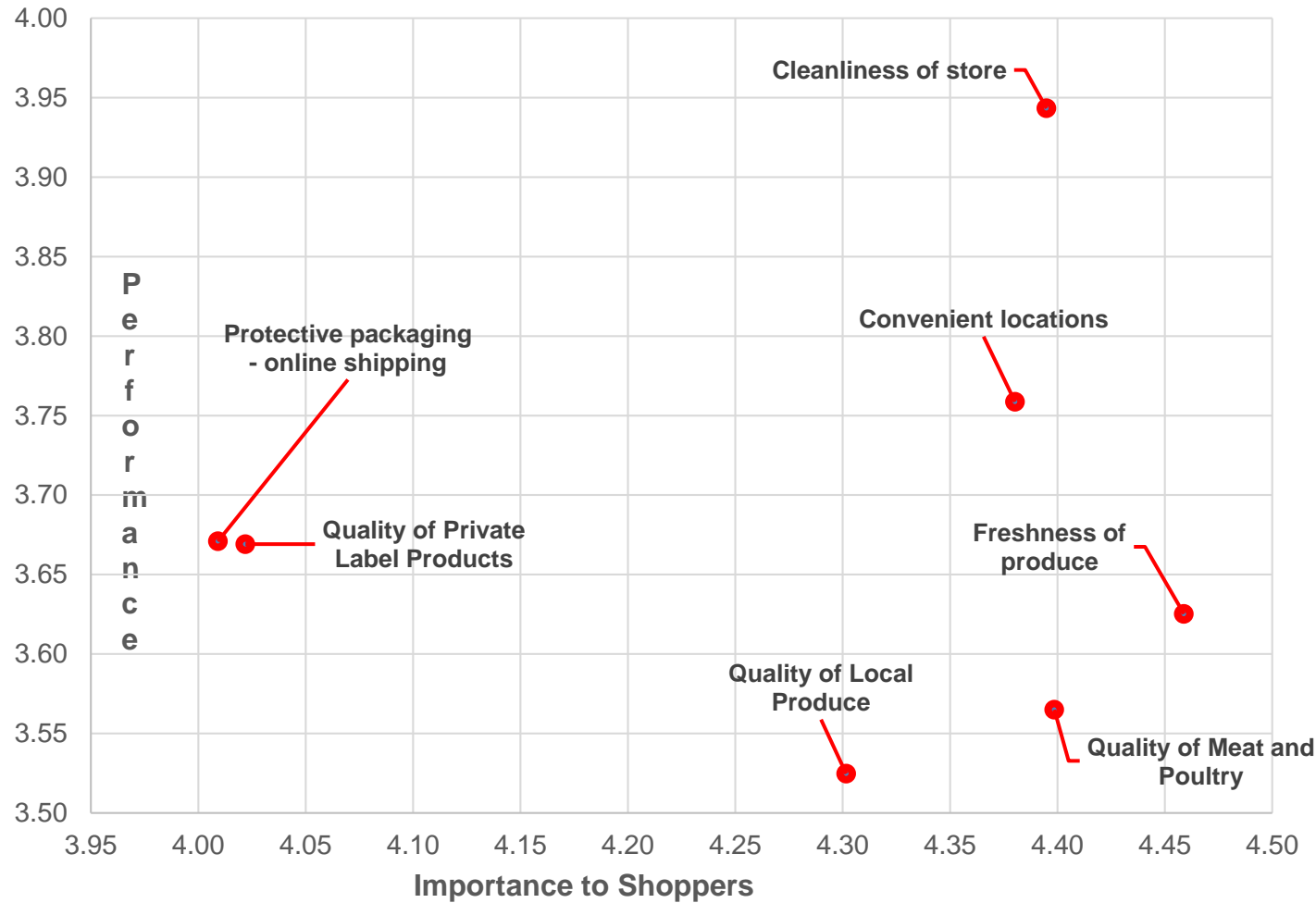
# Findings – Importance vs. Performance - Walmart - Grocery



- Highest score for Convenient Locations
- Needs to improve on Freshness of Produce, Quality of Meat & Produce
- Doing much better in Grocery



# Findings – Importance vs. Performance - Target - Grocery



- Target scores high on cleanliness of stores
- Needs to improve on everything else





# Summary – Perceptions of Amazon, Walmart and Target

- **Consumer Perceptions:**

- **Amazon:** Online, Convenient, Variety. Amazon and Walmart overlap in many ways.
- **Walmart:** Cheap, Variety, Low-prices. 5 out of 10 top recall words deal with price. Walmart needs to focus on speed and ease of doing business to capture market share.
- **Target:** Expensive, Good, Quality. Target is not perceived as competitive on price.

- **Most Important Features – General Merchandise:**

Consumers want safety & security of their data, competitive prices, honesty & trustworthiness, a wide range of product choices and brands they want. Social and environmental consciousness are not very important.

- **Retailer Scores on Features of Importance – General Merchandise:**

While the average scores for the retailers are very close, Amazon scores highest in all the top categories of importance. Amazon scores highest in wide range of choices and easy to use website. Walmart scores well in convenient locations and offers both store and online shopping.



# Summary – Perceptions of Amazon, Walmart and Target

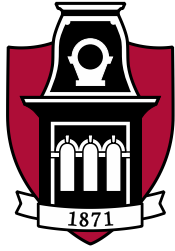
- **Most Important Features – Grocery:**

Consumers want freshness of produce, quality of meat & poultry, cleanliness of store, convenient locations and quality of local produce. Fresh produce and clean stores are the most important. Organic items are not as important.

- **Retailer Scores on Features of Importance – Grocery:**

While the average scores for the retailers are very close, Walmart has an edge in groceries except in the area of cleanliness of the store. Amazon was not evaluated in this category, although the intent to open more Amazon-branded locations may change this in future studies.





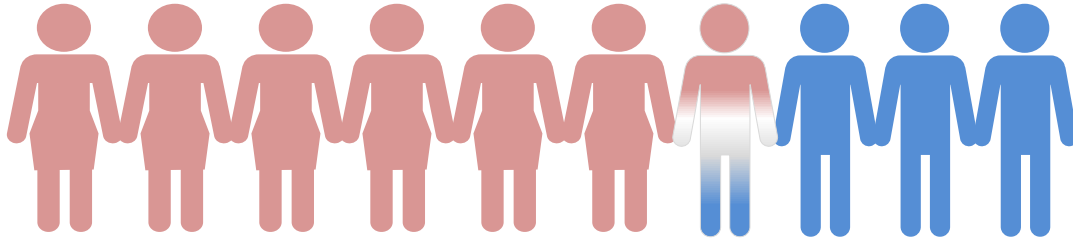
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# What do Millennials Want?

**Research question 2: What do Millennial Shoppers want and what are their perceptions towards three key retailers: Amazon, Target, and Walmart?**

