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company

CHRISTMAS SHOPPING POLL 2013



CHRISTMAS HOLIDAY SHOPPING

i-Link Research recently conducted a poll study to explore the attitudes and intentions of Australian consumers regarding shopping for the upcoming holiday season.

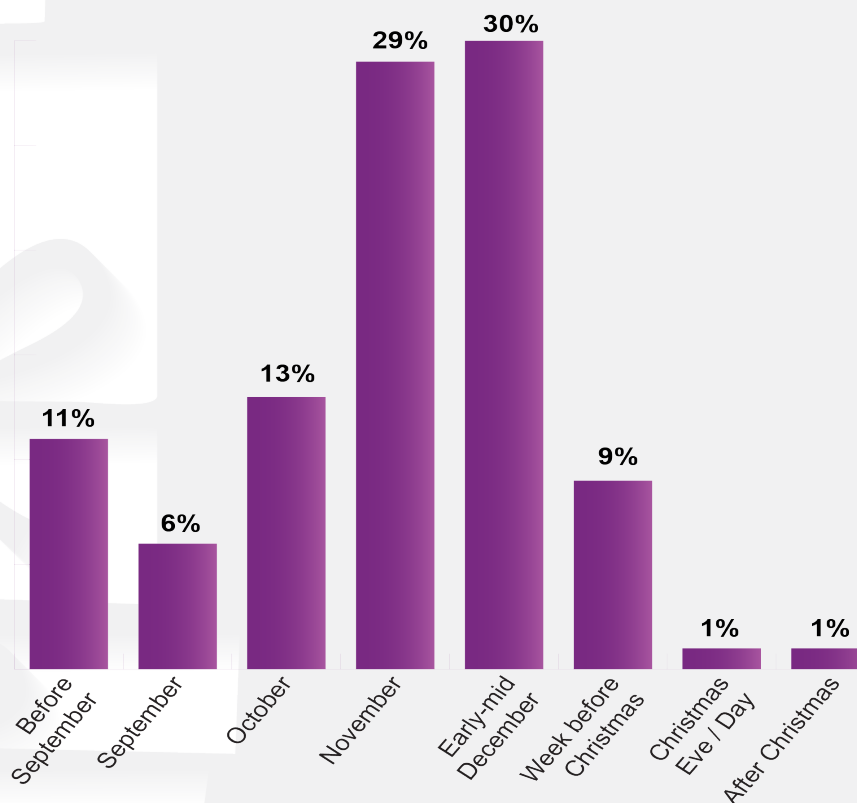
The Christmas shopping poll was conducted in October 2013, with the survey in-field over the first two weeks of the month. Respondents were polled via i-Link's proprietary consumer research panel - LiveTribe - with a total sample size of n=553. The sample was drawn representatively to match the national distribution for age, gender and location in Australia.

Kicking Off The Christmas Rush

While a portion of respondents choose to get a head start by beginning their Christmas shopping in October or earlier, the majority of respondents wait until November or December, keeping up the traditional "Christmas rush" that we are used to seeing this time of year.

When do you start your Christmas shopping?

(n=553)



A Love/Hate Relationship

Respondents were divided when asked what they like and dislike most about shopping during the Christmas period. While Christmas spirit seems to enhance the experience for some, for others it does nothing to make the crowds and busy stores more bearable.

When asked what they like most about shopping during the holiday season, responses broadly fell into four categories:

Shopping experience

Respondents like the activity of shopping itself because during the holiday season other factors are in play differentiating it from shopping at other times of the year. The two factors mentioned most were the bargains which can be found at this time, for example sales and special offers (16%), and the opportunity to shop for others, such as friends and family, and think about the things they might like to receive as gifts (8%).

Mood/Feeling

The atmosphere and feeling of festivity is what fourteen percent (14%) of respondents said they like most about shopping during the Christmas holiday season.

Christmas

The sensory elements of Christmas which appear in the places where people shop during this time of the year. In particular, aesthetics seem to contribute to making the shopping experience more pleasant, with nine percent (9%) of respondents citing things such as Christmas lights, decorations or colours as what they most like about shopping in the holiday season.

