

# Consumer attitudes and behaviours: April 2020

Changes in consumer behaviours in Australia



# Consumer Behaviours

## APRIL

# Aussie shopping behaviours are changing...

Date: March 27-April 2

81%

of Aussies are now shopping online

30%

are claiming to spend **more time shopping online** since the COVID-19 outbreak

32%

claim they will increase their online purchasing in the future

# And we want more than just the essentials

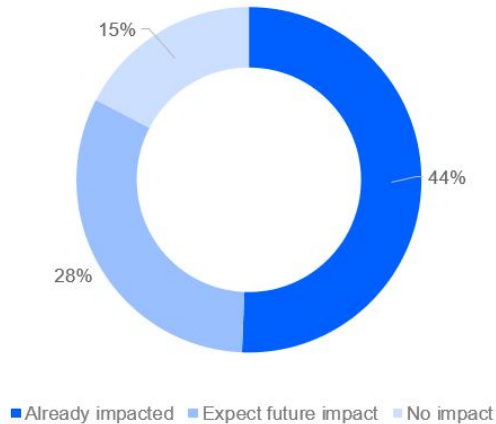
Date: March 31-April 2

# 71%

of Aussies approve of brands continuing to sell  
**non-essential products** via their websites  
(only 6% disapprove)

# With 44% of household incomes already impacted by COVID-19, Aussies are more price conscious than ever

Impact of COVID-19 on household income



# 55%

Pay more attention to prices compared to last month

Date: 27th-31st March

# Social distancing is the new norm

Date: March 31-April 2

# 1 in 2

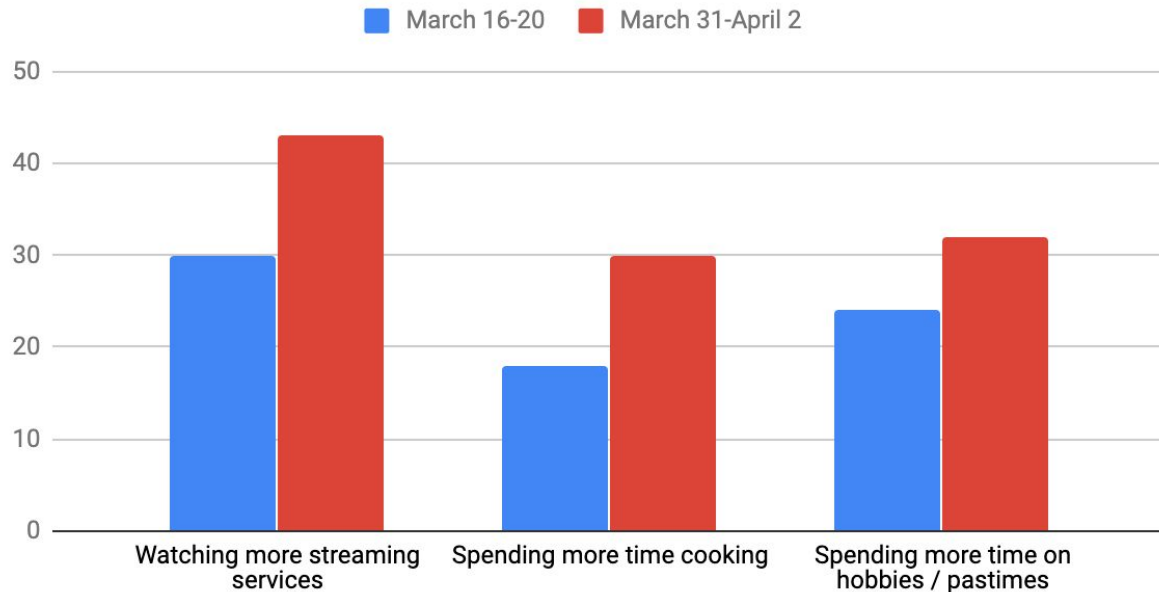
Say they would like the option to order online and collect from outside the store

# 54%

want ways to allow you to enter and exit as quickly as possible

# Life has changed... Aussies are adapting to the new "Stay at home economy"

% who say they've been doing the following at home because of the coronavirus / COVID-19 outbreak