# Study Sample

**Total Sample: 547 individuals**



**Female  
65%**

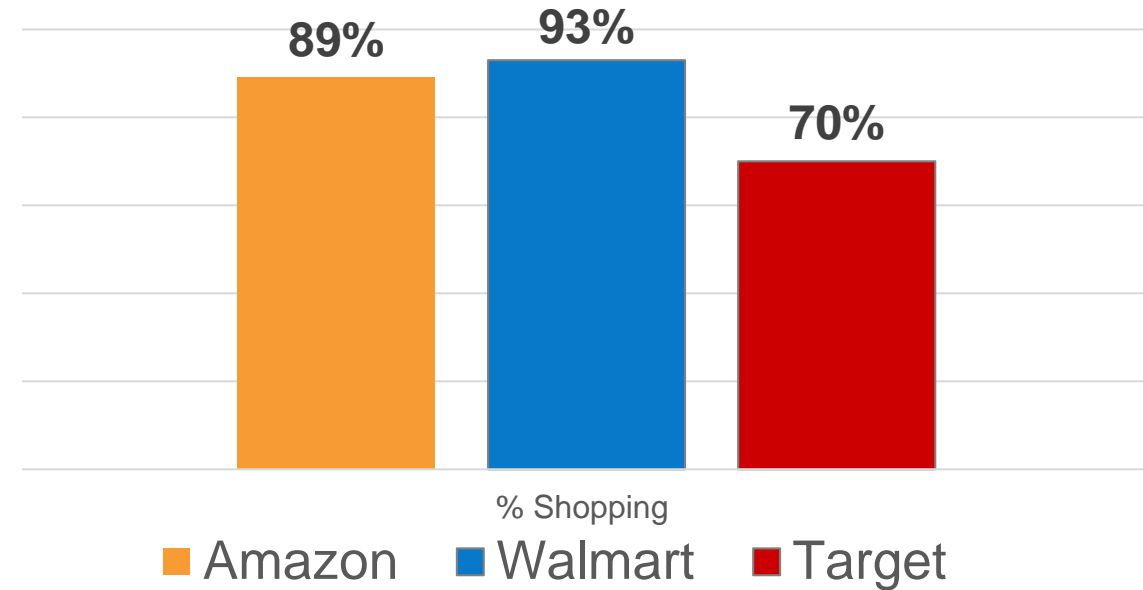
**Male  
35%**

**Millennials (18-34): 45%**  
**70% Females**

**Non Millennials**  
**61% Females**

**Average Age  
41 years**

## Shopping Profile % Shopping Each Retailer



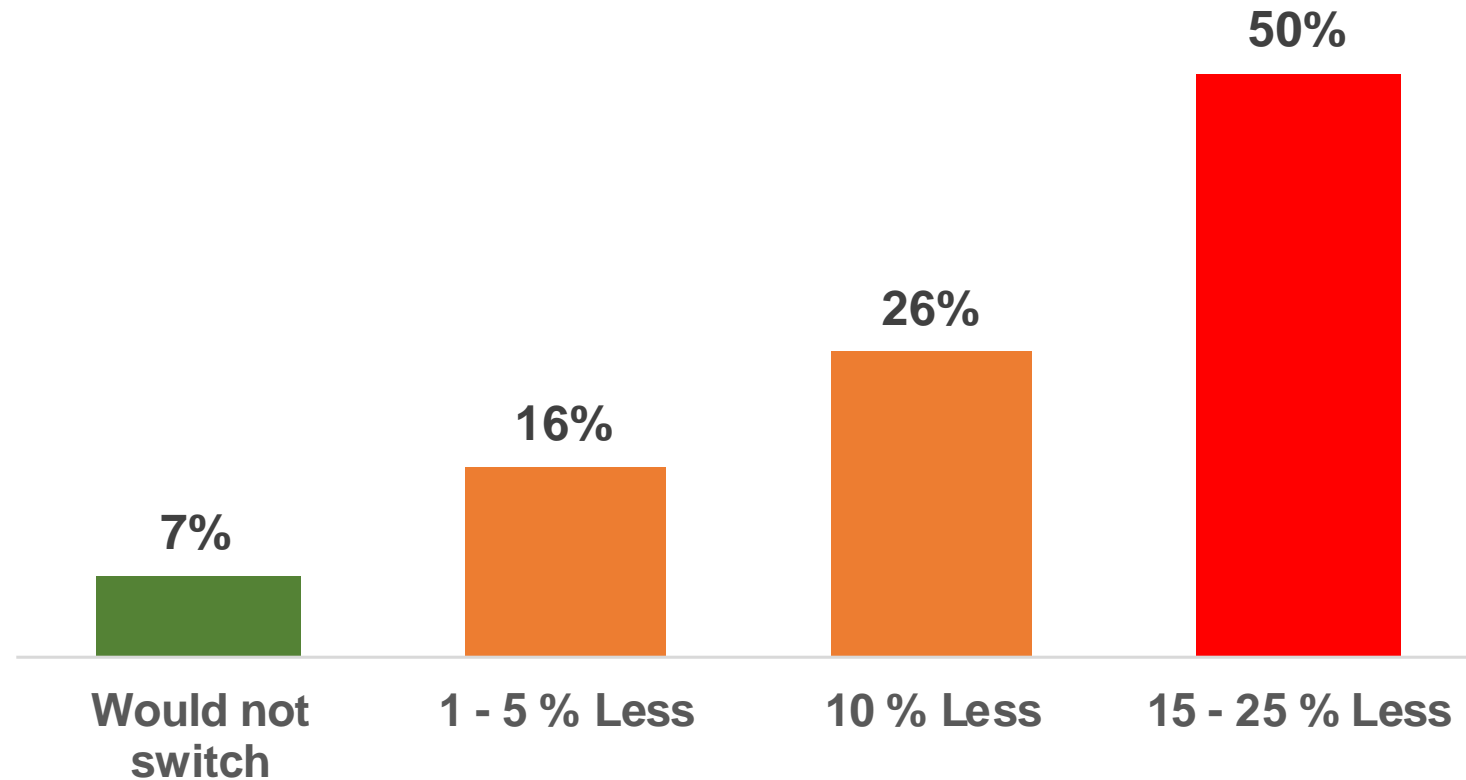
Total	% Shopping (Millennials)	% Shopping (Non-Millennials)
Amazon	89%	88%
Walmart	93%	95%
Target	70%	62%



# Findings – Switching to Other Stores for Lower Prices

Respondents were asked: If prices were cheaper at another store or site, for what discount would you be willing to switch to that other store or site.

## ❖ Full Sample



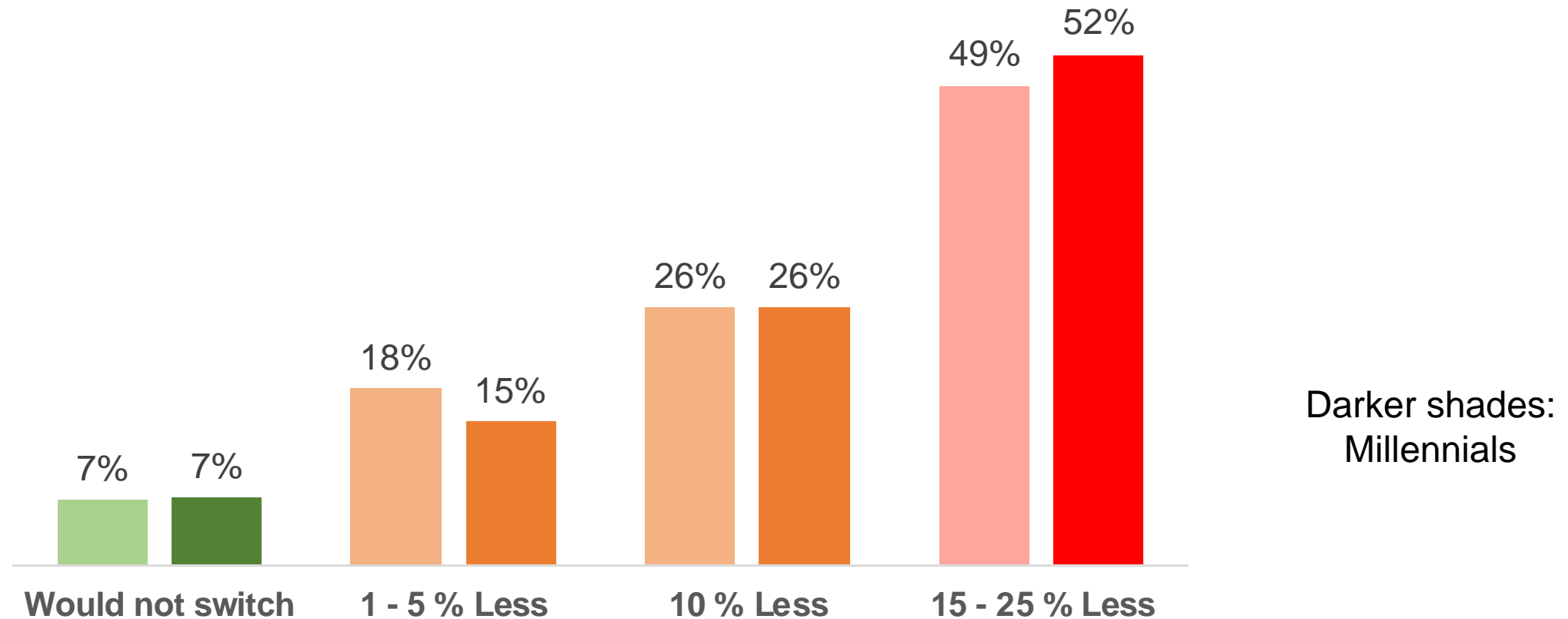
43% will switch if prices are 10% or less than competition.  
Positioning based on price could be a double-edged sword





# Findings – Switching for Lower Prices (Millennials Vs Non Millennials)

Respondents were asked: If prices were cheaper at another store or site, for what discount would you be willing to switch to that other store or site.



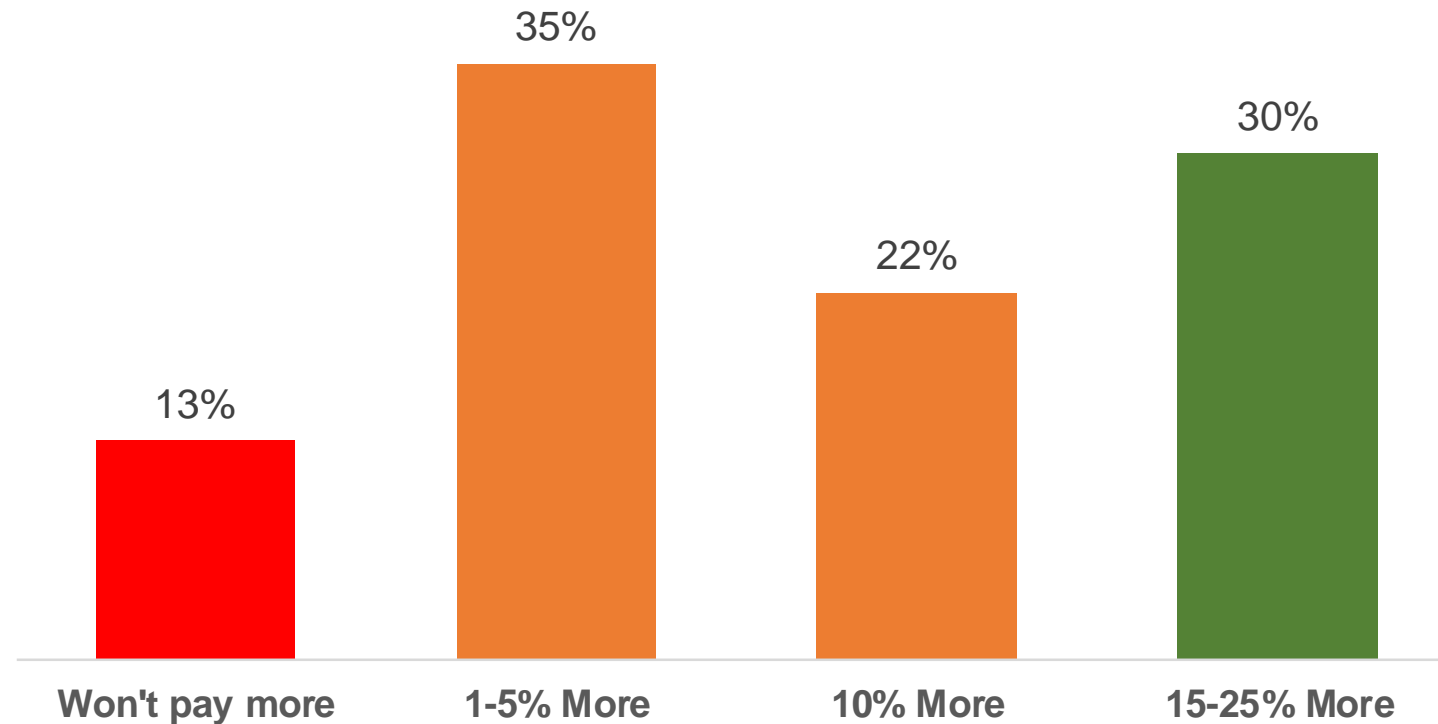
**41% Millennials will switch if prices are 10% or less than competition compared to 44% for Non-Millennials.**



# Findings – Willingness to Pay More for Better Quality

Respondents were asked: If you could get better quality for similar products, how much more would you be willing to pay for this better quality?

