Men On A Mission: Understanding The Male Shopper

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Submit them to privatebrands@fmi.org
Study Overview
Sampling criteria, methodology and test design

• Prior to fielding the study, we conducted 10 shop-a-longs to help inform the survey.

• 1,000 males and 750 females in May 2014 were recruited nationally to take an online survey (20 min)
  Respondents had to be:
  • Male or female, and at least 18 years of age or older
  • Personally responsible for at least half of the household food or beverage shopping
  • Personally responsible for at least one of the last 10 purchases of food and beverages for their household.
  • Purchasers at least a single item (food or beverage) to eat at home in the past 7 days.

• Each respondent was taken through a series of questions that required them to answer about their last mission-based food or beverage shopping trip.

• Respondents were then asked to select what needs they were trying to fill by going on this mission-based shopping trip.

• Finally, respondents were asked to agree/disagree on a 10 point scale with statements reflecting personal opinions, values and behaviors when it comes to household chores and gender roles.
A Hypothesis
Tale of two key rings
Male Shoppers Represent A Major Opportunity For Retailers
Like females, they are also primary household shoppers

51% of MALES are primary grocery shoppers for their household

76% of FEMALES are primary grocery shoppers for their household
Male Shoppers Are An Important Opportunity For Retailers
They are just as likely as females to make major purchases for their households

78%
Of both males and females primary grocery shoppers are personally responsible for all/nearly all groceries purchased for their household in the past month

8 out of last 10
purchases of food or beverage were made by male and female primary grocery shoppers alike
Male Shoppers Represent An Important Opportunity For Retailers

They buy large amounts of items just like their female counterparts

Close to *half* of both males and females bought more than **10 items** on their last trip and *one in five* bought more than **20 items**….

**Male basket size**
- 7% Just one item
- 47% A few items (less than 10, but more than 1)
- 25% A moderate amount of items (less than 20, but more than 10)
- 21% A lot of items (20 or more)

**Female basket size**
- 5% Just one item
- 47% A few items (less than 10, but more than 1)
- 26% A moderate amount of items (less than 20, but more than 10)
- 21% A lot of items (20 or more)

Q12. Which of the following best describes how many items you purchased during this trip?
Now It’s Your Turn

Audience Quiz

How Much More Do You Think Women Spend On An Average Trip For Groceries Than Men?

A. $3.40 More
B. $11.25 More
C. $21.70 More
Male Shoppers Represent An Important Opportunity For Retailers

They are big spenders at retail...

...1/3 spent at least $50 on their last trip, and 14% spent $100+.

Females spent just $3.40 more, on average per trip than male shoppers.

-mean spend per trip: $47.10

14% spend $100 or more
12% spend less than $10
18% spend $10 - $19
14% spend $20 - $29
10% spend $40 - $49
13% spend $30 - $39
7% spend $75 - $99
32% spent $50+
11% spend $50 - $74

Q13. How much did you spend on this trip to purchase food or beverages?
**Not All Male Grocery Shoppers Are Alike**

Male shoppers can be segmented into 6 archetypes based on their feelings about gender roles, cooking and shopping for their households.

- **“TRADITIONAL” MALE**
- **“MODERN DAY” MALE**
- **“PRIMAL” MALE**
- **“HECKLED” MALE**
- **“DISCERNING” MALE**
- **“CONFUSED” MALE**
Not All Male Grocery Shoppers Are Alike
Three of the six include: The “Traditional” male, “Modern Day” male and the “Primal” male.

<table>
<thead>
<tr>
<th>“TRADITIONAL” MALE</th>
<th>“MODERN DAY” MALE</th>
<th>“PRIMAL” MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Traditional Male" /></td>
<td><img src="image2" alt="Modern Day Male" /></td>
<td><img src="image3" alt="Primal Male" /></td>
</tr>
</tbody>
</table>

- **“TRADITIONAL” MALE**
  - 15%
  - This older group of men is more set in their ways and would like to turn back the clock in regard to their belief of gender roles. They highly enjoy home cooking, but likely believe the woman should be the one who cooking.

- **“MODERN DAY” MALE**
  - 12%
  - These men are more forward thinking in their beliefs on gender roles, they believe in equality and enjoy being an active participant in the household cooking and chores. They also highly enjoy a home cooked meal and might even prefer being the one cooking.

- **“PRIMAL” MALE**
  - 14%
  - This older group of men tends to believe men are the dominant sex and they can handle a given cooking or shopping task better than women.

