

# SMARTER SHOPPING

The development of dynamic decision making

At SPA Future Thinking we have undertaken a shopper barometer study to better understand the changing decision making habits of the average shopper. The recession has produced a breed of more savvy and spend-conscious shoppers, but are they here to stay?

Our gift to you is some of the findings but please contact me if you'd like to know more!



shelley

Shelley Watson  
Head of Shopper & Retail  
shelley.watson@spafuturethinking.com

Then



Pre recession there was reckless consumerism. Then came the cut backs...



Now

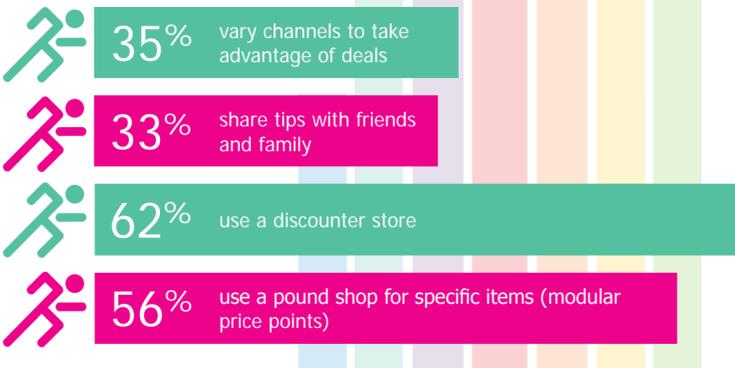


Purchase decisions are no longer linear, they are more dynamic than ever!

In addition to benefit vs cost, consumers also consider the **rational vs emotional trade off** of their purchases



Deal seeking is now a national sport...



Despite careful planning 50% still spend more than expected on their weekly grocery shop; with 43% buying more than 1/3 of their shop 'on deal'



Only 3% don't shop online

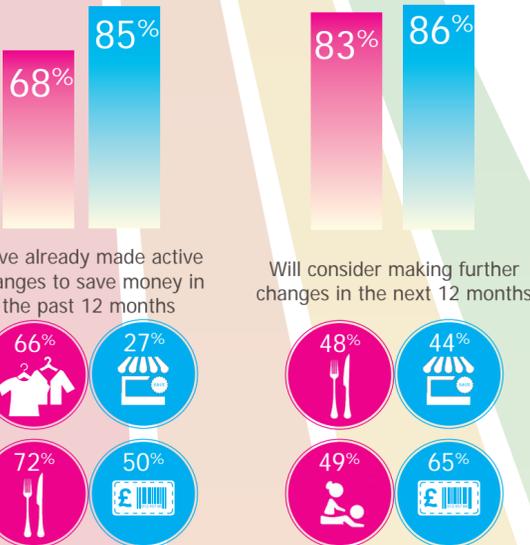
The most popular sites are:



Future



The savvy shopper is here to stay and more aware than ever of where real savings can be made



And this is in the context of almost 5 years of cutting back due to the recession

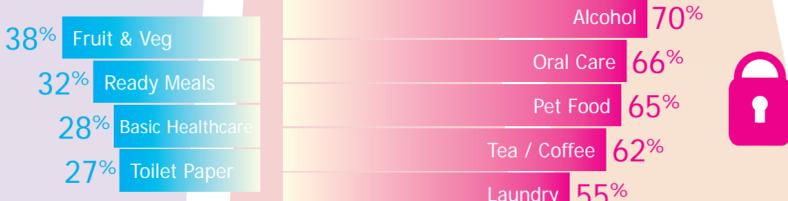
Multi-channel approach to shopping is likely to double in the next year

17% already using mobile apps to make purchases  
30% considering adopting this approach in the next 12 months



TRADING DOWN

Who's protected when it comes to buying brand labels? Despite making cuts and becoming more savvy shoppers, some categories will weather the storm better than others...



Percentage of shoppers still buying premium or standard brand names, despite making cuts in other areas



Over 50% of those who have made active changes will not change back to pre recessionary habits when the climate improves

Savvy behaviours will be the norm for the emerging generation



It's basic common sense! If something is on sale in a shop at a price I can't afford, I know that if I shop around I can get it much closer to a price I can afford to pay.

Who DOESN'T go on voucher codes if they are buying something?

The recession started in my second year of uni... I am now one of the lucky ones who has a job but saving money tactics are something I have grown up with.