## ❖ Full Sample

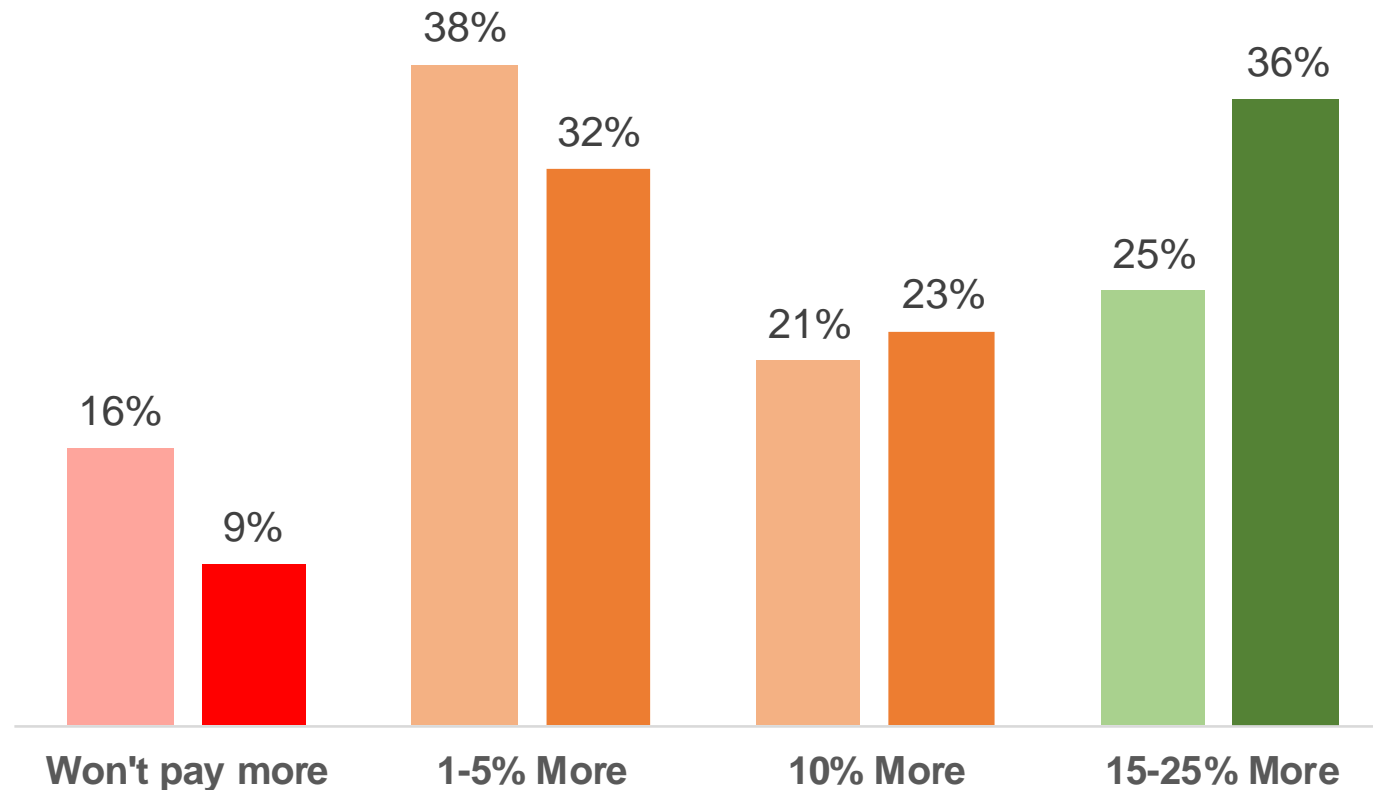


Split between paying more for better quality. 48% will pay 5% or less while 52% will pay 10% or more prices for better quality.



# Findings – Willingness to Pay for Quality (Millennials vs. Non-millennials)

Respondents were asked: If you could get better quality for similar products, how much more would you be willing to pay for this better quality?



- 54% of Non-Millennials Vs 41% of Millennials will pay 5% or less for better quality.
- 41% of Non-Millennials vs 59% of Millennials will pay 10% or more prices for better quality.
- Opportunity exists in the market to position based on quality.



# Findings – Top of Mind Perceptions – Amazon



Respondents were asked: What are the first words that comes to mind when you hear Amazon?

## ❖ Non-Millennials

- Online
- Variety
- Everything
- Convenient
- Good-Prices
- Selection
- Prime
- Easy
- Fast
- Free-shipping

## ❖ Millennials

- Online
- Convenient
- Variety
- Fast
- Everything
- Prime
- Good
- Free-shipping
- Awesome
- Good prices

In addition to “Online” and “Variety, Millennials think of Amazon as “Convenient” and “Fast.” “Good Prices” are not as top-of-mind.



# Findings – Top of Mind Perceptions – Walmart



Respondents were asked: What are the first words that comes to mind when you hear Walmart?

## ❖ Non-Millennials

- Cheap
- Low prices
- Variety
- Good prices
- Everything
- Affordable
- Convenient
- One stop shop
- Value
- Inexpensive

## ❖ Millennials

- Cheap
- Good
- Low prices
- Variety
- Good prices
- Affordable
- Convenient
- Everything
- Groceries
- Cool

In addition to “Cheap, Good & Low Prices,” Millennials connect Walmart to “Groceries” and added “Cool” to their mix of thoughts.



# Findings – Top of Mind Perceptions – Target



Respondents were asked: What are the first words that comes to mind when you hear Target?

## ❖ Non-Millennials

- **Quality**
- **Expensive**
- **Variety**
- **Fun**
- **Good**
- **Red**
- **Inconvenient**
- **Low prices**
- **Great**
- **Nice**

## ❖ Millennials

- **Expensive**
- **Good**
- **Fun**
- **Quality**
- **Red**
- **Variety**
- **Good prices**
- **Bulls-eye**
- **Clothes**
- **Nice**

General perception is “Expensive” and “Quality” for Target for both groups. Millennials consider Target as a “Clothes” destination.





# Five Most Important Features for General Merchandise

Respondents were asked to rate the importance of a variety of factors for general merchandise, using a scale of 1 to 5, where one is not at all important and 5 is very important. The top five most important factors include the following:

1. Safety and Security of Data
2. Competitive Prices
3. Honesty and Trustworthiness
4. Wide Range of Product Choices
5. Offers Brands I want



*These are Top 5 out of 20 factors*



# Findings – Comparison of Scores on Features for General Merchandise

Respondents were asked to evaluate the three retailers on the factors of importance for general merchandise using a scale of 1 to 5, where one is poor and 5 is excellent.



While these average scores are very close, Amazon scores highest in all the top categories of importance.



# Findings – Comparison of Scores for Features for General Merchandise

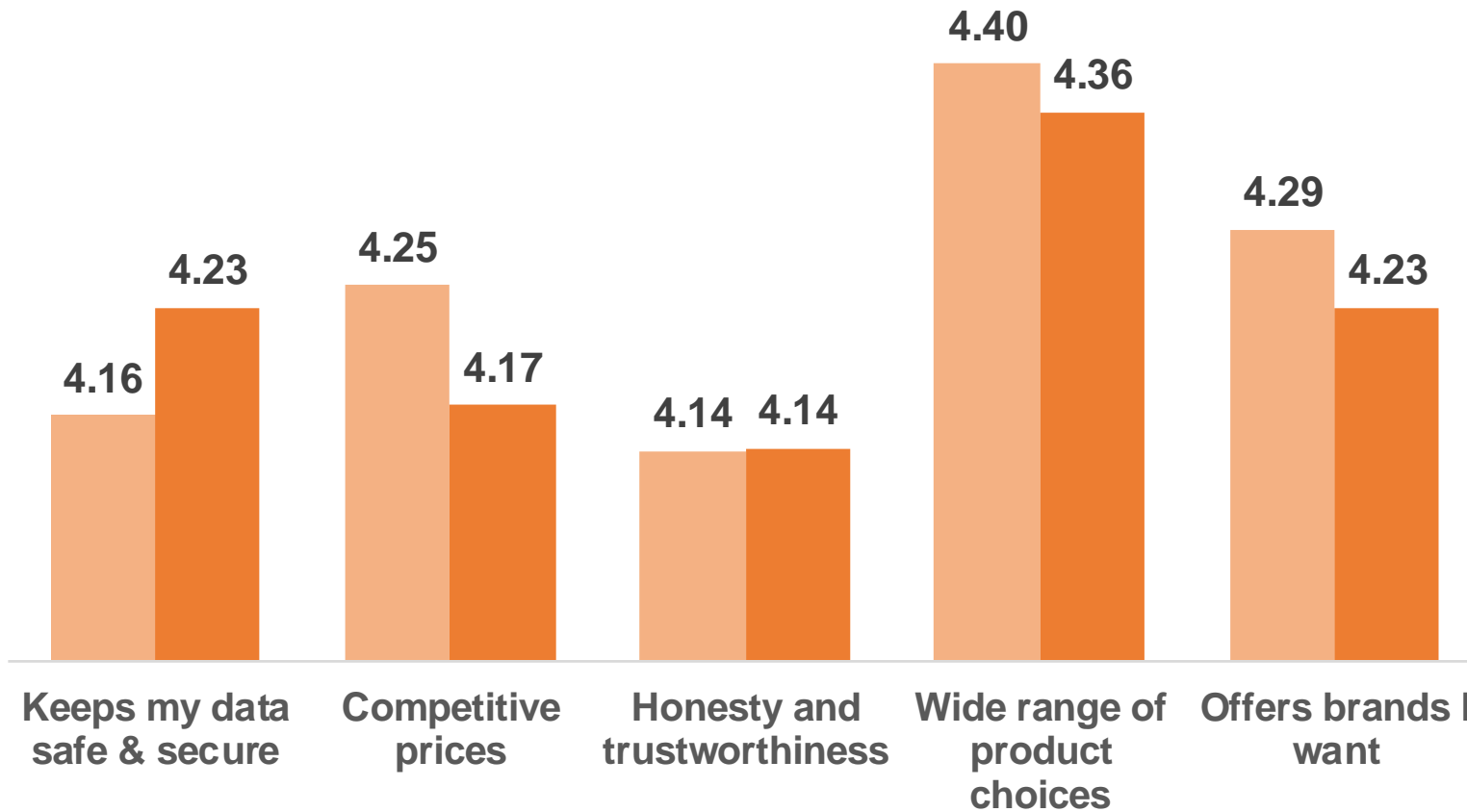
## ❖ Millennials



For general merchandise, Amazon scores highest in most important attributes. Walmart has lowest score in Honesty & Trust. Target needs to improve much.