Occasion

Where positive sentiment about shopping during the holiday season stems from the occasions or events that occur during this time. For example, Christmas parties (1%), family gatherings (1%) and holidays (1%).

Dislikes

The sight of crowded shopping centres may be commonplace at Christmas time, but it doesn't mean shoppers like having to endure it. More than half of the respondents (54%) cited crowds as the thing they least like about shopping during the holidays.

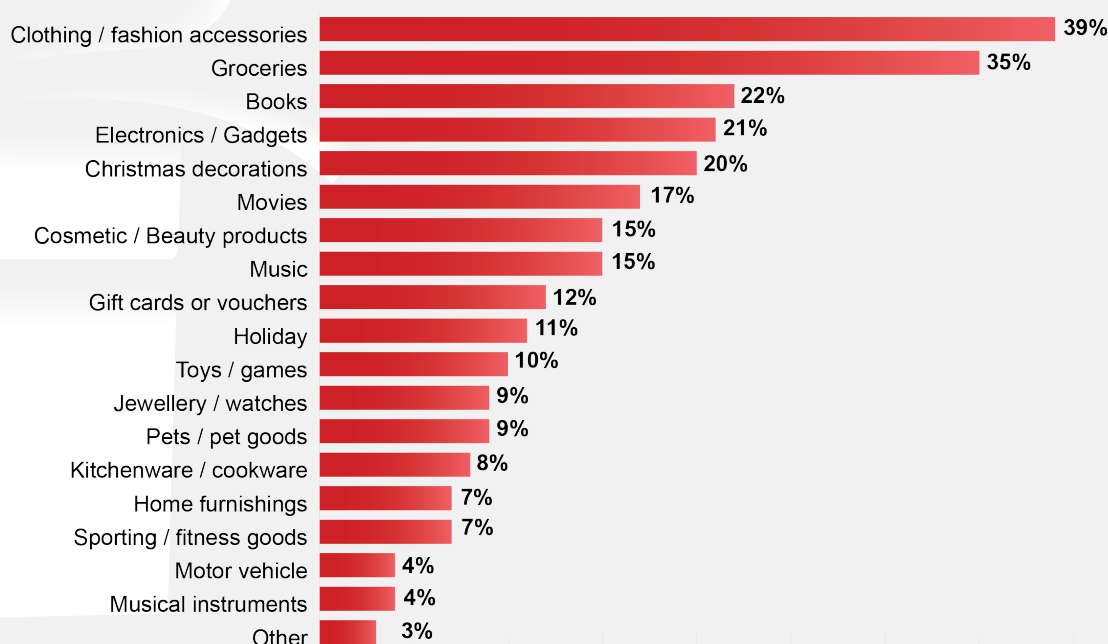
Other pet peeves for shoppers at this time of year are the stressful atmosphere (12%), increased traffic and lack of parking (10%), and the overall cost associated with celebrating the holidays (8%).

Shopping For Themselves

Shopping at Christmas isn't just a time for buying gifts for others. We also asked respondents what products they were planning to splurge on for themselves these holidays.

