

Shopper Study Household CEO

Prepared: January 2020



The desire to purchase major household items is on the rise

It's important for **brands to stay top of mind**, especially for high-involvement or high value purchases when more time is spent researching and the purchase involves higher risk and greater emotional significance.

Consumers sentiment is on the rise following an uncertain year and the desire to purchase household and renovator items is also now increasing.

- **43% of Australians say now is a 'good time to buy' major household items** (the highest reported figure for this indicator since February this year.)
- Shopping centres are a great opportunity to raise brand awareness, salience and drive brand preference.

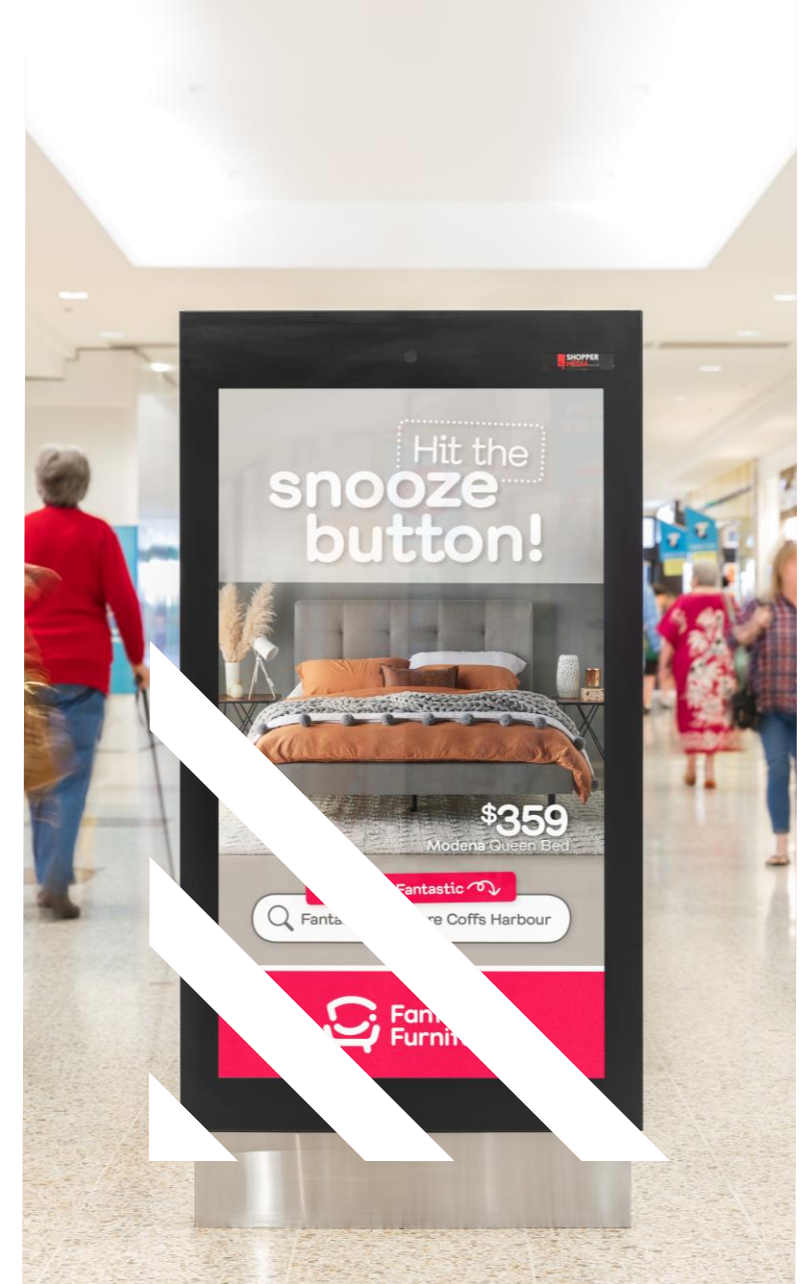


8 in 10 household decision makers **are also main grocery buyers**, frequently visiting shopping centres.

Just over half (56%) of shoppers are the main decision maker in the household when it comes to purchasing big ticket items e.g. TV, fridge, washing machine etc.

Of those, **82% ARE ALSO MAIN GROCERY BUYERS!**

And over half of them (57%) are planning to buy a big-ticket item in the next 6 months.



Most big ticket household purchases are planned ahead of time

We asked shoppers who had recently purchased a big ticket item(s), if it was a planned or unplanned decision.

7 in 10 purchases were for items they had planned and were considering ahead of time.

As Australian's confidence continues to rise, we anticipate that their readiness to buy will continue to increase in coming months.

According to the latest ANZ-Roy Morgan Consumer Confidence, 43% of Australians say now is a 'good time to buy' major household items.

Nearly a third (31%) were **UNPLANNED** purchases e.g. items that needed to be replaced or bought quickly.





Consumers considering big ticket items spend time researching and comparing prices before purchasing in store

Consumers undertake research

2 in 5 (44%) consumers agree they do research before purchasing.

40% of shopping searches on Google are for broad category queries such as "bedroom furniture."*

Consumers considering a big-ticket item don't usually research specific brands

9 in 10 consumers say they aren't sure of the specific brands they want to buy when they begin shopping*



Australians take up to a month to purchase their next big-ticket item



Prime Consumers During the Discovery Phase

6 in 10 consumers typically take up to 4 weeks purchasing big ticket items e.g. kitchen / household appliances.