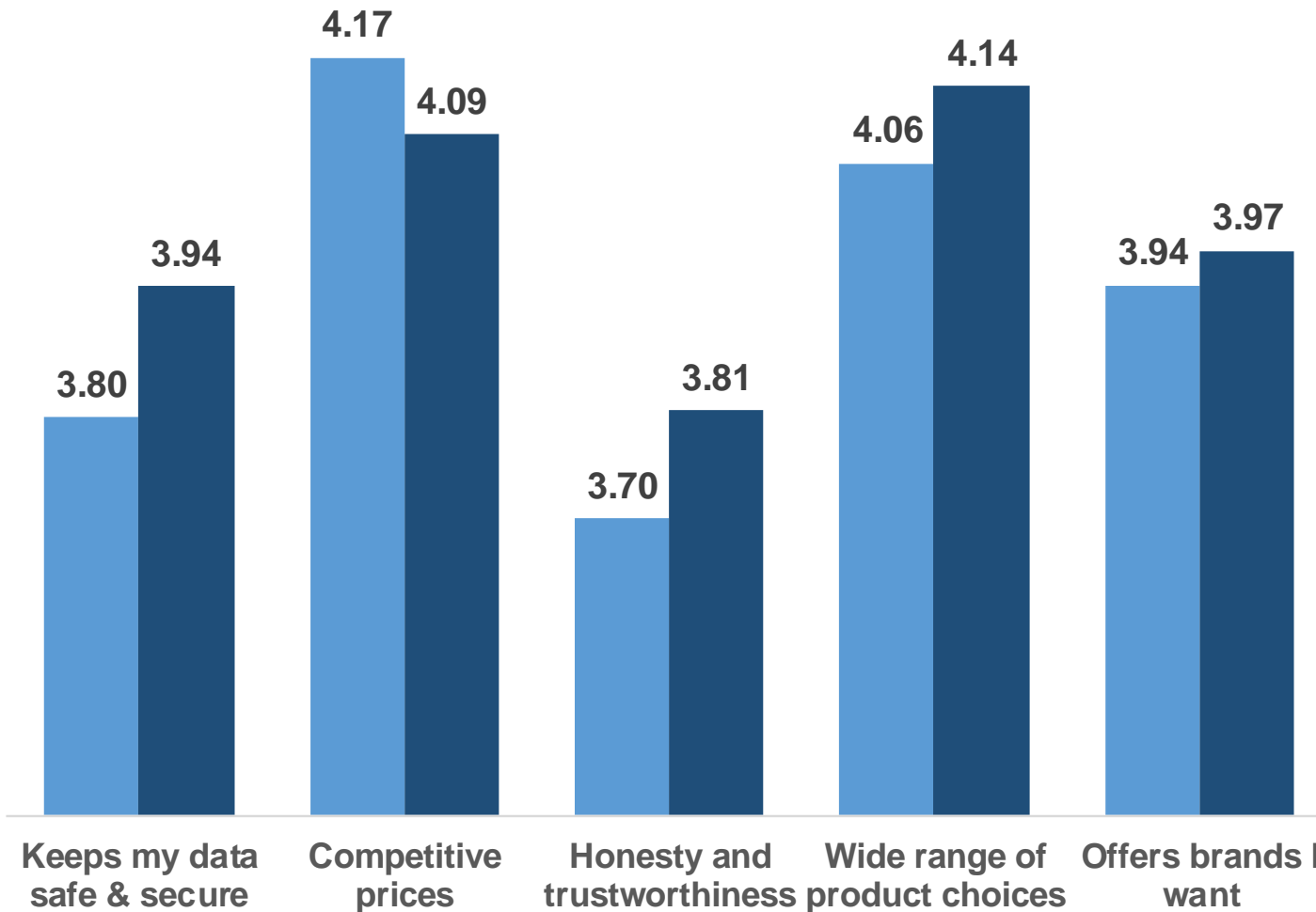
# Findings – Amazon (Millennials Vs Non Millennials) General Merchandise



- Small differences between Millennials and Non-Millennials for Amazon on most choices.
- Non-Millennials rate marginally higher on Competitive prices, Range of choices and Offers brands I want.
- Both groups rate it highly on Keeping data safe and secure”.



# Findings – Walmart (Millennials Vs Non Millennials) General Merchandise



- Millennials rate Walmart better on most choices except Competitive prices.
- Both groups rate Walmart highly on Competitive Prices but lower than Amazon.
- Small differences between Millennials and Non-Millennials for Walmart on most choices.



# Findings – Target (Millennials vs Non Millennials) General Merchandise



- Millennials rate Target higher on all choices. Gap between two groups is more pronounced than other retailers.
- Target rates poorly on Competitive prices.
- Falling behind for Non-Millennials.



# Five Most Important Features for Grocery

Respondents were asked to rate the importance of a variety of factors for groceries, using a scale of 1 to 5, where one is not at all important and 5 is very important. The top five most important factors include the following:

1. Freshness of Produce
2. Quality of Meat & Poultry
3. Cleanliness of Store
4. Convenient Locations
5. Quality of Local Produce



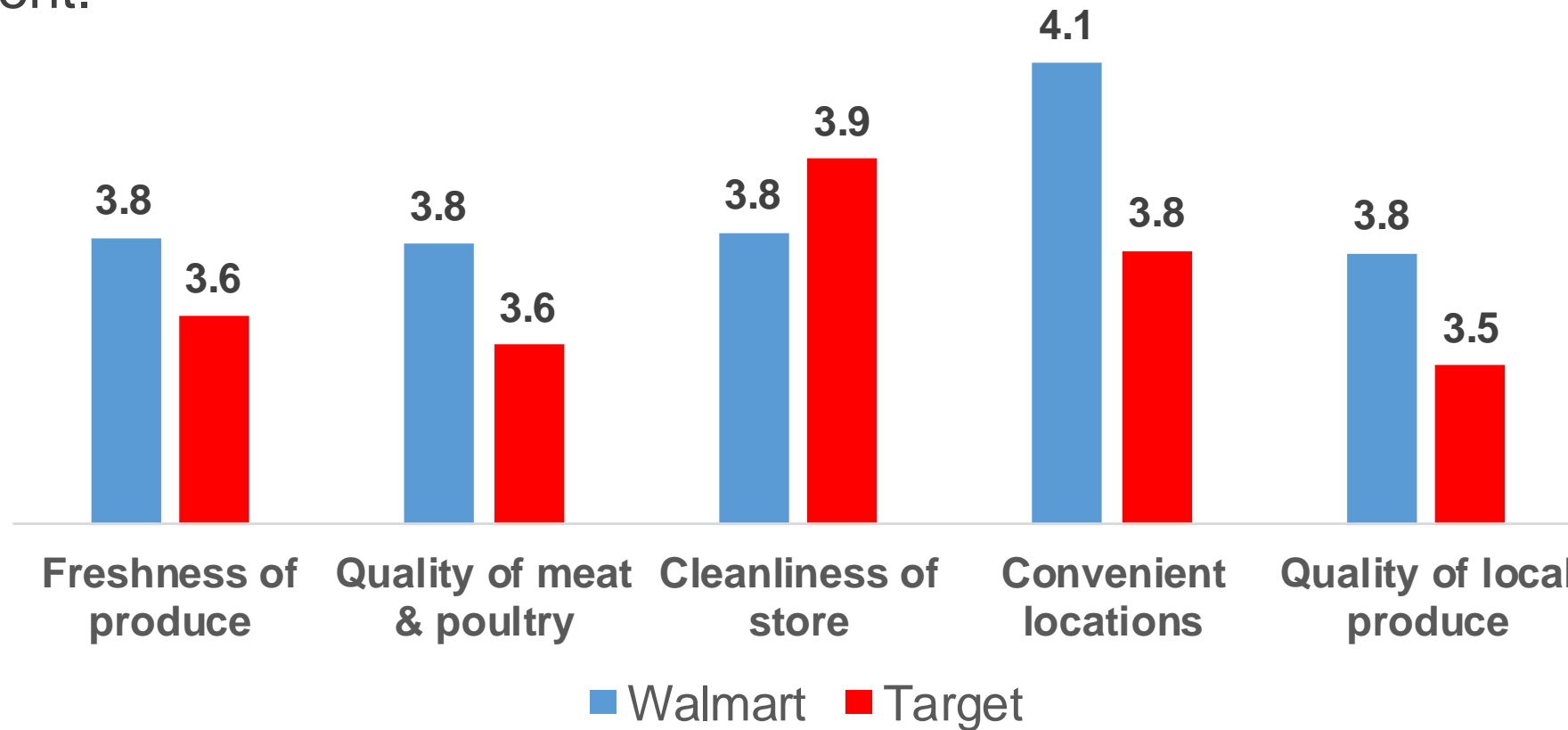
*These are Top 5 out of 10 factors*





# Findings – Important Features for Groceries

Respondents were asked to evaluate the three retailers on the factors of importance on groceries using a scale of 1 to 5, where one is poor and 5 is excellent.

