

# Are Apparel Sales Off the Rack...?

**A**re Clothing/Apparel retailers being affected by lackluster sales? It's a question worthy of consideration given that the category ranks second highest for impulse purchases (groceries are highest).

Some answers:

- Nearly half (49%) of WAYPOINTS apparel shoppers are spending the same amount on clothing in the past three months – as with the previous three-month segment.
- Clothing & apparel shoppers are predominantly Brand Minded – the youngest and most urban of our shoppers.
- One-third of apparel shoppers (mostly Evolving Shoppers, ages 45-60) are spending less than before.

This latter finding is consistent across all our product categories.

### *Good news for clothing/apparel*

In light of the current economic state, many retailers have been developing store

promotions and price cuts to get shoppers into the store – and it's working.

- About half (53%) of shoppers purchase on impulse due to a sale/deal.
- One-third (32%) of them indicate the unplanned purchase was to “treat myself.”
- A fifth (18%) are shoppers who made an impulse purchase because they found an item that was “new and exciting.”

### *How, why they shop*

Clothing/Apparel shoppers are leisurely and prone to spot “out of the ordinary” displays.

A majority (63%) reveal noticing the impulse item while “going through the store.” Or by noting “sign/display at the store” (25%).

Shoppers do tend to be pressed for time; when they are, their behavior changes:

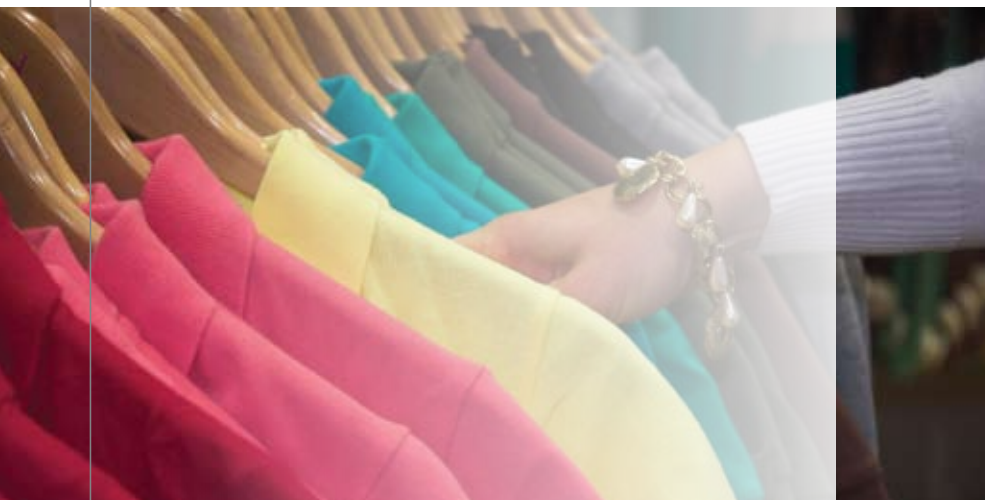
Hurried shoppers look to apparel retailers that offer a one-stop shop (26%). This is particularly true of Evolving Shoppers.

The recent gas-price surge also has prompted some shoppers (30%) to visit one-stop retailers.

Formative Shoppers (ages 18-29) are looking to “get in and out” and “shop alone,” while making sure not to “settle just for whatever is available.”

Those Brand Minded shoppers who shop more often at retailers

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**WHAT'S HOT & WHAT'S NOT?**

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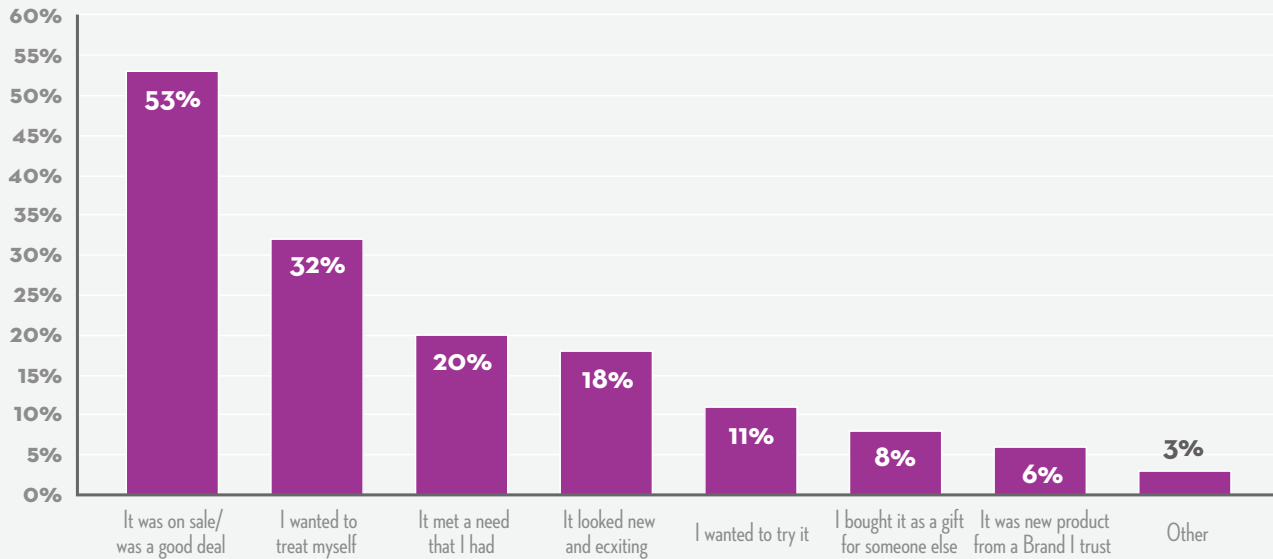
that offer personal shopping services, which are likely to ease time pressures while shopping for apparel. Conversely, Bargain Hunters continue to call on retailers that offer value in terms of loyalty cards (like a credit card offering money toward or a percentage off future purchases) and promotional bundles (such as buy one, get one).

*Favorites get called out*

Besides the typical supercenters – Walmart and Target – shoppers’ favorite apparel retailers are Kohl’s, Macy’s and JC Penney.

Formative Shoppers and female shoppers – who are most likely to shop clothing stores once a week, or more than any other demographic – mention these same apparel retailers are best at providing quality products, unique selections, tidy stores, well-marked products and ease of navigation. They also say these favorites fit their personality. —•

**REASONS FOR RECENT IMPULSE PURCHASE IN CLOTHING**



**WAYPOINT**



*With clothing/apparel spending flat, the best way to spur purchase is to create a “treat” (put items on sale!).*