

Hornell businesses support their local community... 24/7 and they have proven to be the most giving business community. We hope you, as a consumer, will support our local businesses during this Christmas season. If you are looking for eats & treats or... shopping & buying... or professional services, etc., etc.... you can find it right here in Hornell. Hornell is your Shopping Hub.

Men and Buying vs. Women and Shopping; Recognizing the Difference

Men and women view and carry out the purchasing process very differently. As a sales person and merchant, it is important to identify and address the various styles of a consumer. Even though the result of each method may be the same, the approach is extremely unique which could mean more dollars/revenue for your business.

In common conversation, buying verses shopping seems to be one in the same. However, speak to a shopper or an individual who doesn't care for the occasion. The two terms are very different from one another and encompass very distinct meanings.

Typically, **men** look at shopping as a 'mission to **buy**'. Hypothetically, their commander gives them an assignment and they'll locate the target. You, as an experienced retail owner or salesclerk, need to recognize and cater to this situation when they enter your store. To do so, make the extended effort to be extra polite and acknowledge them with eye contact and a friendly 'hello'. Try to prevent asking them if they are looking for something or just browsing. In most cases, if a male is in your store, they are there to **buy** something. It is very important to remain outgoing and jovial. And because of your approachable personality and no sales pressure, he may consider accepting your assistance. You can best assist this customer by staying near to them and to be available when they do have a question. Men usually become an easy sell with outfits that are already displayed tastefully, because it is like the easy button and requires little time and thought. He is thinking this could allow for more time with the little black box we all know as the TV clicker. For the majority of their visit in your store, make yourself available for questions and stay close to the (target) buyer. Once they realize this could be done quick and painless with your help the sale will be complete and their mission will be accomplished. You will find most men will seek out the nearest exit and, as quickly as they came into your store, they will be gone in a flash. More unique characteristics of the male shopper are, they seldom compare prices and typically are not concerned if the item is on sale and/or have a preference of color. The salesperson could also recommend gift certificates and/or a gift receipt. Generally, men do not take other men friends with them shopping. They want the buying process over as quickly and painlessly as possible.

Men some friendly advice when looking for that right size item and she says she is a size 10 just nod your head (good advice) and check out her closet before you start out on your mission to buy. In addition, let me clue you in on the difference in women's sections verses the junior section. In a variety of clothing stores, a size 9\10 is a junior size. And in this section, it could be more for your daughter because the garment usually is cut with a shorter rise and for slimmer thighs. In the Women's department a *size 10* garments are cut with a fuller rise and a little more room for a more mature thigh area. In the women's Plus department, which usually starts with a size 14 (for the fuller figure women), this is for the more mature figure. Not to be mistaken when you look at a size 14 in the junior\miss department it is very different then a size 14 in the women's plus department. This is where sales assistants could possibly become a valuable part of your buying experience, and you in turn could be put out of your misery in record time.

(On the other hand), **women** view shopping as a social event. They frequently invite and enjoy bringing their friends along. It's very common for women to take several outfits into the dressing room to try them on. The outfits may be the same style, cut, and size but could all be different colors. Women typically will try on every item and have their friends critique them in each garment. Women tend to compare their choices in much greater detail such as trend, price, quality, and feel and are interested in whether their friends like it on them and it is almost a sure sale if this outfit makes them look 10 pounds slimmer. It's possible for women to spend all day looking at several items, in various stores, and still not buy a single thing. To be an effective salesclerk, for this type of customer be available at all times. Be of prompt service to the customer and retrieve alternative sizes/colors if needed. It's crucial not to crowd the customer or be too pushy. To increase your sales potential, know the difference between pushy and helpful. When the female customer is shopping, she is paying close attention to your customer service and values accessories to go with the outfit. She may not make a purchase right away, but your service will make a positive impression on her contributing to her willingness to revisit your business and consider spending or using your place to spend her money.

Various national chain stores, as well as locally owned businesses, have acknowledged these very drastic shopping approaches and have made adjustments to benefit all parties. The stores that have recognized this

behavior have created environments to make it more inviting and convenient for couples to shop together. For example, have you ever noticed the soft, cushiony armchairs or love seats most of the major malls provide at strategic locations throughout the mall? Most likely they were not put there for kids to play on or for women to stack their purchases on. They are there so men or women would have somewhere comfortable to sit and relax while their 'significant other' does their shopping or buying.

As a merchant, creating a shopping experience in your store that caters to the various shopping types will factor into increased sales resulting in overall growth. Accommodating each sort of shopper or buyer could ensure returned patronage as your customers will spend their money in an environment that they enjoy, feel comfortable in, and perceive they are welcome to shop in their own unique manner and time.

Making your store appealing and equally inviting to both types of buyers, is a must to gain repeat customers. Your customers will greatly appreciate your attention to detail. Your efforts will not go unnoticed once you begin seeing familiar faces revisit your store.

To Men...We know you have done your homework and checked sizes in your wife's closet and may have discovered sizes that range anywhere from ten to sixteen, depending if the manufactures labels say, junior sizes or women sizes, so you are thinking you would be safe looking for a size fourteen. But, to be safe you ask her what size she would be if you were buying clothing for hershe immediately replies "A size 10" in this situation it would be in your best interest to buy the requested size and make sure you ask your friendly salesperson for the gift receipt.....Men "**Happy Local Buying**".

To Women...We know you will seek out the best colors, the best bargain prices, and search and find exactly what you are looking for and then you will buy it...so "**Happy Local Shopping!**"

Executive Director, HPG June Pieklo
in part <http://www.clulowassociates.com>