



Characteristics, Motivations, and Satisfaction of College Students Who Shop At Non-Store Based Retailers

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ABSTRACT

The overall purpose of this research project was to examine the non-store based shopping practices of college students. Specifically, a survey was conducted to find out whether a relationship exists between personal characteristics, motivations, and satisfaction of college students who shop at non-store based retailers.

Keywords: non-store based retailers, personal characteristics and motivations

Introduction

Non-store based retailers acquire customers at home, at work and at places other than a store location. These retailers use mail order catalogs, street peddling, automated merchandising systems, direct selling, interactive TV, and the Internet.

Store based retailers, often referred to as brick and mortar retailers, operate from a fixed store location that require customers to travel to the store to examine and select products and services.

their market shares. One such strategy is the implementation of multiple retail formats that expand efforts to reach their target markets. For example, Nordstrom and J.C. Penney are promoting their catalog and online order businesses along with building their traditional brick and mortar business.

Retail analysts predict that non-store based retail sales will increase substantially