*If it’s out there, it’s in here.*
Not All Male Grocery Shoppers Are Alike

The remaining three archetypes include: The “Confused” Male, “Discerning” Male and the “Heckled” Male.

<table>
<thead>
<tr>
<th>“CONFUSED” MALE</th>
<th>“DISCERNING” MALE</th>
<th>“HECKLED” MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Confused Male" /></td>
<td><img src="image" alt="Discerning Male" /></td>
<td><img src="image" alt="Heckled Male" /></td>
</tr>
</tbody>
</table>

19% 20% 20%

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This younger group of men tends to be in a state of confusion when it comes to gender roles. On one side, possibly deep-down, they think women should do the cooking and cleaning, but another part of them doesn’t want to offend women and looks to appease them. They also somewhat struggle with their identity of showing a feminine side.

These highly educated, higher income men share beliefs on gender equality, love for their spouse, and household chore ownership. However, this group of guys is more involved in the food shopping, they focus on the highest quality and believe they can do the job better than most. They are also somewhat more likely to tap into their feminine side.

Similar to the Confused group of guys, these men are somewhat scared of conflict and try to do what they think won’t offend anyone. In contrast though, they strongly believe in equality, the splitting of household chores, and are not afraid to show their feminine side. They seem to be the type to not want to challenge the women in their life and may have somewhat been beaten down in the past.

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If it’s out there, it’s in here.
Male Archetypes Are Similar To Females, with Some Differences

- 19% Confused
- 20% Heckled
- 15% Traditional
- 14% Primal
- 20% Discerning
- 12% Modern Day Man

- 23% Confused
- 14% Happy Homemaker
- 18% Traditional
- 14% Nostalgic
- 18% Self Assured
- 14% Modern Day Woman

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Now It’s Your Turn

Audience Quiz

How Much More Likely Do You Think Men Are To Make A Mission Oriented Trip, Than Women?

A. 5% More
B. 10% More
C. 20% More
Both Men and Women Make Mission Oriented Trips Similarly
However, men are 10% more likely to do so

- **89%** make more than 1 mission-oriented trip a week
- **50%** make 3 or more mission-oriented trips per week

Q6. When you were on this trip, how would you best describe your method of purchasing?
### Both Men and Women Make Mission Oriented Trips

Women are more likely to go to Mass Channel than men

<table>
<thead>
<tr>
<th>Location</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery</td>
<td>50%</td>
<td>48%</td>
</tr>
<tr>
<td>Mass</td>
<td>20%</td>
<td>26%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Club</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Convenience</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Dollar</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Drug</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Deli/Bakery</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Q2. Where did you go for food or beverages on this trip?
Male Missions Differ Somewhat From Females
Especially when it comes to healthy living and Variety Seeking

<table>
<thead>
<tr>
<th>MAN-riety</th>
<th>Crowd</th>
<th>MAN-agement</th>
<th>MAN-Shape</th>
<th>Stockpile</th>
<th>Well</th>
<th>MAN-Nered</th>
<th>On DeMANd</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td></td>
<td>26%</td>
<td>13%</td>
<td>10%</td>
<td>13%</td>
<td>13%</td>
<td>23%</td>
</tr>
</tbody>
</table>

- **Break Routine**: 12%
- **Feed The Family**: 24%
- **Healthy Choices**: 17%
- **Ladies Night In**: 11%
- **Show I Care**: 13%
- **Quick Fix**: 23%
Men Missions Differ Somewhat From Females
Male grocery shoppers go on 6 specific types of “mission-oriented” shopping trips.

Q6. When you were on this trip, how would you best describe your method of purchasing?
These occasions are about switching things up or trying something different. There is an exploration component to these trips and shoppers are looking to do something out of the ordinary.

**SHARED PRIMARY NEEDS**
- To break the normal routine (47%/392)
- To take a break (44%/367)
- To get energized (36%/360)
- To explore/have an adventure (33%/367)
- Satisfy a craving (45%/113)

**UNIQUE FEMALE PRIMARY NEEDS**
- N/A

**15%**

6 Need Occasions Were Uncovered

MAN-RIETY
These are more robust shopping occasions in nature. They are likely to occur earlier in the day and have a browsing and searching component to them. The focus is on being able to get something for everybody.

