

# Exploring the Influence of Pre- and Post-Purchase Services Mix on Millennial Shopping Behavior

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## Abstract

The purpose of this study is to explore the contribution of clothing boutique store service mix (pre- and post-purchase services) on female millennial shopping behavior. A two-part mixed methods methodology begins with depth interviews with shoppers and boutique owners to establish key boutique pre- and post-purchase success factors. The second part of the study is descriptive in nature and aims to identify the most potent pre- and post- purchase services mix for increased purchases and store traffic.

The dynamism and online media orientation of millennial shoppers is well known (Gasca, 2015; Murdough, 2016; Schawbel, 2015), yet how small-town boutique retailers with minimal resources and tech savviness connect with female millennials motives this study. Specifically, which pre- and post-purchase services mix would increase female millennial boutique purchases (i.e., amount spent per boutique item, amount spent per boutique visit) and traffic (i.e., frequency of boutique visits per month)?

Results align with Ingram's (2017) observation that boutiques do serve a very precise target market that is tailored to offer niche clothing products. The findings suggest that while millennials may not typically remain loyal to brands, they do remain loyal to the vendors offering loyalty discounts, loyalty programs, text notification services, email notifications, personalized website, notes from the owner, and an active social media page.

## References:

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**Keywords:** Millennial shopping, specialty retail, purchases, traffic

**Relevance to Marketing Educators, Researchers and Practitioners:**

The findings offer interesting and actionable guidance for choosing which marketing services investments might pay off most among boutique shoppers. Specifically, shoppers who spend more per item are influenced by the pre-purchase service of window displays. Shoppers who spend more per shopping trip are influenced by pre-purchase services of window displays and social media, and the post purchase service credit on file. Finally, those who shop more frequently are influenced by the pre-purchase service of text notifications, and post-purchase services of personal notes and wrapping.

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