It's important to consider flighting campaigns in bursts throughout the year to ensure your brand is top of mind amongst consumers who are considering redecorating or upgrading over the next 12 months.

Retail OOH and TV advertising can be a powerful mix to generate greater consumer recall.

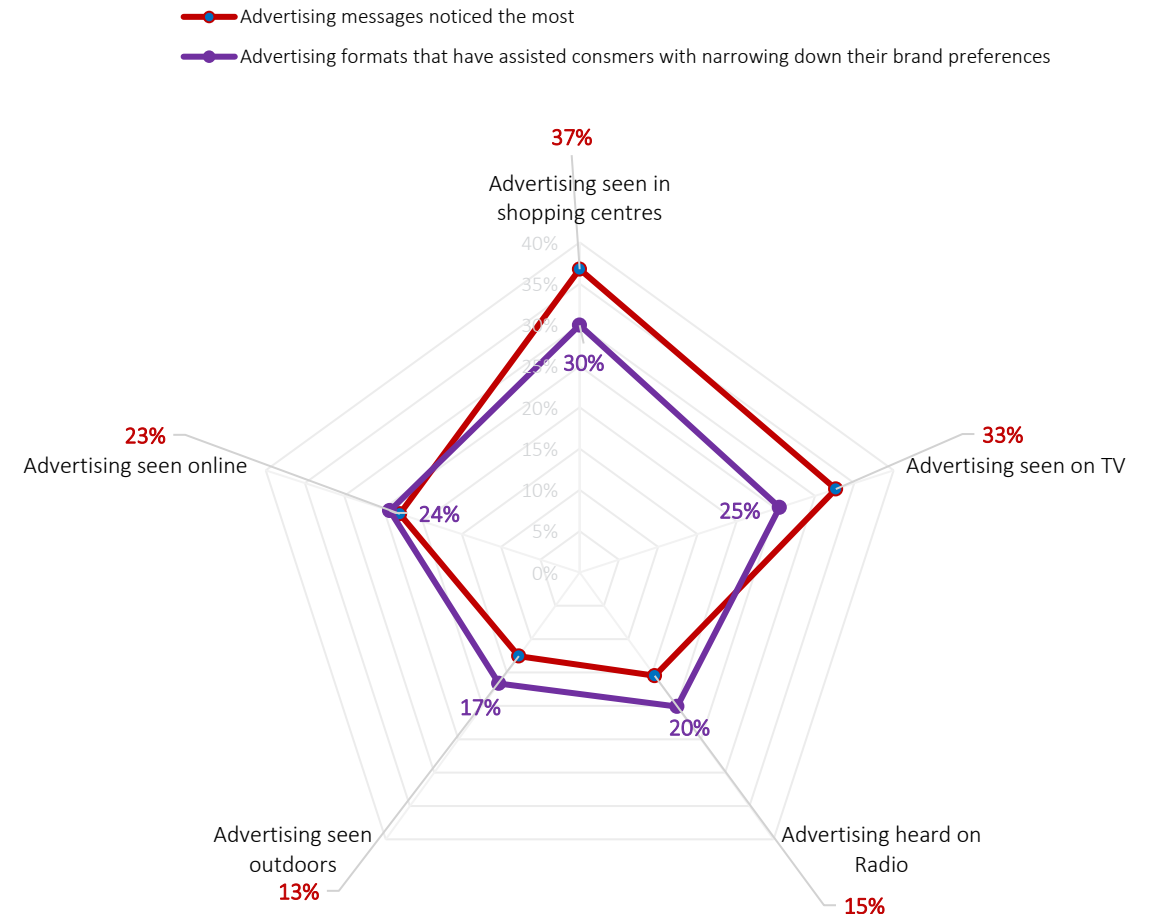
- 64% of shoppers say they would like to be reminded at the shopping centre of relevant products or brands advertised on TV.
- Half (53%) say digital advertising panels within shopping centres reminds them to buy items or services.



Retail advertising is highly noticeable and influential when it comes to narrowing brand preferences

Almost 2 in 5 (37%) of main decision makers have noticed advertising in shopping centres, followed by advertising seen on TV (37%).

Almost a third (30%) of main decision makers recognise that advertising in shopping centres aids in brand selection.



