

Abstract

Project Title: Customizing Omni-Channel Marketing for the American Mass Affluent Consumer

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Degree: Master of Business Administration (International Business)

Number of Pages: 141

Omni Channel Marketing (OCM) is an up and coming retail marketing strategy, just adopted by Starbucks, Saks, Burberry, BestBuy and others. It leverages current technology to put the consumer front and center by providing an interactive and pleasant user experience while communicating exactly where they frequent. The Mass Affluent Consumer (MAC) who represents over forty million Americans is difficult to locate, but a very valuable customer. As such, this study explored customizing OCM for this sophisticated MAC shopper by evaluating preferences and the marketing channels where they can be reached.

Through seventeen in depth interviews, the MAC revealed key elements of preference to take into consideration when customizing an OCM-MAC campaign. This consumer desires a variety of product offerings at a good value with convenience and customer service when things go wrong. Additionally, they value generous return policies, free shipping, reliability & integrity, and successfully leveraging technology so they can interact with shops using their mobile device while providing a unique experience worth coming back for. Once they have found these types of retailers, they often return again and again.

The MAC can be found listening to friend and family recommendations and checking online user reviews before buying a product. This might occur online using Amazon, Wikipedia, or while they are socializing on Facebook. They have an affinity toward Google Search, Gmail and YouTube. They access these services and apps on their smartphone or tablet, then often go home to do further research and purchase on their computer.

They demand more than the mass market, but by putting them front and center will mean their loyalty. Small business can go head to head with the big box stores by bringing back the personalized greeting and service of OCM. This segment is even willing to pay more for that

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