

The evolving nature of consumer attitudes and behaviours

Changes in consumer behaviours during the COVID-19 period in Australia



Consumer Behaviours

MAY 2020

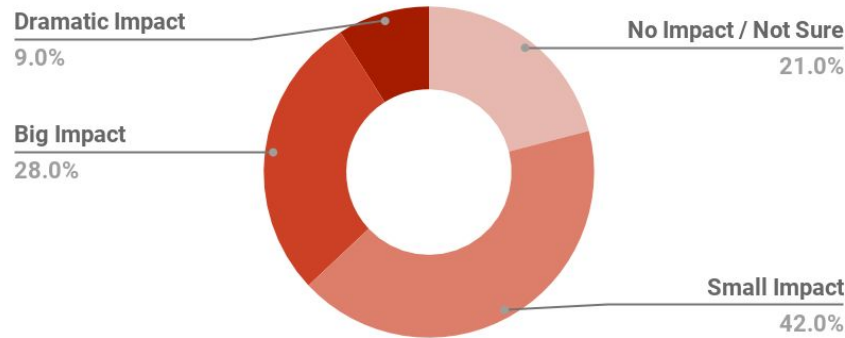
Aussies expect that there will be a big impact on the global economy, with many households directly impacted

Over a third (37%)

expect the outbreak to have a **dramatic / big impact** on their personal / household finances

93%

Of Aussies expect the outbreak to have a **dramatic / big effect** on the economy



The result of this outlook means that **Aussies are more price conscious than ever**

49%

of Aussies have **cut back** on the day-to-day things they buy

49% in NZ
50% in US
41% Globally

37%

Now wait for products to be on **sale, discount, promotion** etc.

33% in NZ
29% in US
32% Globally

30%

Claim to be **using their savings**

27% in NZ
15% in US
35% Globally

Above all else, Aussies are **looking for brands to step up** and be helpful during this time

77%

Approve of brands **running promotions / offers / loyalty perks** for customers

73% in NZ
80% in US
82% Globally

66%

Approve of brands **contacting customers** to let them know how they are responding to coronavirus

65% in NZ
60% in US
76% Globally

73%

Approve of brands offering **flexible payment terms** (e.g. instalments, payment plans)

72% in NZ
74% in US
80% Globally

Brands should **continue to communicate** to customers

71% 

Of consumers approve of brands running advertising which **helps people** to deal with the situation

67% in NZ
64% in US
79% Globally

52% 

Of consumers approve of brands continuing **'normal' advertising**

45% in NZ
49% in US
52% Globally

Post-outbreak behaviour: **Online shopping should see a long-term boost**

1 in 4

Aussies say they will **shop online more frequently** after the outbreak is over

34% in NZ
31% in US
43% Globally

1 in 5

Aussies say they will visit stores less frequently and **spend more time browsing / researching online** before visiting the stores

30% in NZ
30% in US
32% Globally

Online features most important to consumers include free delivery, reliable delivery, and a reliable website

56%

Of Aussies say that **Free delivery** is more important to them than previously

59% in NZ
53% in US
51% Globally

41%

Of Aussies say that **Reliable Delivery** is more important to them than previously

48% in NZ
39% in US
51% Globally

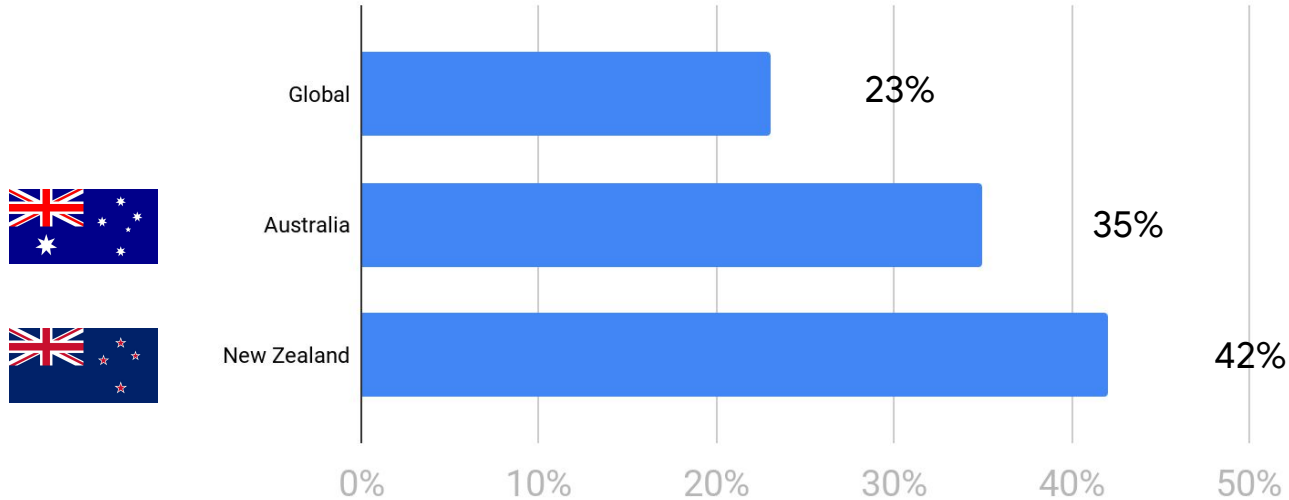
37%

Of Aussies say that a **Reliable Website** is more important to them than previously

41% in NZ
30% in US
41% Globally

Aussies and Kiwis are looking out for **local / independent** brands and businesses

% who say that being local / independent will influence the brands they will buy from after the outbreak is over



Thank you!