



GfK Custom Research  
North America

## Press Release

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### **GfK Future Buy Study Unveils New "XTreme Shoppers," Poised to Change Shopper Marketing Dynamic**

Multi-Dimensional Insight Reveals Emergence of New Era in Shopping

**New York, NY – July 14, 2010 – GfK Consumer, a division of GfK Custom Research North America, today announced highlights from Future Buy, its first annual integrated study of shopping behaviors. Based on an innovative mix of research methodologies including qualitative, trend spotting from GfK's Roper Reports®, web-based shopping patterns and in-store navigation, the study identifies a new breed of consumer as well as the emergence of the next evolution of the shopping experience.**

#### **Meet the "XTreme Shoppers"**

As the World Wide Web becomes a more powerful research and purchase tool, combined with the proliferation of influential social networks offering feedback from trusted sources, an innovative kind of consumer is emerging – the "XTreme shopper." According to Future Buy, 31% of Americans fit within this new category of consumers, signaling the arrival of a new "shopping culture." The "XTreme shopper" breed seeks out and makes use of all the emerging technologies and information resources available in order to take control of their shopping and purchase experience. The heaviest in-store and online shoppers, they regularly synergize between both channels to maximize shopping and purchase value.

One of the most prevalent characteristics of the "XTreme shopper" is that they perceive the shopping experience as a challenge and will go to great lengths to "win." Even more so than other consumer segments, the use of online shopping sites and tools is skyrocketing among "XTreme shoppers," which is fueling a shift in retailers' online shopping strategies including an emphasis on developing online marketplaces.

Retail is now leveraged by "XTreme shoppers" as a seamless extension of their overall buying strategy in which they elevate certain in-store elements (look, touch, feel, package information, sales associate recommendation) by category to complete the process. Moreover, Future Buy findings also reveal that the "XTreme shopper" is not a niche segment but rather a nationwide emergence that cuts across all demographics.

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## **Explosion of Touchpoints Enables Personalized Shopping Strategies**

A key factor driving the rise of the "XTreme shopper" and the new era of shopping is the myriad of purchase pathways that allow consumers to personalize their shopping strategies, an extraordinary departure from the marketer-controlled push-pull paradigm of the past. Future Buy identifies nearly 30 shopper-initiated touchpoint categories across major venues such as online, in-store, word-of-mouth, mobile, direct mail, and TV. Thus, within this new shopping culture there are countless potential individualized touchpoints consumers can choose from to create a high value experience.

"In today's new shopping landscape, consumers are empowered creators of their own shopping and purchase destinies," explains Mike Kassab, senior vice president of Innovation and director of the Future Buy study. "By mixing and matching information and shopping resources to meet their specific needs, consumers are now continuously creating unique pathways to purchase. This presents an unprecedented challenge for marketers who must take special care to ensure their various touchpoints work together seamlessly to help guide XTreme shoppers on their quest for the best values."

Additional highlights from the 2010 Future Buy study, including the role of emotion among the new breed of shoppers, the importance of mutuality and co-creation in brand loyalty and the new shopping value equation will be announced throughout the summer of 2010. For further information or to request a copy of the study, please contact Sandra Plasse at [splasse@psbpr.com](mailto:splasse@psbpr.com) or 212-752-8338.

### **About the 2010 GfK Future Buy Methodology**

The inaugural GfK Future Buy study combines a variety of cutting-edge research tools, techniques and methodologies to deliver one of the most comprehensive and innovative studies of today's shopper and the new shopper marketplace. Future Buy findings are based on an integrated set of exclusive insights including: qualitative exploration, trends from GfK's Roper Reports®, emerging shopping needs research, in-store navigation, web-based shopping patterns, shopper tracking studies, supportive desk research and a core online survey of 2,000 American adults, aged 18 and up, identified as their household's primary shopper.



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**About GfK Custom Research North America**

Headquartered in New York, GfK Custom Research North America is part of the GfK Group. The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in three business sectors— Custom Research, Retail and Technology and Media. The no. 4 market research organization worldwide operates in more than 100 countries and employs over 10,000 staff. In 2009, the GfK Group’s sales amounted to EUR 1.16 billion. For more information visit [www.gfkamerica.com](http://www.gfkamerica.com). Follow us at [www.gfkinsights4u.com](http://www.gfkinsights4u.com) or on Twitter @gfkamerica.

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