# In the "Stay at home economy", video is a key currency

Date: March 31-April 2

# 37%

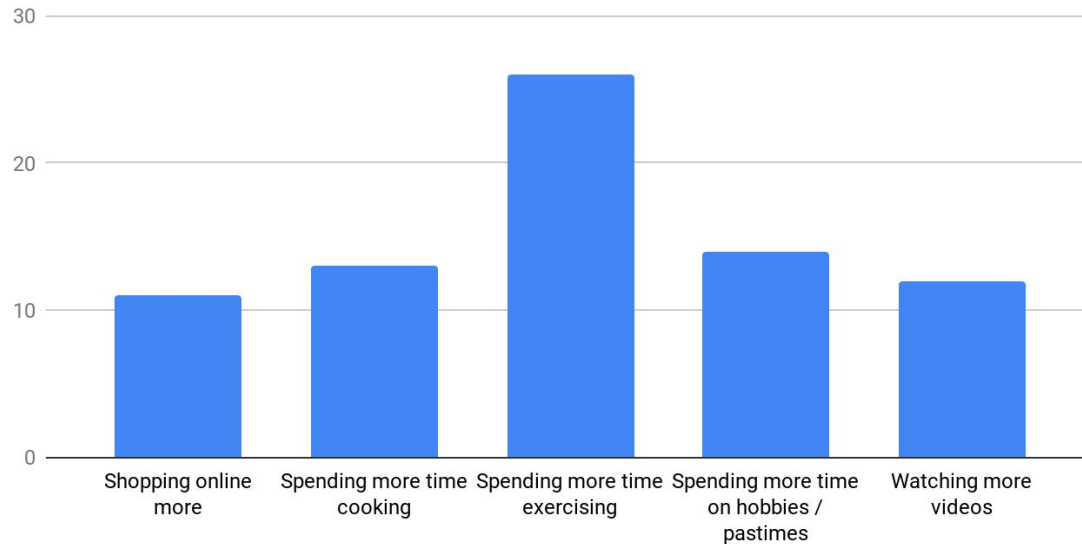
are watching more video (e.g. YouTube), with 17% claiming to spend significantly more time on it



# And it might not be temporary... **permanent changes are expected**

Date: March 31-April 2

% who say they expect to carry on doing the following, once the coronavirus / COVID-19 outbreak is over



# Consumer attitudes and behaviours: March 2020

Changes in consumer behaviours in Australia and globally



@jessezhou + Shopper Pulse Team

# Consumer Behaviours

## MARCH

# The channels we shop with have changed...

Date: March 20-23

1 in 3

have reduced in-store shopping

74%

are still purchasing online at **the same rate as 2 weeks ago**

# Large purchases could be delayed for a long time

% who say they've **delayed purchasing** the following as a result of the COVID-19 outbreak

Date: March 16-20

|   | All | AU |
|---|-----|----|
|   | %   | %  |
| Concert / theater tickets                                     | 20  | 17 |
| Day-to-day / everyday items                                   | 19  | 13 |
| Flights   | 26  | 26 |
| Home appliances / devices (e. g. TV, white goods)             | 15  | 7  |
| Insurance   | 6   | 4  |
| Luxury items (e. g. designer clothes, shoes, fragrances, etc) | 15  | 12 |
| Technology devices (e. g. smartphone, tablet, etc)            | 15  | 8  |
| Tickets to sports events / matches                            | 18  | 15 |
| Vacations / holidays  | 41  | 30 |
| None of these   | 30  | 46 |

# Consumers **still plan to buy** purchases they have delayed

Date: March 16-20

23%

of Australian consumers say they will buy major purchases they have delayed **only when the outbreak decreases or is over in Australia**  
(42% globally)