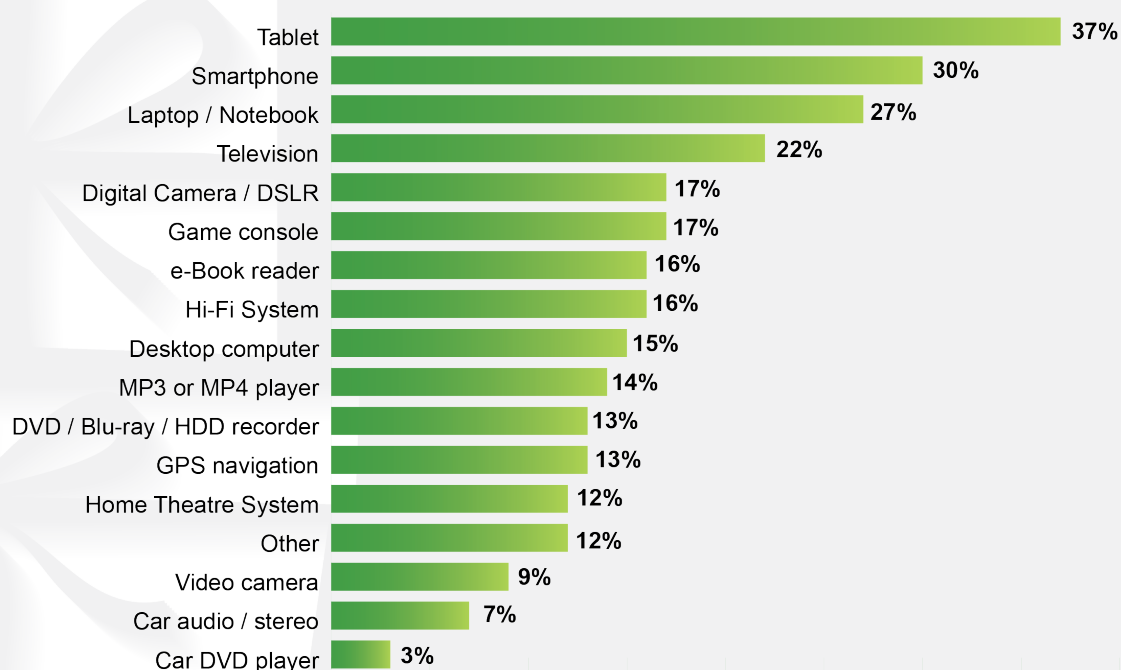
What do you plan to buy for yourself this Christmas holiday season?

(n=553)



What electronics / gadgets do you plan to buy for yourself?

(n=115)



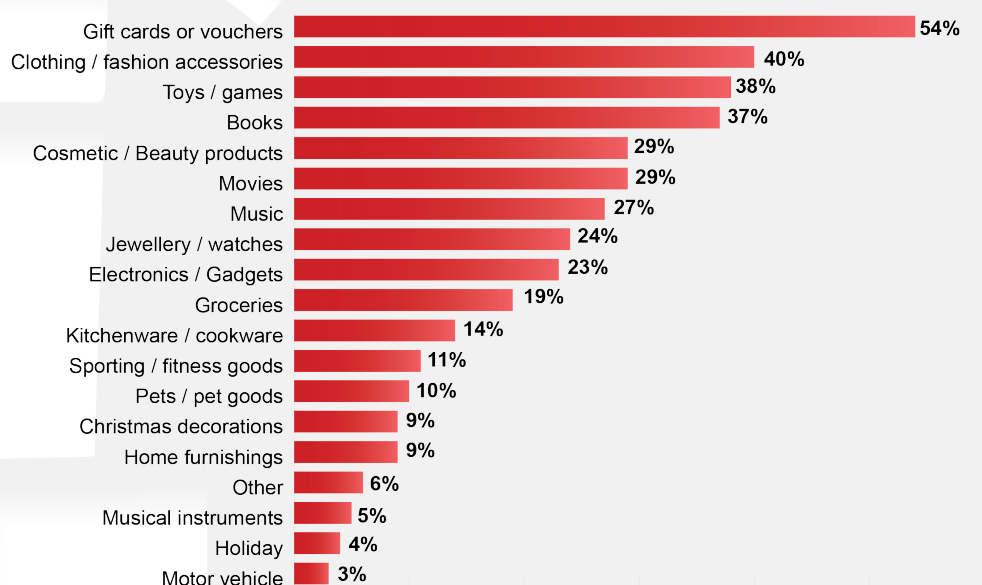
Shopping For Others

With the seemingly endless choices of products available for purchase in-stores and online, it's little wonder just over half (54%) of respondents are choosing to leave the decision up to their gift recipients by giving them vouchers or giftcards this Christmas.

Other popular gift product categories were clothes, shoes and fashion accessories (40%), and toys or games (38%).