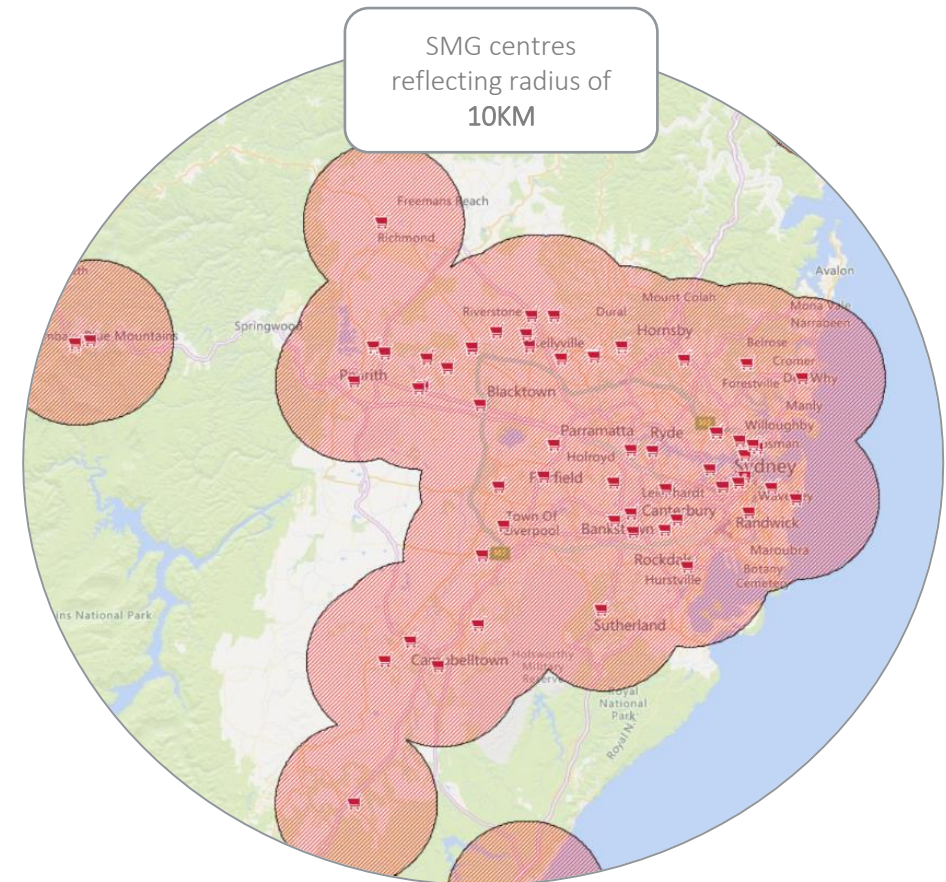
Consumers *prefer* visiting local shopping centres but are willing to travel the distance for big ticket items

Australians prefer to shop locally for big ticket items.

Once shoppers know exactly what kind of sofa or bathroom tiles, they want, they need to know where they can pick up their items *without too much hassle*.

Consumers intending to purchase big ticket items typically travel up to 10KM

- Nearly 8 in 10 (77%) prefer to travel up to 10km to purchase kitchen/household appliances.



Consumers agree that in-store experiences are irreplaceable

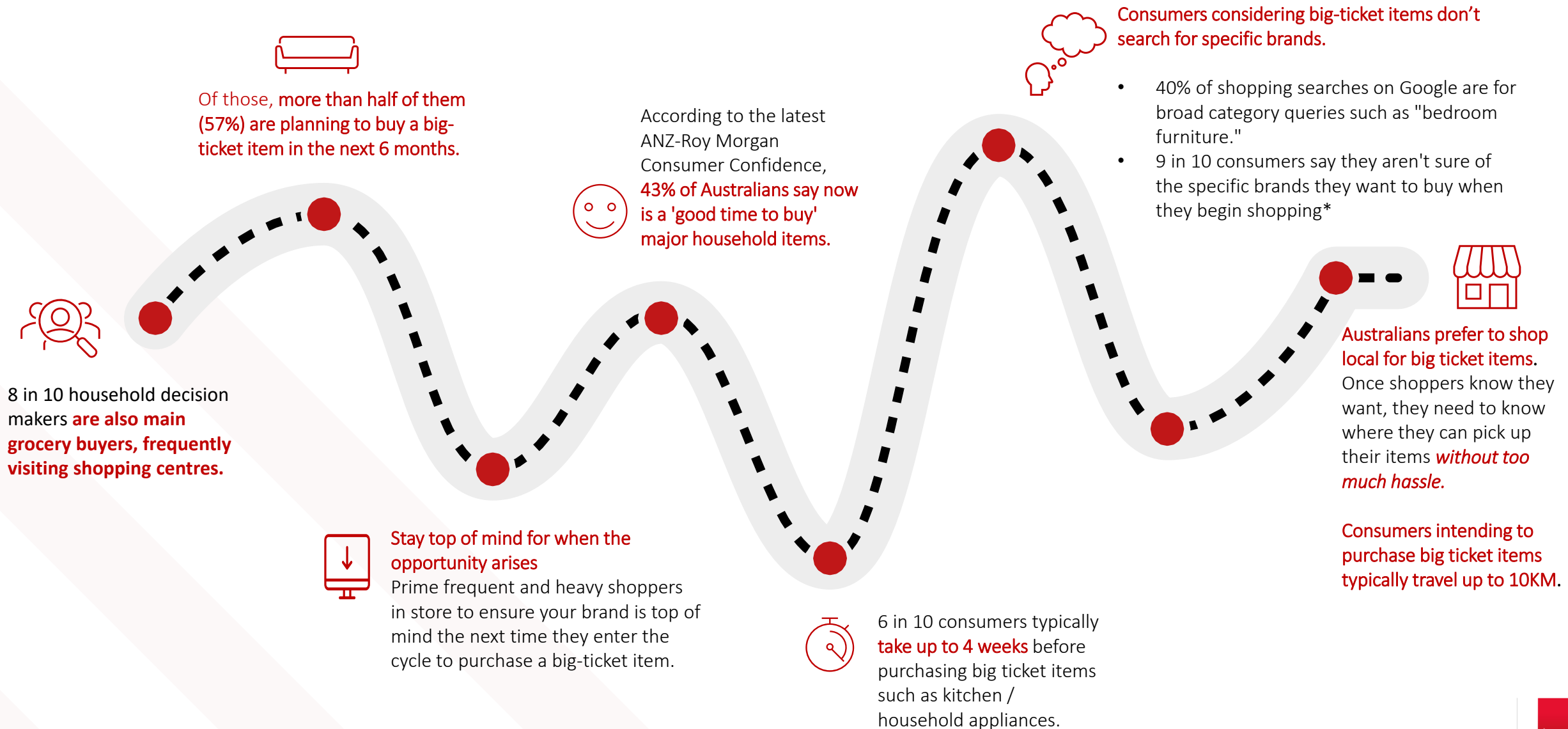
Nearly half (47%) of consumers say they shop and browse online, but the **instore experience is preferred for high involvement purchases.**