- To get something to meet everyone’s needs (69%/192)
- They always have the items I want (54%/142)
- They have a wide range of products available (62%/172)

- To feed my family/household (67%/131)
6 Need Occasions Were Uncovered

**MAN-SHAPE**

13%

These occasions are all about the health aspect. Shoppers are willing to take their time in the store to look around and find that healthy item of interest or even try something new.

**SHARED PRIMARY NEEDS**
- To make healthy lifestyle choices (80%/470)
- To seek out healthy choices to get or stay in shape (69%/492)
- To try something different/a variety (23%/144)

**UNIQUE FEMALE PRIMARY NEEDS**
- To replenish before or after working out/exercising (27%/300)
- To find the absolute highest quality food or beverage (19%/158)
6 Need Occasions Were Uncovered

STOCKPILE THE MAN CAVE

These occasions focus on entertaining/hosting, but the hosting is generally more for a fun/relaxed event. Shoppers are looking for items for a sporting event, to play games, or a casual get together.

10%

- To entertain (watching sports) (62%/563)
- To entertain (BBQ/cookout) (25%/416)
- To entertain (playing poker/cards/games of chance) (26%/650)
- To replenish before or after sports (47%/522)
- To entertain (indoors-dinner/cocktail party) (12%/240)

SHARED PRIMARY NEEDS

UNIQUE FEMALE PRIMARY NEEDS

- To entertain (Girls night in – book club, watch TV, movies, sporting events, etc.) (27%/540)
- To entertain (trunk show/hostess party – Mary Kay, Lia Sophia, Pampered Chef, etc.) (8%/400)
6 Need Occasions Were Uncovered

WELL MAN-NERED

These occasions are about getting that something extra and putting more thought behind the shopping trip. Shoppers are seeking items to show they care and for special entertaining occasions, they want to impress and describe the occasion as enjoyable.

13%

**SHARED PRIMARY NEEDS**
- To show I care – cook for someone special (46%/460)
- To show I care – for a special occasion (23%/575)
- To entertain and impress, show I have good taste (19%/633)
- To entertain (indoors – dinner cocktail party) (24%/480)
- To entertain (BBQ/cookout) (14%/233)
- To bring my family/household closer together (21%/210)

**UNIQUE FEMALE PRIMARY NEEDS**
- To recreate mom’s home cooking (28%/400)
- To show I care – for special celebration (party) (8%/267)

IF IT’S OUT THERE, IT’S IN HERE.
The primary focus of these occasions is convenience. Getting something quick and easy where the work is already done. These occasions are more likely to be in the evening, likely picking up something quick for dinner, either from the grocery store or take-out.

**SHARED PRIMARY NEEDS**
- To get something that requires no cooking or prep (63%/242)
- To buy something where the work is already done for me (36%/225)
- To grab, go, and bring home (56%/193)
- To dash in and out as quickly as possible (50%/250)
- To get something that was easy and fast to bring home (46%/219)
- To satisfy a craving (49%/123)

**UNIQUE FEMALE PRIMARY NEEDS**
- A good assortment of ready-to-eat meals (35%/219)
- To break the normal routine (19%/146)
Males and Females Shop Differently

- **Males** are less likely to *make a written or digital list*
- **Females** are more likely to *look at store circulars and/or clip coupons*

### Actions Taken

<table>
<thead>
<tr>
<th>Action</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made a mental list of the products I need</td>
<td>14%</td>
<td>25%</td>
</tr>
<tr>
<td>Made a list (written or digital) of products I needed before I went</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Thought about the meals I wanted to have for the week as I went along</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>Looked at the store circular for sales</td>
<td>15%</td>
<td>24%</td>
</tr>
<tr>
<td>Consulted with family/roommate/housemate on what to put on list</td>
<td>11%</td>
<td>25%</td>
</tr>
<tr>
<td>Clipped paper coupons</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Talked to friends/family/co-workers</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Looked for new coupons on the retailer’s website</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Download coupons</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Looked for recipe ideas before I went</td>
<td>9%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Q7. Which of the following did you do when you decided to go on this trip to purchase food or beverages?
Now It’s Your Turn

Audience Quiz

Do You Think Women Spend Less, Same Amount Or More Time Grocery Shopping On An Average Trip Than Men?

A. Less Time Than Men
B. The Same As Men
C. More Time Than Men
Males and Females Spend The Same Amount Of Time In Store

34% of females and 28% of males spent 31+ minutes on their last trip

Q5. How much time did you spend purchasing food or beverages on this trip?