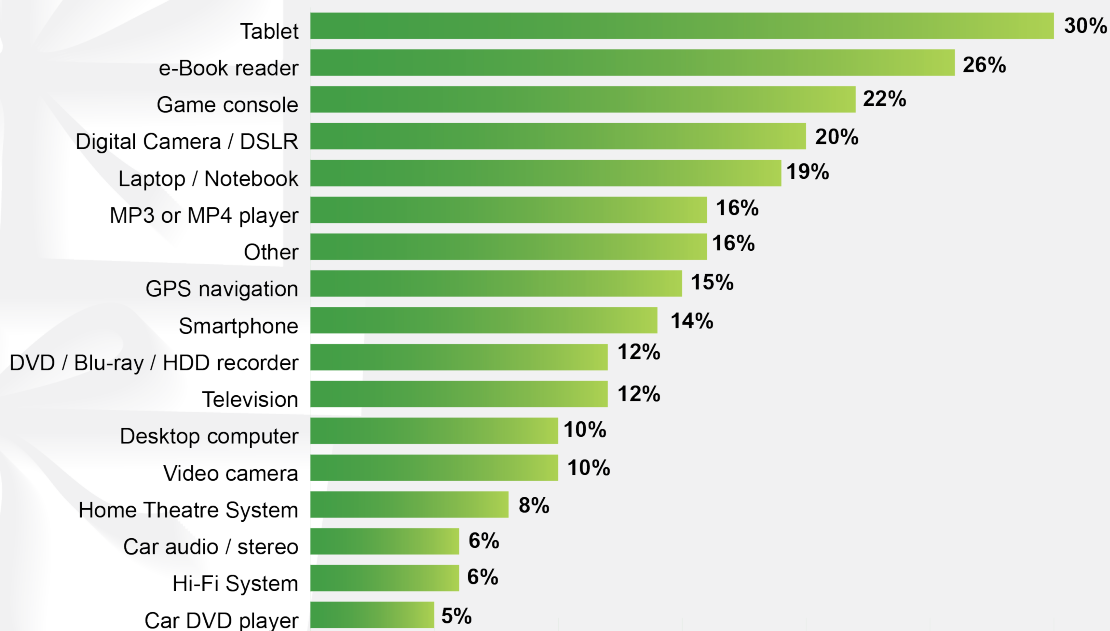
What gifts do you plan to buy for family and friends?

(n=553)



What electronics / gadgets do you plan to buy as gifts?

(n=129)

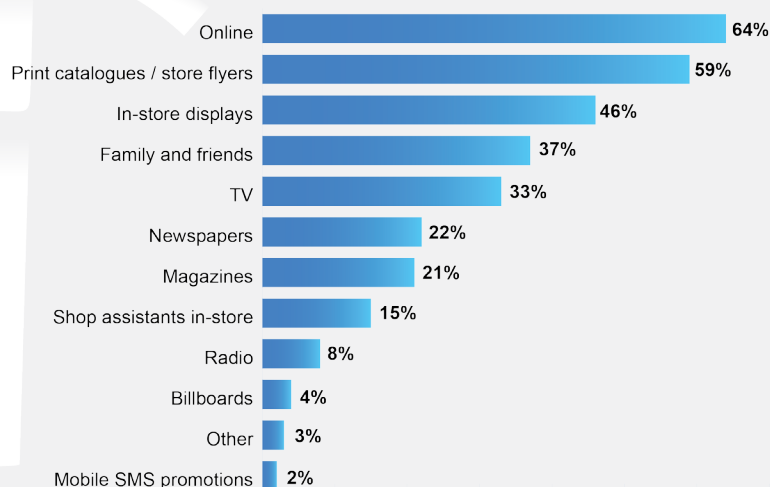


Informed Shopping

When looking for information to help them with their Christmas shopping, most respondents turn to the Internet (64%). Other popular sources of shopping information are print catalogues or store flyers (59%), and in-store displays (46%).