- **1 in 3 (34%)** agree retail centres offer more than just the products they sell- they are now a place to socialise & enjoy the experience as much as shopping
- **1 in 4 (29%)** say they feel a sense of community and connection at my local shopping centre

Consumers are in a purchase-ready mindset and are predisposed to receiving brand messages within retail environments.



The Customer Journey for Big Ticket Items



Who is the Household CEO?



Your audience distils to one core target demo, the Main Grocery Buyer

Reaching the Main Grocery Buyer means also reaching the lead household decision maker.
Communicating with this audience through a higher dwell time, walk-by format means greater long-term memory encoding opportunities which are required to build brand salience amongst high involvement categories.

8 in 10 household decision makers
are also main grocery buyers,
frequently visiting shopping centres.



Of those..

57%

are planning to buy a big-ticket
item in the next 6 months.



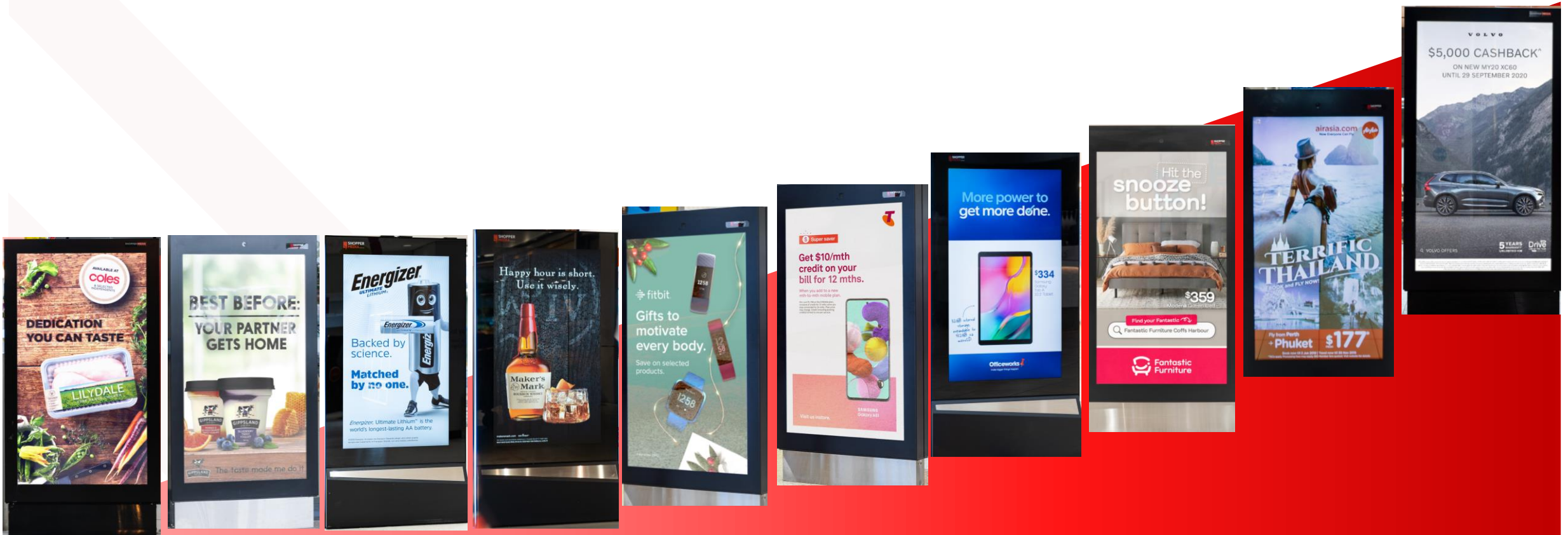
**Creative messages
Flighting varies on the category**



Priming consumers with **ANIMATION** in the lead up to purchases can be very powerful in aiding **long-term memory encoding**

Decisions likely to be made at point of purchase

Decisions unlikely to be made at point of purchase therefore require a longer priming period.