- 3% less than 3 minutes
- 8% 3-5 minutes
- 17% 6-10 minutes
- 21% 11-20 minutes
- 23% 21-30 minutes
- 3% 31-45 minutes
- 15% 46-60 minutes
- 8% more than 1 hour

Average minutes spent on last trip: 24
More males than females tend to shop alone
Females are more likely to have the kids or other family members in tow when shopping

<table>
<thead>
<tr>
<th>With on Trip</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>No one, I was alone</td>
<td>66%</td>
<td>52%</td>
</tr>
<tr>
<td>My spouse, partner or significant other</td>
<td>23%</td>
<td>28%</td>
</tr>
<tr>
<td>Other adult family members (18 yrs or older)</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Child (ren) under 18 years old</td>
<td>6%</td>
<td>15%</td>
</tr>
<tr>
<td>Other non-family adults (18 years or older), like friends, colleagues or housemates</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Q8. Who else, if anyone, went with you on this trip?
Now It’s Your Turn

Audience Quiz

Who Do You Think Is More Likely To Be Shopping During the Week Than On The Weekend?

A. Men
B. Women
C. Both The Same
Males and Females Shop Differently

Females are twice as likely to shop on Tuesdays and Wednesdays than Males and half as likely as Males to shop on Fridays and Saturdays.

Q3. What day of the week was this trip?

Male = x%
Female = x%

- 21%/11% shop on Saturday
- 12% shop on Monday
- 11%/19% shop on Tuesday
- 20%/10% shop on Friday
- 13% shop on Thursday
- 14%/23% shop on Wednesday
- 9% shop on Sunday
- 20% shop on Saturday

IF IT’S OUT THERE, IT’S IN HERE.
Both Males and Females Shop The Same Time Of Day

The majority of shoppers went on their last trip in the **afternoon**

Q4. And when did this trip occur?
Males and Females Have Similar Interest in Store Brands

55% of males and close to 60% of females are looking for something other than National branded products.

Q18. When looking for your food and beverage products on this trip, what percentage were for the following types of products? The sum of your answers must total to 100%.
Executive Summary

What?

- Both males and females are primary grocery shoppers for their households
- Males are just as likely as females to make major purchases for their household
- They buy large amounts of items just like their female counterparts
- They are big spenders at grocery retail, with women spending just $3.40 more than men on an average trip
- Male shoppers are not alike, and can be segmented into six unique archetypes.
- Four of the six archetypes are similar to female archetypes, but two are unique for both genders
- Men are 10% more likely to make mission oriented trips than woman
- Men are more likely to go to grocery, and women are more likely to go to Mass channel than men
- Men go on six specific shopping “missions” which are somewhat similar with women, but have a unique spin.
- However, females are more likely to make a special trip for healthy items, and men more likely to be variety seeking.
- Males are less likely than females to make a list, clip coupons and look at store circulars than women
- Females are twice as likely to shop on Tuesdays and Wednesdays and half as likely as males to shop on Fridays and Saturdays
Now What?
The Lucrative Male Shopper

• **Tip #1:** Learn about the six different mindsets and missions, and then choose one or two that represent(s) the biggest opportunity for your business. Once these are identified, support them with specific strategies and solutions. For example, Stockpile The Man Cave is similar yet different to Ladies Night In.

• **Tip #2:** Understand that ‘men on a mission’ prefer to have everything they need all in one place. So while current retailers are set up by category, consideration should be given as to how to bring “solutions” into one, easy-to-access destination.

• **Tip #3:** Missions are a little bit like games, so explore opportunities for bringing “gamification” to couponing, promotions or marketing communications/sales efforts that will get male shoppers more involved and engaged.

• **Tip #4:** Make it easy. For Man-riety variety seekers, it’s not just about constant innovation but rather, you can help them break the routine by providing them with suggestions on unique pairings like for snacks, suggest chips with unexpected dips or savory with sweet combinations like popcorn mixed with candy-coated chocolate pieces.

• **Tip #5:** Don’t forget male shoppers are still men! Keep products, themes and communications on the masculine end of the spectrum. While women will purchase masculine items, most men shy away from those that skew too heavily towards the feminine. Include men in commercials and circulars.

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*IF IT’S OUT THERE, IT’S IN HERE.*
Have questions after the presentation?

Come see me at the FMI Solution Center (Booth #4854 on the Exhibit Hall Floor) from 2-3pm
Thank You!

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