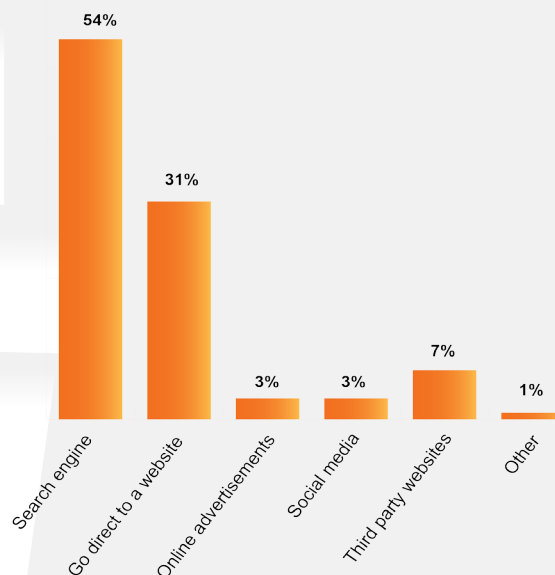
The forms of marketing or advertising that respondents deemed least useful for informing their shopping decisions were SMS promotions (2%), billboards (4%) and radio (8%).

Where do you look for information to help with your Christmas shopping?
(n=553)



For those respondents who turn to the Internet for shopping help, the preference is to go straight to the source with around half (54%) saying they find the information they need by using a search engine, or going directly to a product, brand or retailer's website (31%).

How do you find the information you need online?
n=356

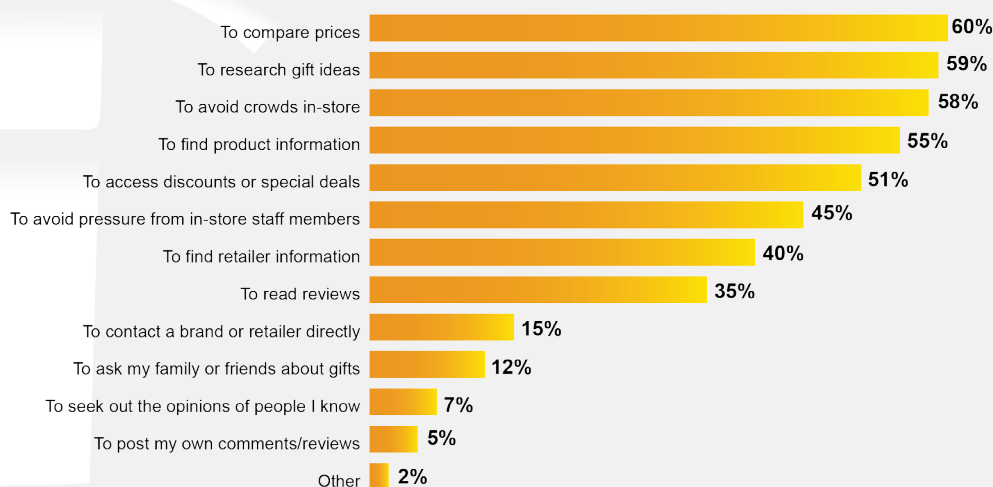


The top 5 reasons that respondents gave for going online as part of their Christmas shopping process were:

1. To compare prices (60%)
2. To research gift ideas (59%)
3. To avoid the Christmas holiday crowds in-store (58%)
4. To find product information (55%)
5. To access discounts or special deals (51%)

Why do you use online sources as part of your shopping process?

n=356

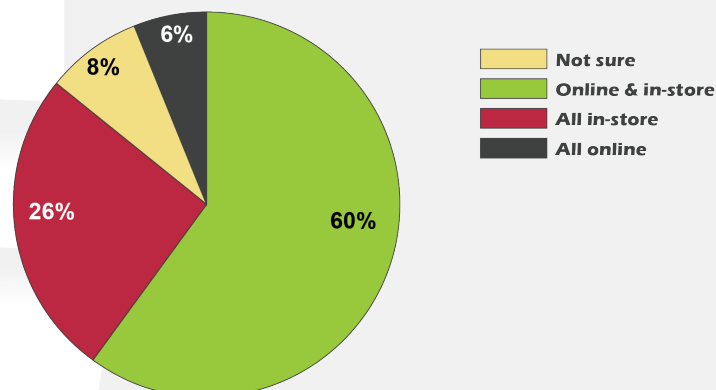


Shopping Logistics

Despite the availability of online shopping, about a quarter of respondents still plan to do all of their Christmas shopping in-store, while the majority (60%) will be combining the best of both worlds.