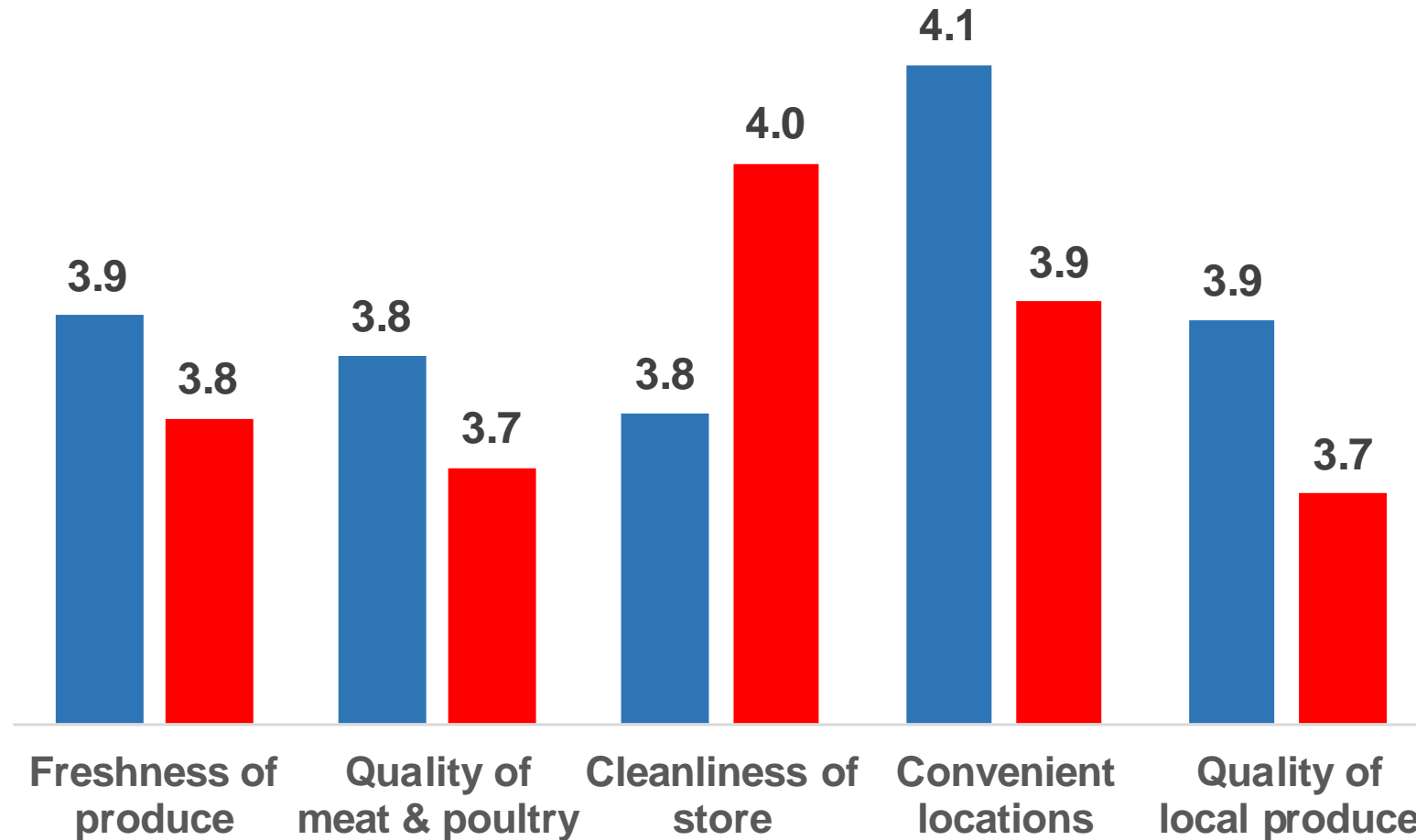


For grocery, Walmart scores highest for convenient locations.  
Target scores highest for cleanliness of store.



# Findings – Comparison of Scores on Features for Grocery

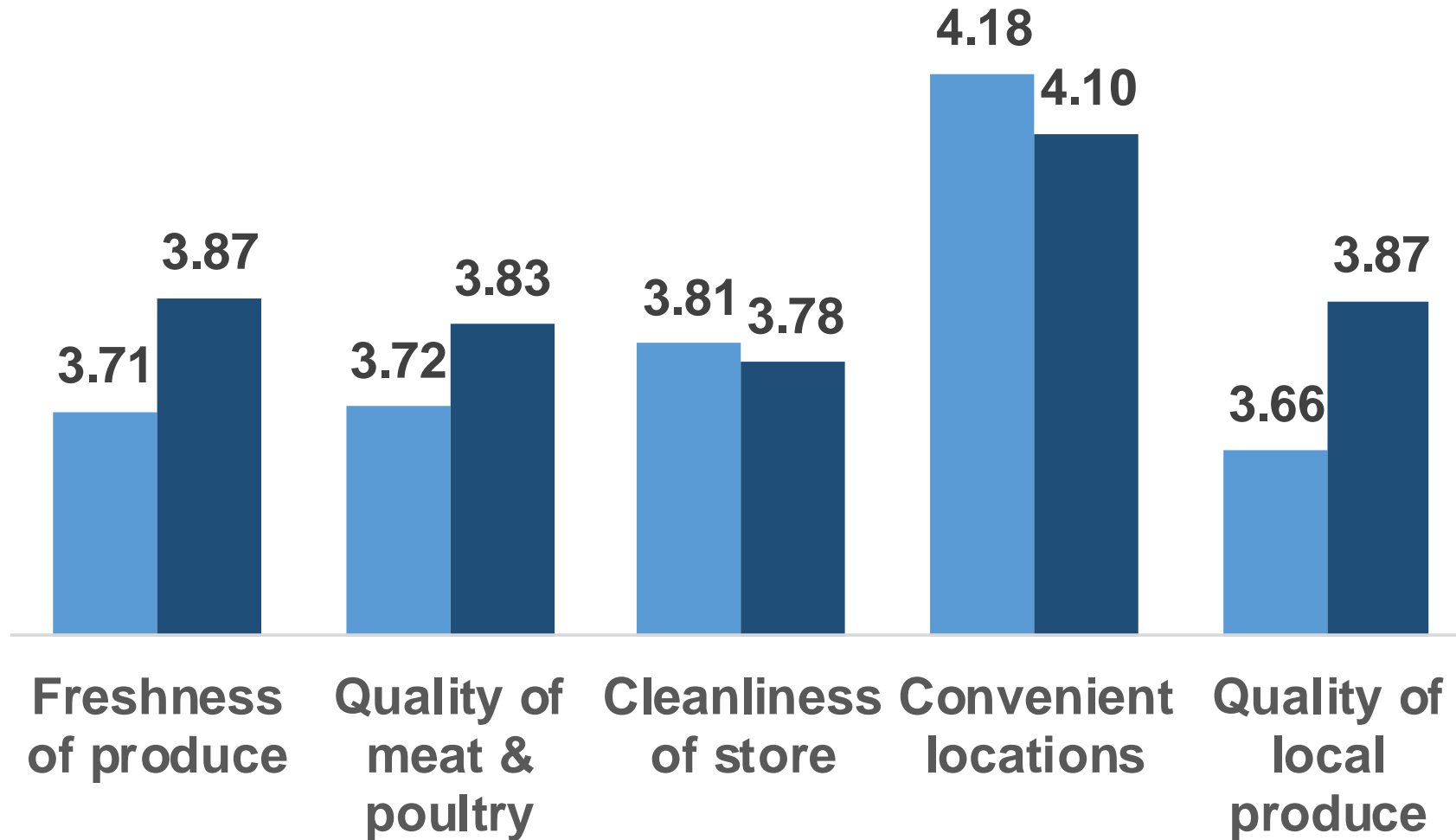
## ❖ Millennials



For Millennials, Walmart also has an edge in Groceries except in the area of Cleanliness of the store.



# Findings – Walmart (Millennials Vs Non Millennials) for Grocery



Darker shades:  
Millennials

Millennials gave higher scores than the Non-Millennials in most categories. Non-Millennials think stores are a bit more convenient.



# Findings – Target (Millennials Vs Non Millennials) for Grocery



Darker shades:  
Millennials

Target fares much better with Millennials. The gap is much more pronounced between the two groups.



# Summary – What Do Millennials Want?

- **Willingness to Switch to Other Stores for Price:**

41% of Millennials and 44% of Non-Millennials will switch if prices are 10% or less than competition. Positioning based on price would be a double-edged sword.

- **Willingness to Switch to Other Stores for Quality:**

56% of Non-Millennials Vs 41% of Millennials will pay 5% or less for better quality. 46% of Non-Millennials vs 59% of **Millennials will pay 10% or more prices for better quality**. Opportunity exists in the market to position based on quality.

- **Millennial Consumer Perceptions:**

- **Amazon:** In addition to “Online” and “Variety,” Millennials think of Amazon as “Convenient” and “Fast.” “Good Prices” are not as top-of-mind for Millennials.
- **Walmart:** In addition to “Cheap”, “Good” & “Low Prices”, Millennials connect Walmart to groceries and add “Cool” to their mix of thoughts.
- **Target:** The general perception is “Expensive” and “Quality” for Target for both Millennials and Non-Millennials. Millennials consider Target as a “Clothes” destination.



# Summary – What Do Millennials Want? – Continued

## ■ Evaluation of the Retailers – General Merchandise:

For general merchandise for both Non-Millennials and Millennials, Amazon scores highest in a wide range of choices and easy to use website. Walmart scores well in convenient locations and offers both store and online shopping.