Low Involvement

High Involvement

Length of decision making process

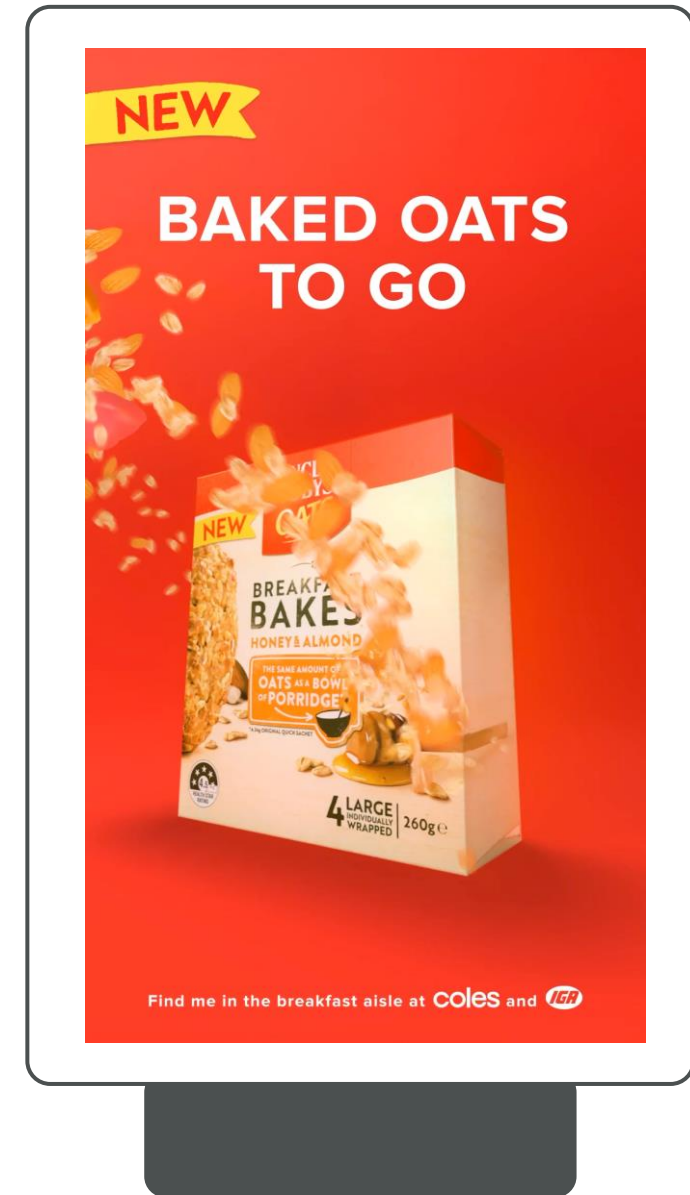


Supercharge your creative with **ANIMATION**

Motion can help messages become more **distinct**
and memorable whilst **maximising your ROI!**

Animation is
201% **more effective**
than static advertising

Animation demands **shopper eyeballs**,
including fixation length and saccades
and **drives brand engagement.**



Case Studies Appendix



Furniture Case Study

Our client, a luxury sofa brand - set to raise consideration and build awareness around one of their biggest promotions, *"up to 50% off everything!"* during a key (busy) sales period.

Retail out of home was crucial to drive a higher frequency of messaging to aid brand recall across their promotional period and support above the line advertising. ROOH was used to not only raise consideration during a key sales period but to also promote their USP close to the point of purchase driving customers to their showrooms.

WHAT WE DELIVERED

Shopper Media identified which centres corresponded with their core audience within the five main metro and regional regions (Sydney, Melbourne, Brisbane, Adelaide, Perth), in addition centre lists were optimised to ensure promotional messages were secured within proximity to their showrooms.

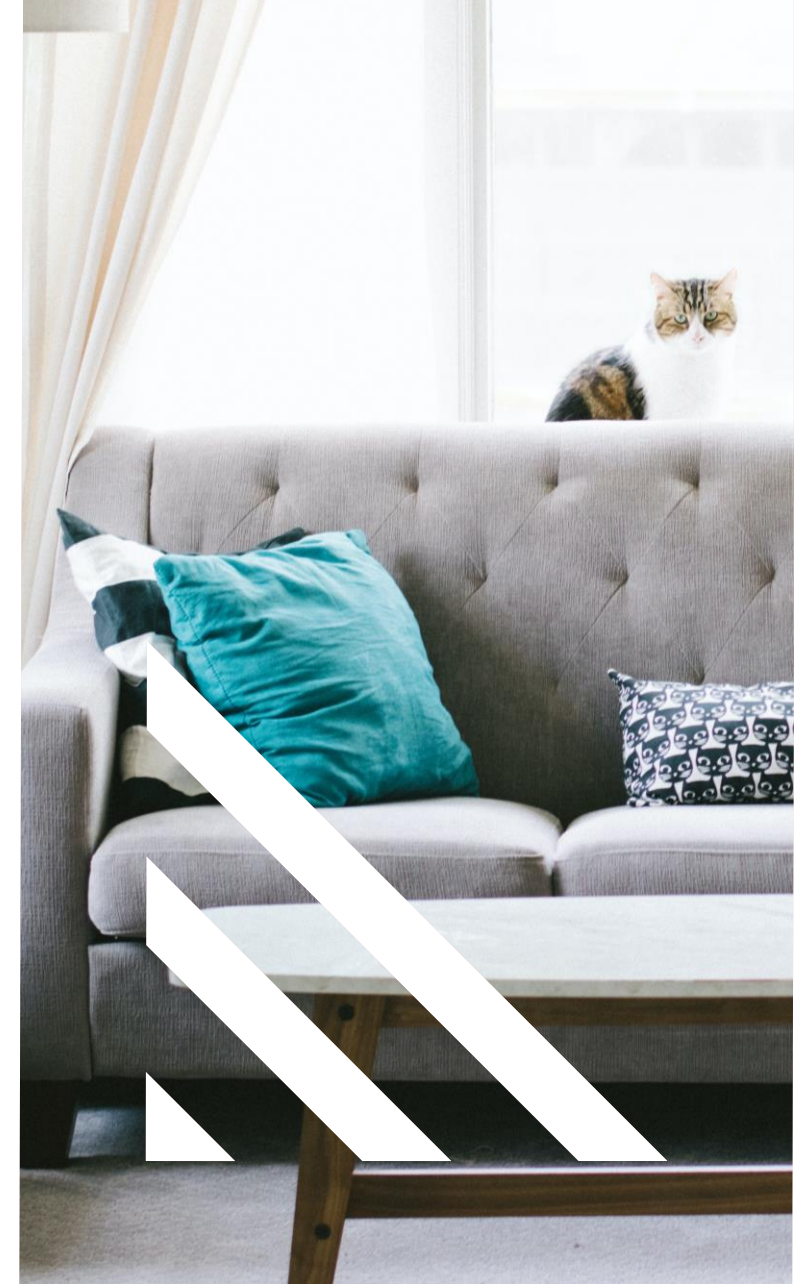
Furthermore, the client leverage Shopper Study to measure purchase intent in relation to buying a new sofa within the next 12 months.

