SEGMENTING THE SHOPPERS OF GREEN FASHION PRODUCTS ON THEIR SHOPPING BEHAVIOUR

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ABSTRACT

A variety of customers come to fashion retail stores to purchase green fashion products. While some of them are regular consumers of these green fashion products by choice, others are experimenters with ecofriendly products, still others buy these products under the influence of some reference group and so on. There seems to be an apparent need to understand the segments of these green fashion products shoppers and to understand their profiles. This can go a long way in formulating better marketing strategies for these products. There have been numerous efforts to segment shoppers of different product categories on their demographic characteristics. In the case of green fashion products the one of the effective way of segmentation can be segmentation on the basis of their shopping behaviour as behavioral cues can reveal many psychographic patterns. Additionally, as buyers for these products belong to various demographic groups understanding them through their behaviors at stores can be more useful and obviously more factual for laying down marketing and retailing strategies for these products. The current research is broadly a descriptive research aimed at identifying the different segments on the basis of observational studies, questionnaires and interviews carried out in shops. The shoppers for green fashion products have been classified into 18 segments and segment profiles have been developed for them. The study has also included the preference and consumption of different segments in order to suggest product mix for these segments which can be perceived as value maximisers by respective segments. The research intends to provide an alternative framework to understand shopping behavior of green fashion products' shoppers.

KEYWORDS: Green fashion products, Retailing, shopping, behavioral segmentation,Dubai, psychographic patterns