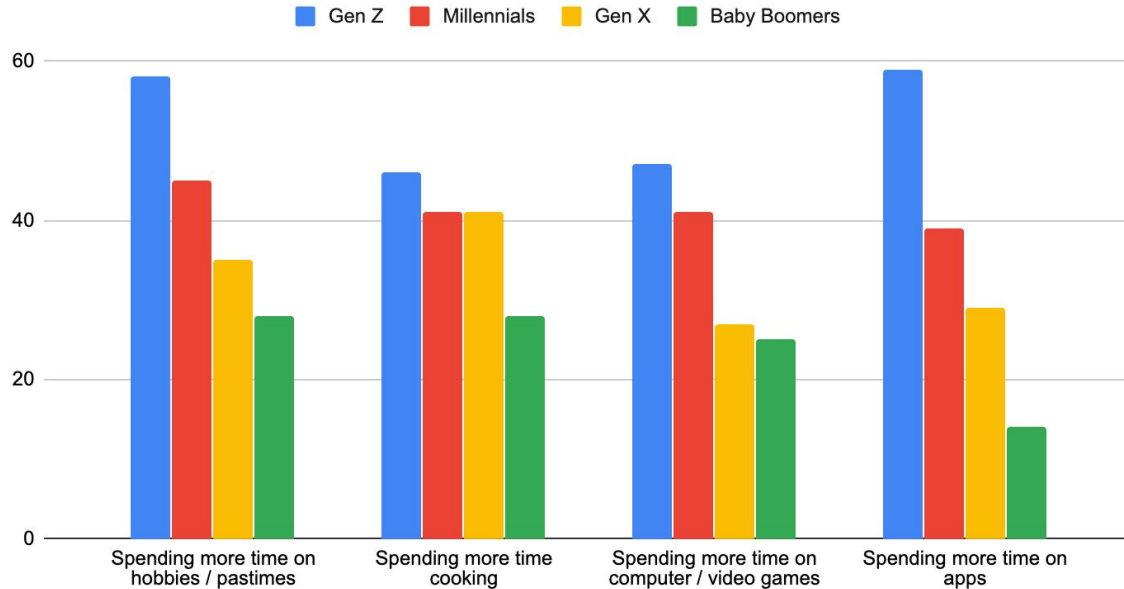
18%

of Australian consumers say they will buy major purchases they have delayed **when the outbreak decreases or is over globally**  
(18% globally)

# Globally, people are adapting to the new "stay at home economy"

% who say they've been doing the following at home because of the coronavirus / COVID-19 outbreak

Date: March 16-20



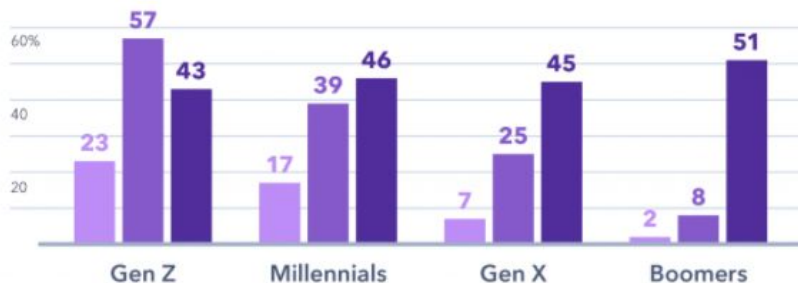
# 95% of consumers are **spending more time** on in-home media consumption activities (global)

Date: March 16-20

## Media consumption changes

% who say they are doing the following at home as a result of coronavirus

- Creating/uploading videos (e.g. on YouTube, TikTok, etc)
- Listening to more streaming services (e.g. Spotify, Apple Music, etc)
- Watching more TV on broadcast channels



**Question:** Which of the following have you been doing at home, because of the coronavirus/COVID-19 outbreak? **Source:** GlobalWebIndex March 16-20 2020 **Base:** 12,845 internet users aged 16-64



# Brand Expectations MARCH

# Brand Expectations: Aussies want brands to focus on...



Affordable **pricing**,  
deals and  
promotions



Easy **availability** of  
products and  
services



Products and  
services  
that are **safe to use**

# The Role of Brands during COVID-19

Date: March 16-20

54%

of Australian consumers agree that brands should offer **free services** (82% globally)

76%

of Australian consumers agree that brands should offer **flexible payments** (83% globally)

53%

of Australian consumers agree that brands should **close non-essential stores** to help prevent the spread of coronavirus (79% globally)