THE RESULT

We surveyed over 6K respondents to measure of those interested in purchasing a new sofa, how many would consider the client's brand. Just over 1K shoppers claimed they were intending to purchase a sofa in the next 12 months, of those, 1 in 2 (52%) were considering the client's brand.

Research suggests the retail OOH advertising campaign had a positive influence in shifting brand awareness and consideration.

100% of panels were in close proximity to the retailer's showroom as advertising messages were based on a current promotion. Shopper Media strongly suggests clients within the category to advertise during off-peak periods to maintain and build brand salience with prospect customers.



Thank you.

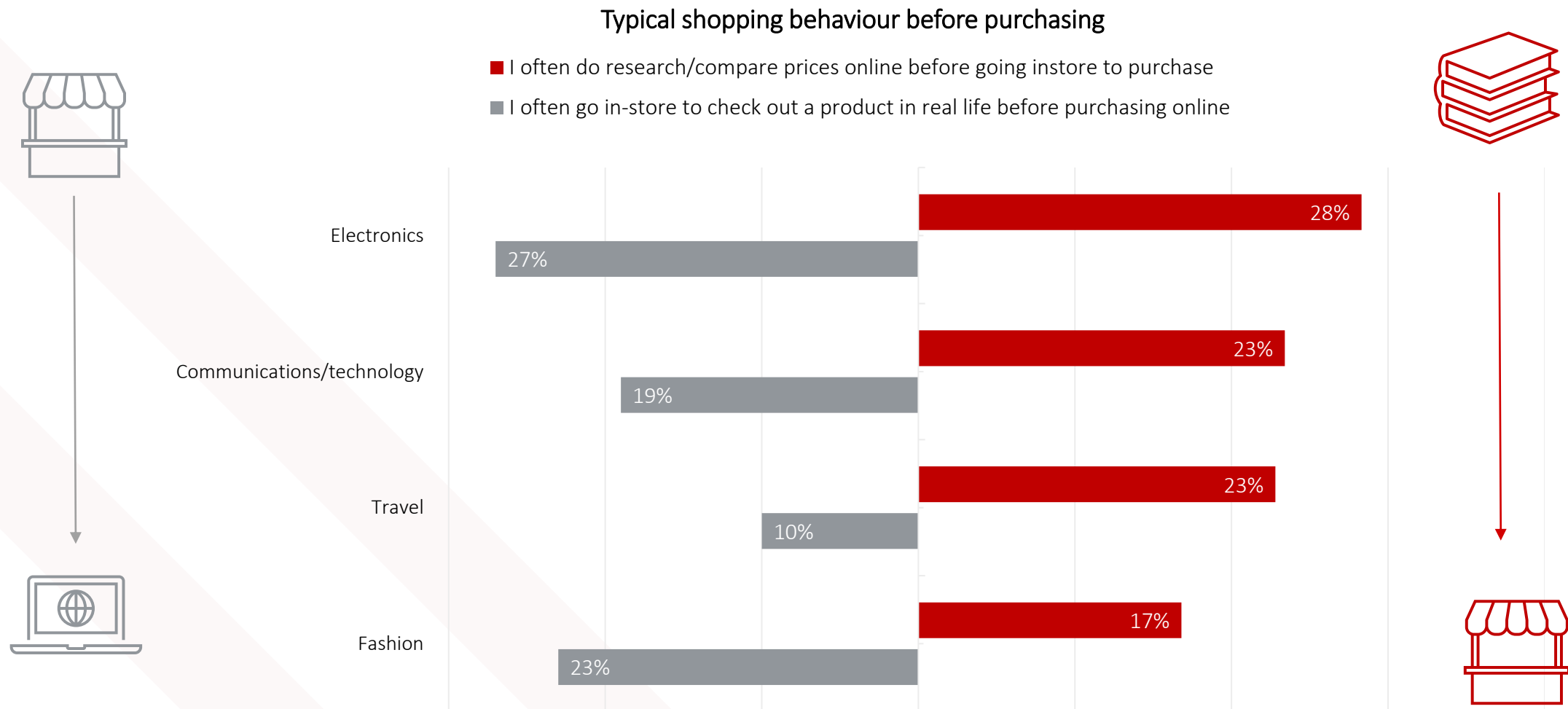
For further information please contact your Shopper Media representative or
marketingandinsights@shoppermedia.com.au