How do you plan to do your Christmas shopping this year?

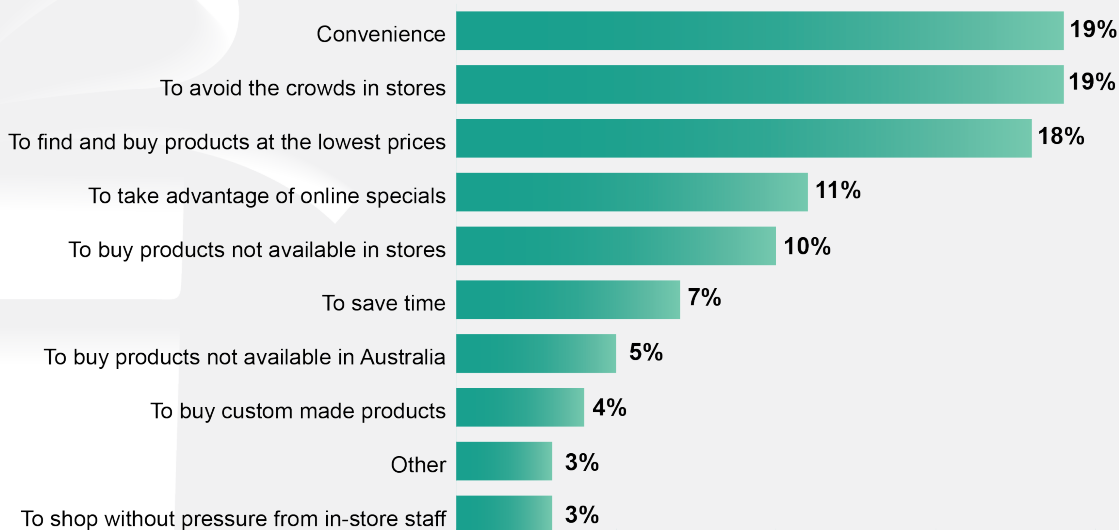
n=553



And it appears that those who will be shopping online are doing so to avoid some of the things they don't like about Christmas shopping, such as crowds (19%), without missing out on the things they do like, such as sales and specials (11%).

Why do you choose online shopping over shopping in-store?

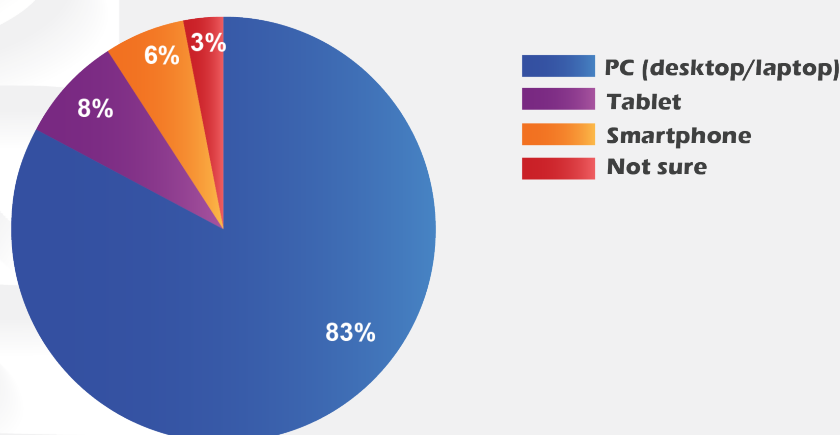
n=366



The introduction of mobile apps by many retailers may make shopping online through a Smartphone or tablet easier, but it seems many still prefer doing it the traditional way, through a PC.

