Hometown shoes- big focus on nostalgia and wanting apparel or clothing items that "remind you of a certain place or certain time" or "have sentimental value". Offering specific shoes to divided sections of the world based off of shopping preferences will adhere to this desire for nostalgia.

Create database on website that provides users to select their age group and gender to personalize their online shopping experience. Generations these days are very different in terms of what they want and how they want it. For older users, in and out. Due to overall lack of knowledge of technology compared to younger generations, they want an easy, simple online shopping experience with little buttons to press. Possibly include simple options to navigate children's shoes if this particular older shopper is shopping for a grandchild. Younger generations are more tech savvy and possibly willing to spend longer online shopping. Include shoe options based on area code entered when first on website which will pop up with current topselling shoes. iGen is focused on nostalgia and want shoes that bring a memory to mind or a relationship to mind. People talk about clothing by word of mouth or see clothes in person in their area that draws their attention, and seeing these shoes pop up right away will bring those interactions to mind and draw the customer to purchase that particular piece of clothing/type of shoe. iGens also have less disposable income, and therefore willing to spontaneously jump right at an opportunity if a certain clothing item catches their eye right away.

Take into consideration time of year as well. Christmas/valentine's day? If you click the options for male, your approximate age, and marital/relationship status, the website will provide you immediately with current topselling options of women around that particular age group. HE WILL TRUST THE SYSTEM.

"Men have endless options as to where they can shop, which might only lead to more decision-making issues. Since most men are strategic shoppers, many are likely choosing to buy clothes wherever makes the most sense, whether motivated by price or convenience or ability to fulfill other shopping needs, either for themselves or others. This abundance of options could lead to trouble with decision making, and many men, even those who enjoy clothes shopping, are open to guidance. Retailers that offer a unique and personalized way of narrowing choices could distinguish themselves against competitors and connect with male shoppers."

"While the US women’s clothing market is indeed large and growing, the growth is incredibly stifled. Sales should reach $170.6 billion this year, basically flat in comparison to 2016. This continued slow pace is expected for the foreseeable future. Younger generations, with their propensity to be more engaged and excited about clothes shopping, could revitalize the market as long as retailers offer apparel items they actually like and prices they are willing to pay. From a marketing standpoint, brands need to maintain a maniacal focus on online channels including mobile and social media to reach these young fashionistas."
Including additional selection options on the website such as location, age, gender of clothes you're looking for, maybe ethnicity, etc, as well as the website's knowledge of the time of year, will not hinder the physical shopping experience at Macy's stores, but rather add to the convenience of the online shopping experience and increase the likelihood of customer purchases once they are already on the website due to the added personalization of the clothing/shoe options being shown. The Macy's website will pull data from other online shoppers who indicate similar categories before making their purchases to then more-closely categorize the items bought.

Warehouses like costco:

http://academic.mintel.com/display/838755/?highlight

******* http://academic.mintel.com/display/860397/# *******

More that 3/4 of footwear shoppers buy online:

http://academic.mintel.com/display/894209/

"For example, while more than 40% of shoppers purchased footwear at department stores, 60% bought shoes for a specific occasion, 56% bought for change of season, 53% purchased for fitness, and 51% purchased shoes for work. Shoppers appear to prefer these retailers where they can find shoes – and likely other items – to address a number of needs (see Appendix – The Consumer)."

From <http://academic.mintel.com/display/894209/>

"Key analysis: Men could appreciate tools that make the shopping or checkout experience faster and more efficient. For example, an in-store touch-screen device that allows shoppers to easily search for products and displays product availability could help men find what they're looking for more easily, as opposed to having to search through items. Alternatively, services that make shopping more of an experience, such as in-store events or encouragement to share purchases with brands and retailers via social media, could attract women, who are less focused on the transaction and more on the enjoyment."

From <http://academic.mintel.com/display/894209/>

"Consumers aged 18-34 with household income of $75K+ have done more footwear shopping in the last year than all respondents and did so across a number of retailers, both in-store and online. This suggests they’re purchasing footwear for reasons other than replacement or a specific need, and likely enjoy shopping in general. In fact, 46% of these consumers bought footwear for fitness, which was one of their top reasons for shopping, but an equal amount are doing so to treat themselves, and many are likely making athletic footwear purchases for both reasons. The “sneakerhead” culture is an emerging trend among young consumers who are passionate about sneakers, with many even collecting such items. Brands and retailers are creating hype to encourage purchases of hot, new, or limited-edition sneakers by running designer collaborations, special events, or even using practices like “unboxing” (see What’s Next?). Shoe
retailer Zappos has also thought of a new way to appeal to young sneaker aficionados by featuring a designated editorial section called “The Ones” on its site. The Ones spotlights classic sneaker styles, while including other content to keep shoppers interested, such as curated stories such as “9 ways to wear sneakers to work.” Using these events or features to drive demand is important to win these shoppers, especially since they may be more inclined to make impulse purchases.

**Key analysis:** Young shoppers are enthusiastic about the category and could even be prioritizing purchases of footwear over other needs. Those with more financial means might be able to purchase styles beyond what they need and will likely be responsive to promotions or events that give them a reason to buy another pair, such as limited-edition shoes or “buy one, get one” promotions. However, retailers should be cautious about relying heavily on these shoppers, as they tend to shop multiple stores and could be less loyal to a specific retailer.

From <http://academic.mintel.com/display/894209/>

**** http://academic.mintel.com/display/894211/ ****

"While women are purchasing more types of footwear than men, age affects the types of shoes women gravitate toward. Younger women, who may have more social obligations, are buying boots and dress shoes more than older women, who are buying more casual shoes. Young women might be concerned with fashion trends and could be more willing to buy shoes they don’t necessarily need but want because they’re trendy. Promotions encouraging the purchase of multiples could be more impactful with young women, who might also be open to purchasing shoes as part of an outfit, especially since they’re more likely than older women to buy shoes when buying clothing (see Databook). Older women are seeking comfort, and two thirds of women aged 55+ prefer it to style, suggesting they could be willing to invest in quality shoes that deliver comfort. These women prefer trying on shoes before buying, so options that allow reserving online and trying on in-store could be crucial to resulting in a sale among these shoppers."

From <http://academic.mintel.com/display/894211/>

(SEE SCREENSHOT OF GRAPH)

"**Married women appear to be shopping for their spouses**

While they’re not making as many purchases of men’s shoes as men are themselves, married women are buying men’s shoes more than single women. Since many women enjoy shoe shopping – more so than men – married women may be more inclined to pick up a pair of shoes for their husbands, either just because or in order to save their husbands a shopping trip. It’s likely many of these purchases are incremental and are made when women are also shopping for themselves, and these shoppers would benefit from promotions geared toward multiples or rewards offered on future purchases.

**Key analysis:** Men appear to be making fewer purchases for their wives, but in general, men are more open to consulting with a salesperson. Married men who are looking for a gift for their wife would likely welcome help from retailers, whether it’s
in-store or online, and could be willing to trade up or spend more if they’re convinced a certain pair of shoes is the right gift."