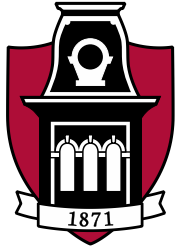
- **Amazon:** Small differences between Millennials and Non-Millennials on most factors. Non-Millennials rate the retailer marginally higher on Competitive prices, Range of choices and Offers brands I want. Both groups rate Amazon highly on Keeping data safe and secure.
- **Walmart:** Millennials rate Walmart better on most choices except Competitive prices. Both Millennials and Non-Millennials rate Walmart highly on Convenient locations and Offering both store and online shopping. Speed of checkout is not scored highly by Non-Millennials.
- **Target:** Millennials rate Target higher on all choices. The gap between Millennials and Non-Millennials is more pronounced than at other retailers. Target rates poorly on Competitive prices and is failing behind for Non-Millennials.

## ■ Evaluation of the Retailers – Grocery:

Overall, Walmart has an edge in Groceries except in the area of Cleanliness of the store.

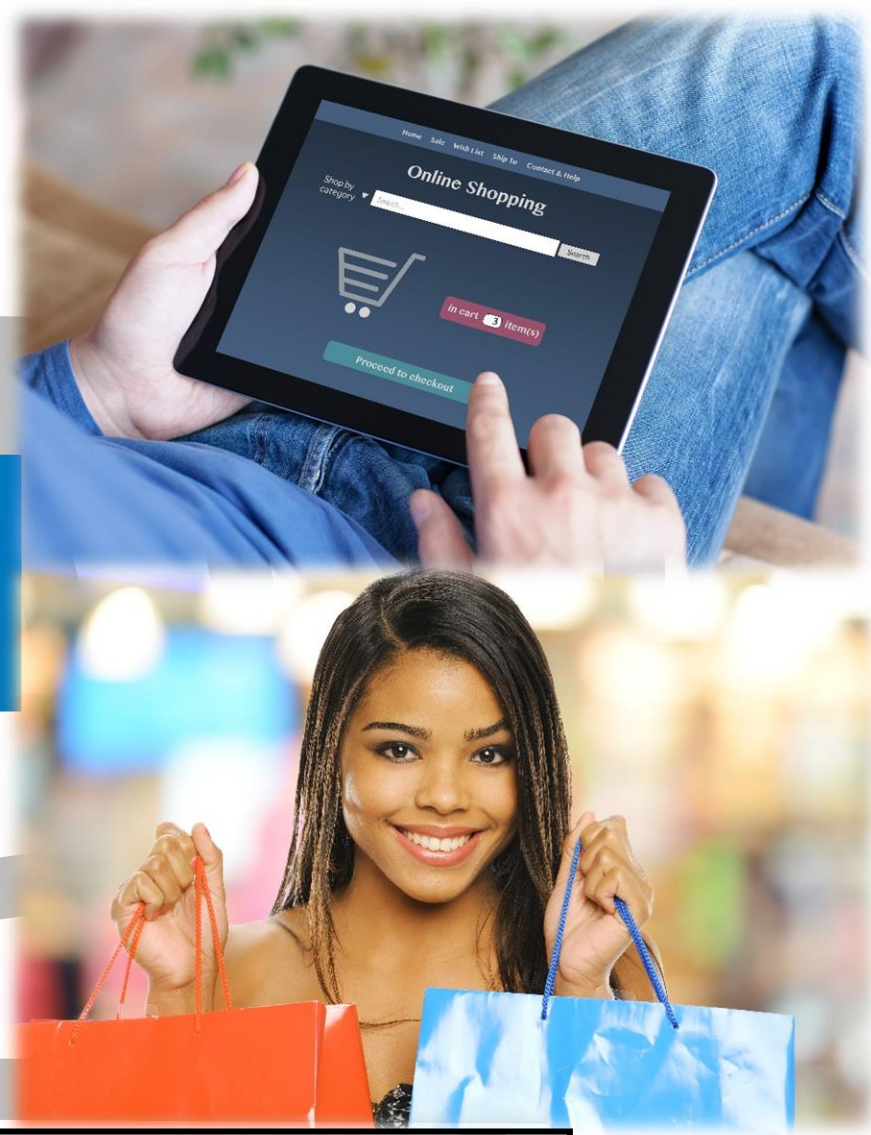
- **Walmart:** Millennials gave higher scores than the Non-Millennials in most categories. Non-Millennials think stores are a bit more convenient.
- **Target:** Target fares much better with Millennials. The gap is much more pronounced between the two groups.





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# Will Physical Stores Go Away?

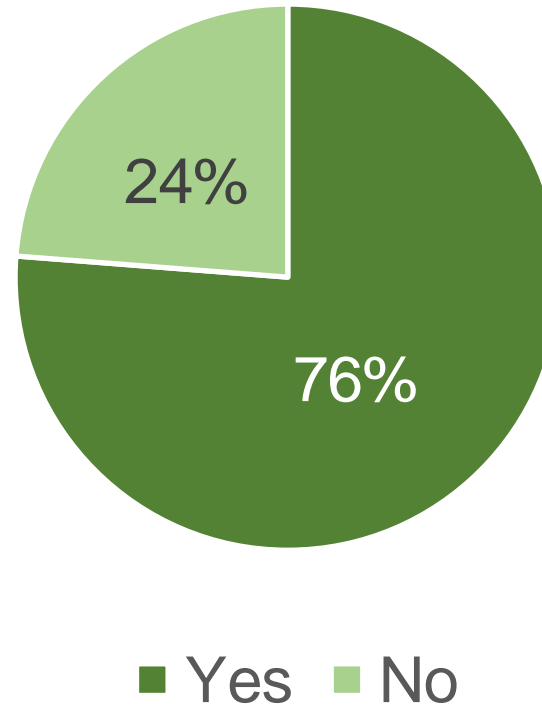


**Research question 3: Will physical stores go away?**



# Online vs In-store Decisions

Respondents were asked: If everything you needed to buy was available at an online site, will you still shop at a store?



For Millennials, 74% want to shop in stores, 78% for Non-millennials.  
Stores are not going anywhere. Shoppers want to shop!!



# Findings – Online vs In-store Decisions

## Reasons for shopping in stores.

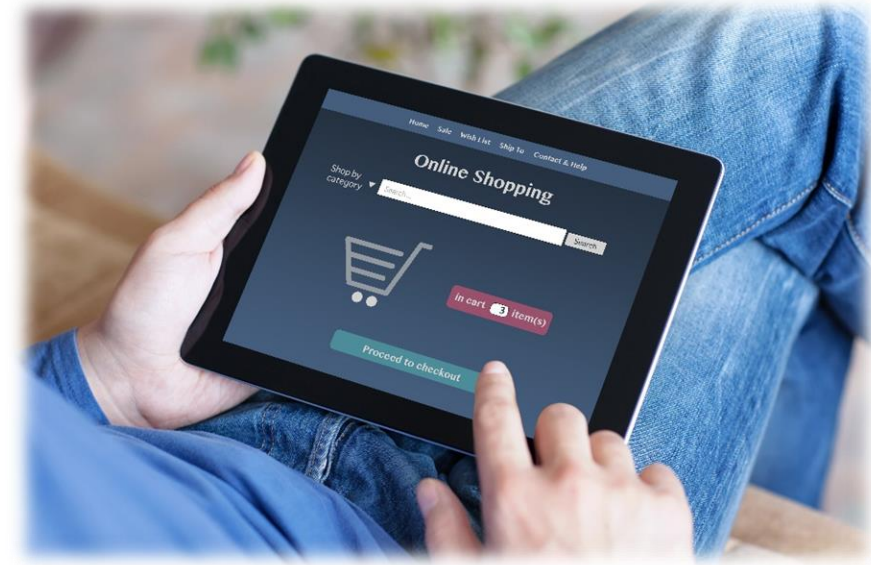
- *Need it now*
- *Touch & Feel Products*
- *Shopping Experience/Fun*
- *Avoid Shipping Fees*
- *Try things on (clothes/shoes)*
- *Support Community*
- *Not best deals online*



# Findings – Online vs In-store Decisions

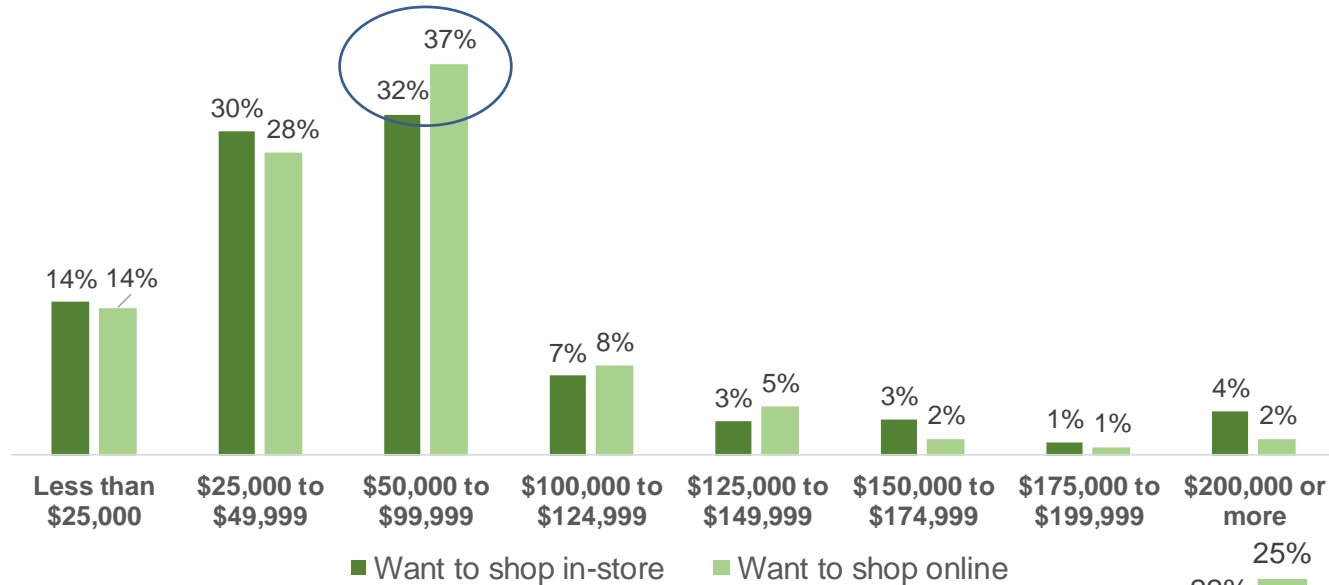
## Reasons for shopping Online.