What device will you use to shop online?

n=366

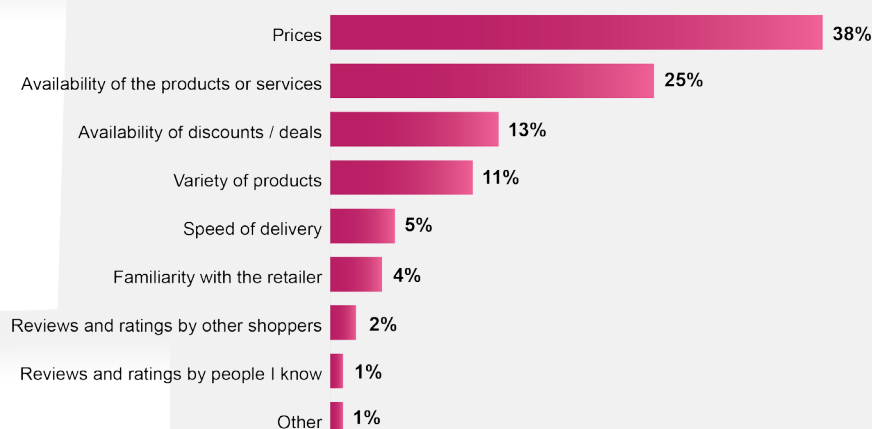


At the time of the survey, only one in five (20%) of the respondents who said they would be shopping online, had already decided which stores they would shop with. The top five mentioned e-tailers were:

1. Ebay (44%)
2. JB Hi-fi (21%)
3. Amazon (18%)
4. Big W (15%)
5. Target (11%)

And for the eighty percent who had yet to decide, one of the biggest influences on their choice of which online store/s to shop with was price (38%).

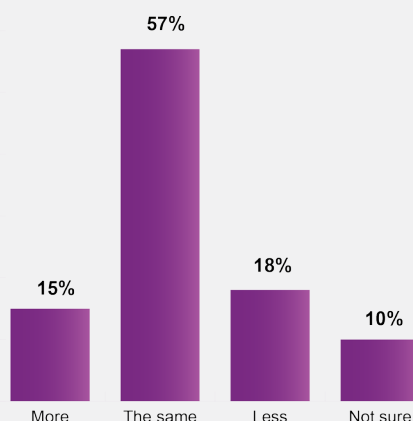
What most influences your decision of which online store to shop in?
n=293



Expenditure

In terms of spending outlook for this year's holiday season, the majority of respondents expect to spend about the same amount on Christmas shopping this year as they did last year (57%).

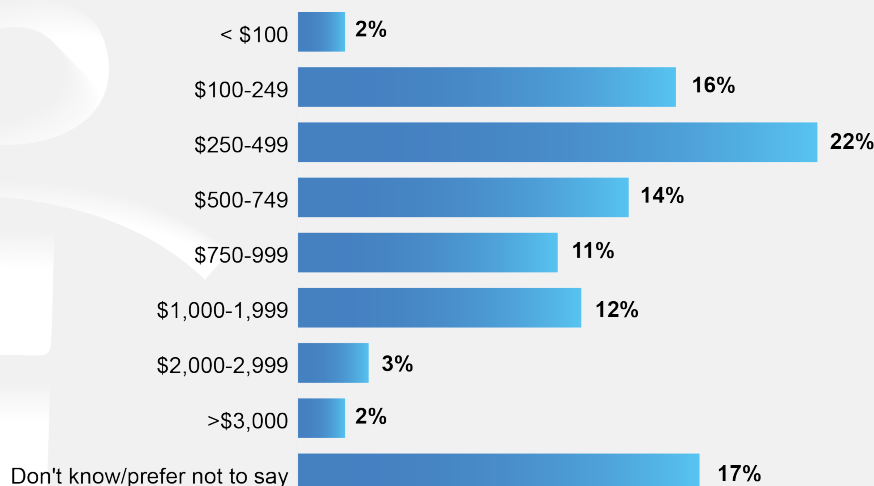
How much do you expect to spend on Christmas shopping this year, compared to last year?
n=553



Fifty-eight percent of respondents carry out their Christmas holiday shopping with a set budget or spending plan, while the rest do not, although the majority expect that their total spend for this year will be less than a thousand dollars.

How much do you plan to spend on Christmas shopping this year?

n=553



About i-Link Research

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