Appendix



Consumers considering big ticket items generally spend time researching/ comparing prices before purchasing in store

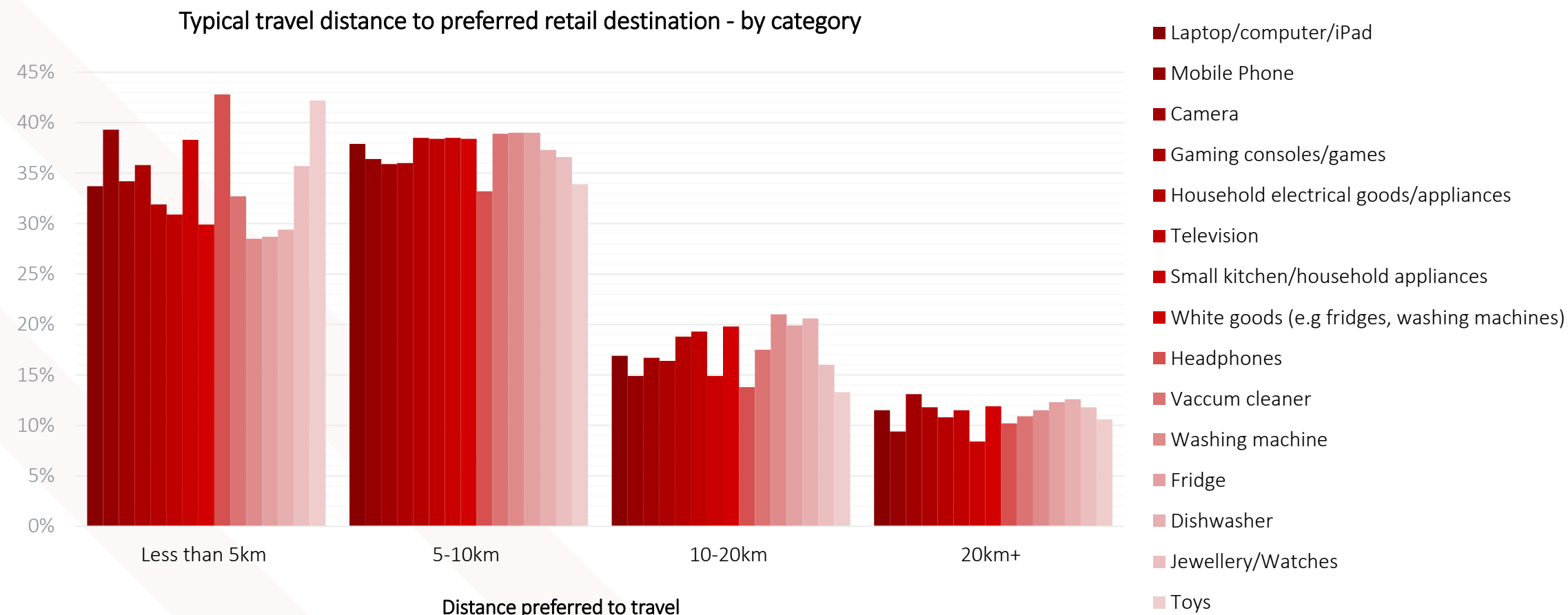


SOURCE: Retail Study 2019, n=1,063. Q Thinking about your typical shopping behaviour in each of the following categories, please select which of these statements is true.



Consumers prefer to visit *local retailer stores* to purchase household goods

- 7 in 10 prefer to travel *up to 10KM* to purchase *household electrical goods/appliances* (70%).
- Nearly 8 in 10 (77%) prefer to travel *up to 10KM* to purchase *small kitchen/household appliances*