- *Convenient*
- *Do not like large crowds*
- *Waste of Gas*
- *Bulky items*
- *Live far from stores*



# Findings –In-store vs Online Decisions

Respondents were asked: If everything you needed to buy was available at an online site, will you still shop at a store?



# Findings – Online vs In-store Decisions

Respondents were asked: If everything you needed to buy was available at an online site, will you still shop at a store?

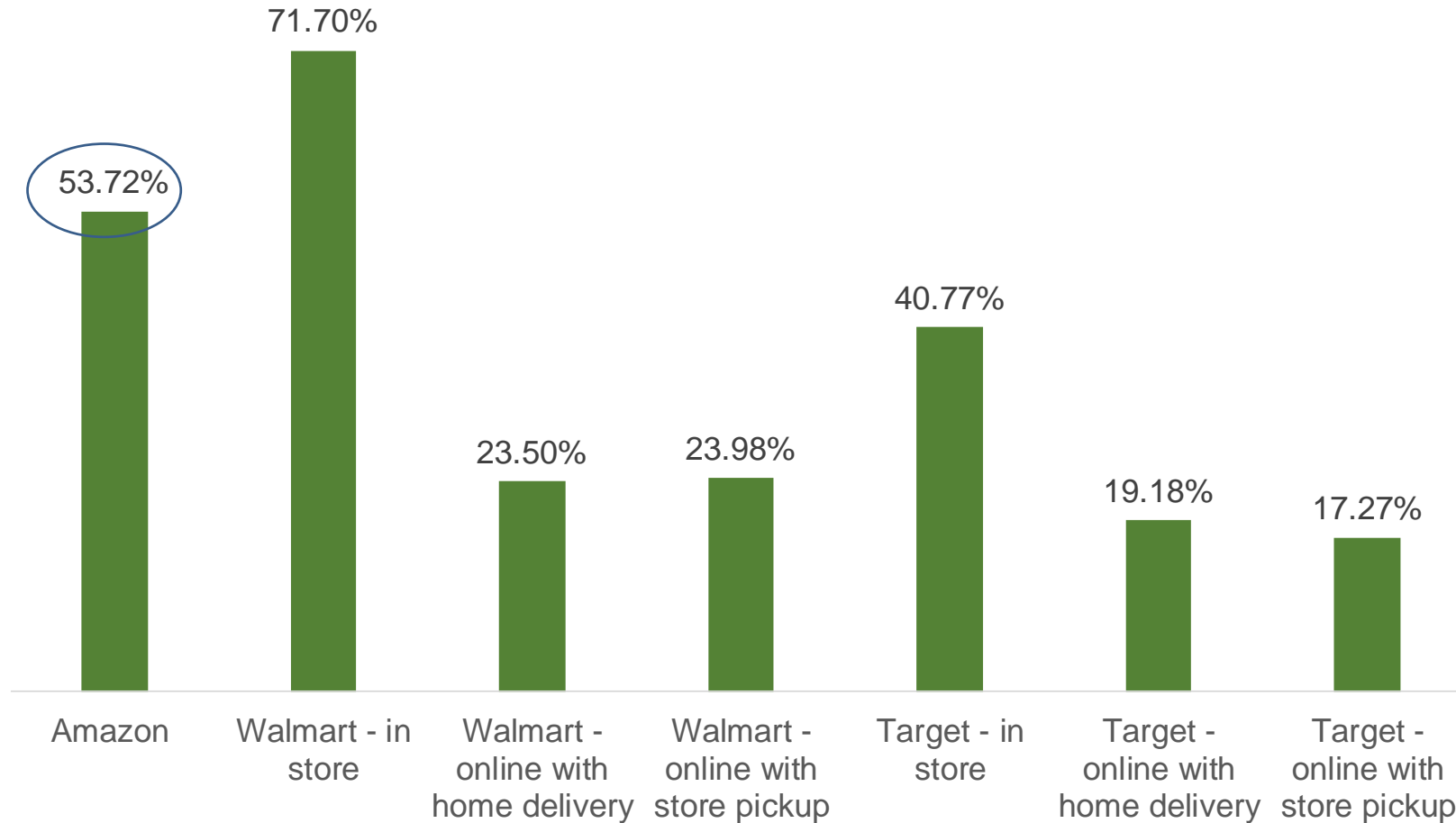
	In-Store shoppers	Online shoppers
Age	41	40
Female	67%	57%
Children under 5 at home	21%	19%
Children 5-17 at home	36%	29%
Children 18 + at home	11%	10%
Household Income		
Less than \$50K	54 %	42%
\$50 - \$100K	32 %	37 %
\$100K or more	18 %	18 %
Education		
High school	22 %	25 %
Some College/College	61 %	53 %

Females, households with children, college educated have greater preference for in-store shopping.



# Online vs In-store Decisions

Of the people who said they would like to still shop in stores despite everything available online, they are frequent shoppers of these:



Approximately 54% of shoppers who shop at Amazon will be interested in shopping at a store!



# Summary – Will Physical Stores Go Away?

For Millennials, 74% want to shop in stores, 78% for Non-millennials.  
Stores are not going anywhere. Shoppers want to shop!!

Approximately 54% of shoppers who shop at Amazon will be interested in shopping at a store!

Females, households with children, college educated have greater preference for in-store shopping

## Reasons for shopping in stores

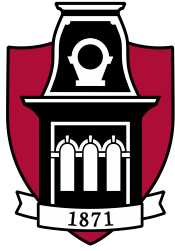
- Need it now; Touch & Feel Products; Shopping Experience; Avoid Shipping Fees; Try things on (clothes/shoes); Support Community; Not best deals online

## Reasons for shopping Online

- Convenient; Do not like large crowds; Waste of Gas; Bulky items; Live far from stores







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# Walmart Shopper Profiles

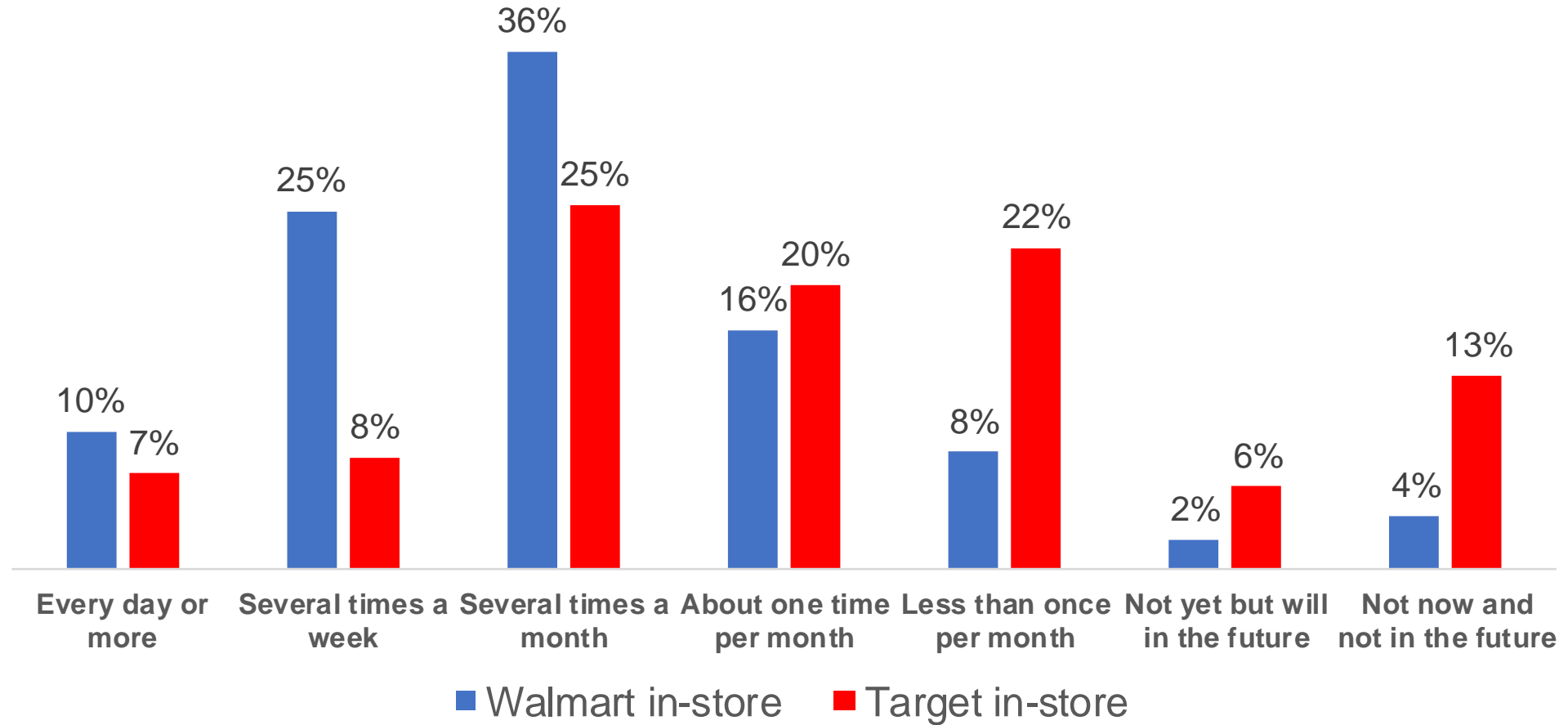
## In-store, Online and Store Pickup



**Research question 4: What are the characteristics of Walmart Shoppers – In-Store, Online & Store Pickup Buyers? How do they compare to Amazon and Target Shoppers?**