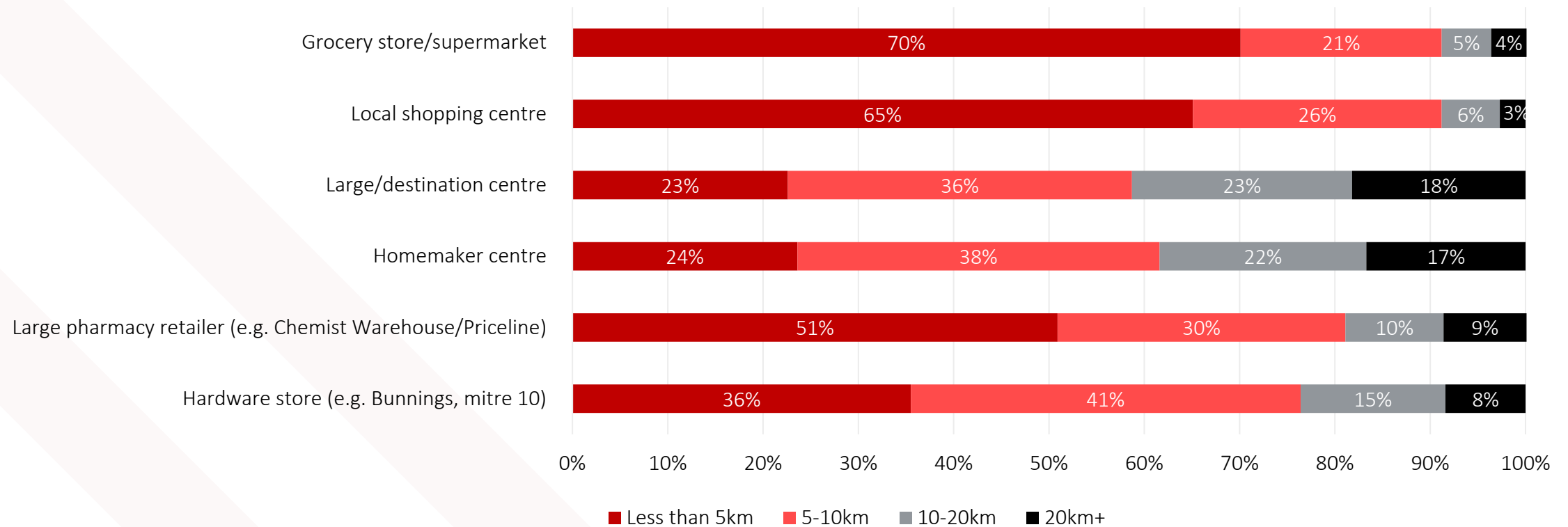


SOURCE: Retail Study 2019, n=1,063. Q Typically how far do you travel your preferred retail destination to purchase the below items/categories.



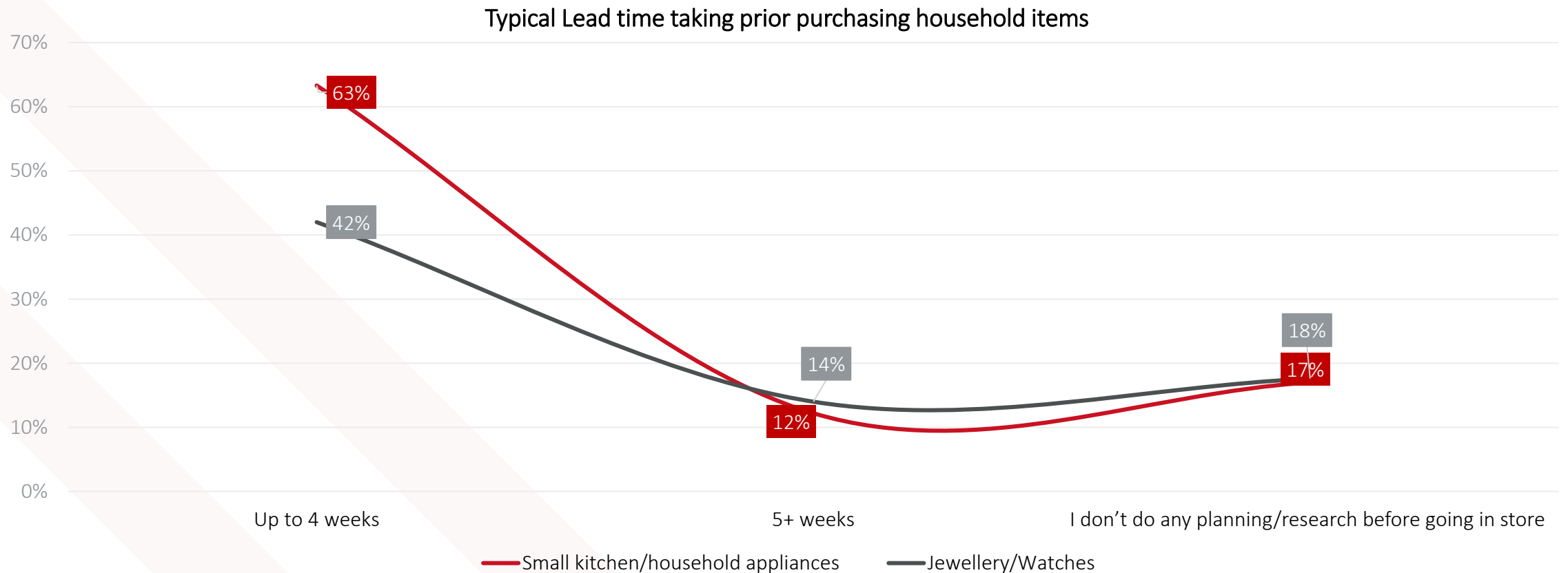
Consumers have a strong preference to visit retailers close to home, and typical travel distance differs upon the type of centre

Travel distances willing to go to preferred store – by store type/ destination



Decision planning time in the lead up to purchasing a big ticket item

- 6 in 10 consumers typically take **up to 4 weeks** before purchasing big ticket items such as kitchen / household appliances
- 2 in 5 consumers typically take **up to 4 weeks** before purchasing big ticket items such as jewellery/ watches



The Customer Journey for Big Ticket Items



Of those, **9 in 10 (96%)** have visited a **supermarket** in the last 3 months.

- HALF are heavy supermarket visitors - 16 or more times in the last 3 months.
- 83% have purchased from a shopping centre in the last 4 weeks.



Consumers considering big-ticket items don't search for specific brands.

- 40% of shopping searches on Google are for broad category queries such as "bedroom furniture."
- 9 in 10 consumers say they aren't sure of the specific brands they want to buy when they begin shopping*



Australians prefer to shop local for big ticket items. Once shoppers know they want, they need to know where they can pick up their items *without too much hassle*.

Consumers intending to purchase big ticket items typically travel up to 10KM.



6 MILLION Australians are planning to upgrade their home - **refurbish or renovate** in the next 12 months.



Stay top of mind for when the opportunity arises

Prime frequent and heavy shoppers in store to ensure your brand is top of mind the next time they enter the cycle to purchase a big-ticket item.



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