# Shoppers of Walmart and Target - In-store Shoppers

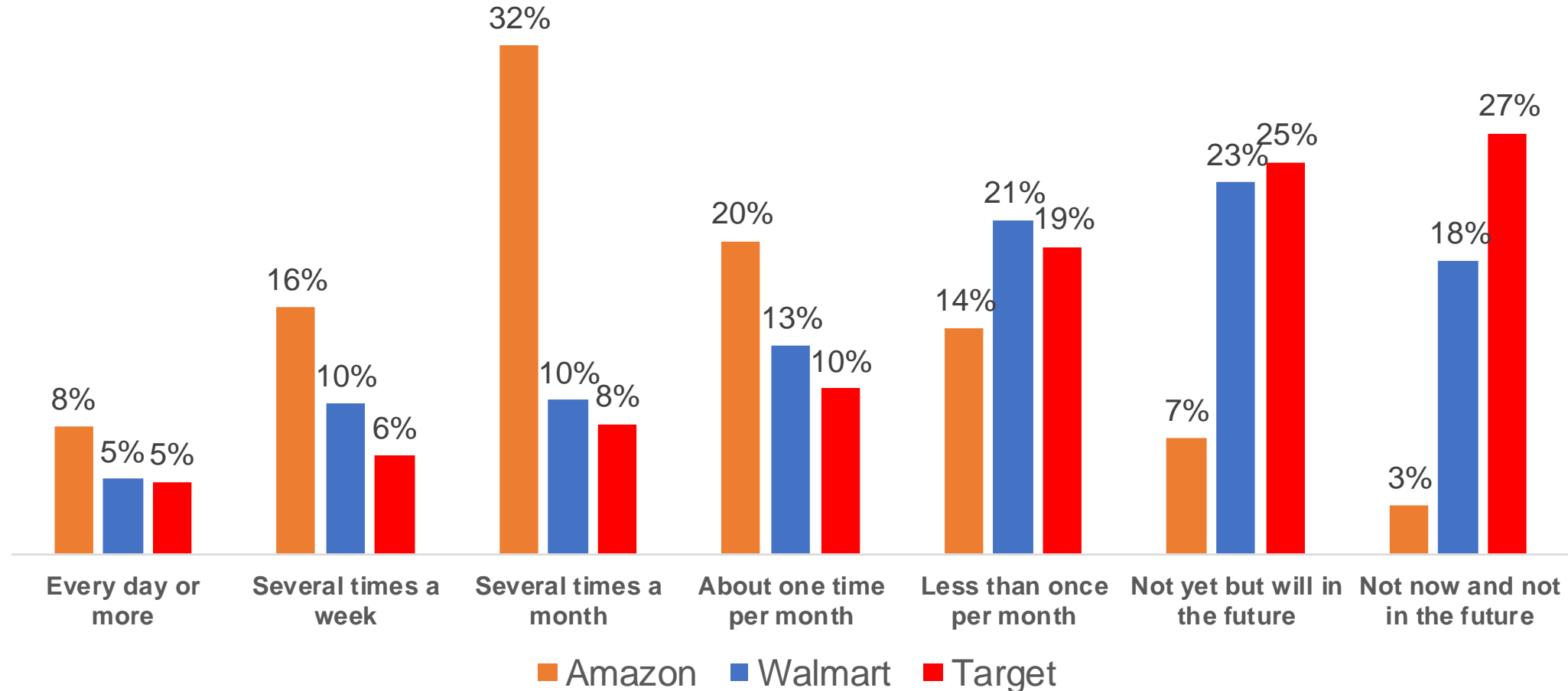
## Visits to Stores



Walmart shoppers visit more frequently than Target shoppers. Many shoppers do not want to visit Target!!



# Shoppers of Amazon, Walmart and Target – Online Shoppers w/ Home Delivery



Amazon shoppers are buying there more often than at Walmart and Target. Large number of shoppers do not want to even try Target's online shopping!!



# Shoppers of Walmart – In-store, Online w/ Home Delivery and Online w/ Store Pickup

- Visits to the Retailer



Walmart gets a good percentage of shoppers to visit the store frequently. Many of them are open to trying the online site in future.



# How Do Walmart Shopper Profiles Differ?

	Walmart (in store)		Walmart (online with home delivery)		Walmart (online with store pick up)	
	<i>Shop several times a week</i>	<i>Shop several times a month</i>	<i>Shop several times a week</i>	<i>Shop several times a month</i>	<i>Shop several times a week</i>	<i>Shop several times a month</i>
Sample	135	195	52	53	44	59
Average Age	39	42	32	40	31	37
Females	70 %	65 %	56 %	68 %	57 %	61 %
Children under 5 at home	32 %	21 %	37 %	19 %	39 %	24 %
Children 5 -17 at home	39 %	33 %	46 %	47 %	45 %	47 %
Employed (job outside home)	54 %	51 %	69 %	57 %	66 %	68 %
Some College/College Degree	54 %	58 %	65 %	56 %	68 %	55 %
<b>Household Income</b>						
Less than \$25K	13 %	17 %	10 %	15 %	7 %	12 %
\$25K - \$49K	34 %	29 %	25 %	38 %	30 %	27 %
\$50K - \$99K	36 %	31 %	33 %	13 %	27 %	37 %
\$100K - \$125K	7 %	8 %	10 %	8 %	7 %	5 %
\$200K >	4 %	3 %	6 %	2 %	7 %	5 %

Online shopper is younger, has more young kids, more males & has greater income than in-store shoppers.



# How do Amazon shopper profiles differ?

	Shop several times a week	Shop several times a month
Sample	85	175
Average Age	38 yrs	40 yrs
Females	62 %	64 %
Children under 5 at home	27 %	25 %
Children 5 -17 at home	41 %	39 %
Employed (job outside home)	61 %	55 %
Some College/College Degree	61 %	58 %
<b>Household Income</b>		
Less than \$25K	6 %	13 %
\$25K - \$49K	18 %	27 %
\$50K - \$99K	44 %	39 %
\$100K - \$125K	16 %	6 %
\$200K >	5 %	2 %

- Amazon has lowest percentage of shoppers in income range \$25-\$49K
- Amazon has greatest percentage of shoppers in income range \$50-\$125K
- Walmart.com is pulling Amazon shoppers towards it



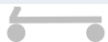
# Difference in Shopper Profiles - Target

	Shop several times a week	Shop several times a month
Sample	42	137
Average Age	35	39
Females	57 %	61 %
Children under 5 at home	29 %	24 %
Children 5 -17 at home	50 %	29 %
Employed (job outside home)	83 %	67 %
Some College/College Degree	74 %	63 %
<b>Household Income</b>		
Less than \$25K	5 %	7 %
\$25K - \$49K	21 %	30 %
\$50K - \$99K	40 %	42 %
\$100K - \$125K	7 %	6 %
\$200K >	10 %	7 %

- Target's in-store shoppers are the youngest
- Shopper with kids at home, employed in a out of home job and with a college degree is more likely to visit Target
- Also draws the high income shopper the most of all three retailers

# How Do Walmart Shoppers Compare with Amazon Shoppers?

	Walmart (in store)		Walmart (online with home delivery)		Walmart (online with store pick up)		Amazon	
	<i>Shop several times a week</i>	<i>Shop several times a month</i>	<i>Shop several times a week</i>	<i>Shop several times a month</i>	<i>Shop several times a week</i>	<i>Shop several times a month</i>	<i>Shop several times a week</i>	<i>Shop several times a month</i>
Sample	135	195	52	53	44	59	85	175
Average Age	39	42	32	40	31	37	38	40
Females	70 %	65 %	56 %	68 %	57 %	61 %	62 %	64 %
Children under 5 at home	32 %	21 %	37 %	19 %	39 %	24 %	27 %	25 %
Children 5 -17 at home	39 %	33 %	46 %	47 %	45 %	47 %	41 %	39 %
Employed (job outside home)	54 %	51 %	69 %	57 %	66 %	68 %	61 %	55 %
Some College/College Degree	54 %	58 %	65 %	56 %	68 %	55 %	61 %	58 %
<b>Household Income</b>								
Less than \$25K	13 %	17 %	10 %	15 %	7 %	12 %	6 %	13 %
\$25K - \$49K	34 %	29 %	25 %	38 %	30 %	27 %	18 %	27 %
\$50K - \$99K	36 %	31 %	33 %	13 %	27 %	37 %	44 %	39 %
\$100K - \$125K	7 %	8 %	10 %	8 %	7 %	5 %	16 %	6 %
\$200K >	4 %	3 %	6 %	2 %	7 %	5 %	5 %	2 %





# Shopper Profile Insights

## Visit Frequency:

Walmart shoppers visit the stores more frequently than Target shoppers. 13% do not want to visit Target. Amazon shoppers are buying there more often than at Walmart and Target. Large number of shoppers do not want to even try Target's online shopping. Walmart gets a good percentage of shoppers to visit the store frequently. Many of them are open to trying the online site in the future.

## Demographic Insights for Shoppers Who Shop Several Times a Week or Month:

- Amazon shopper is younger; Shoppers who use Walmart for home delivery or store pickup are even younger.
- Walmart online shoppers have small kids at home.
- Greater proportion of Target shoppers are employed with a job working outside of home.
- Amazon
  - lowest % of shoppers in income range \$25-\$49K.
  - greatest % of shoppers in income range \$50-\$125K.



# Summary – Walmart Shopper Profiles – Continued

## Demographic Insights for Shoppers Who Shop Several Times a Week or Month:

- Shoppers with more than \$200K income are either shopping more at Target in-store or using Walmart online & pickup service
- Larger number of shoppers of Target in-store and Walmart's online shoppers have some college or college degrees.
- Walmart.com is getting a different (Amazon) shopper than its in-store shopper.



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