

Regional
Only

Christmas shoppers
and their *Giftspiration*

REGIONAL | SOUTHERN CROSS AUSTEREO RESEARCH

Feeling our way to a decision

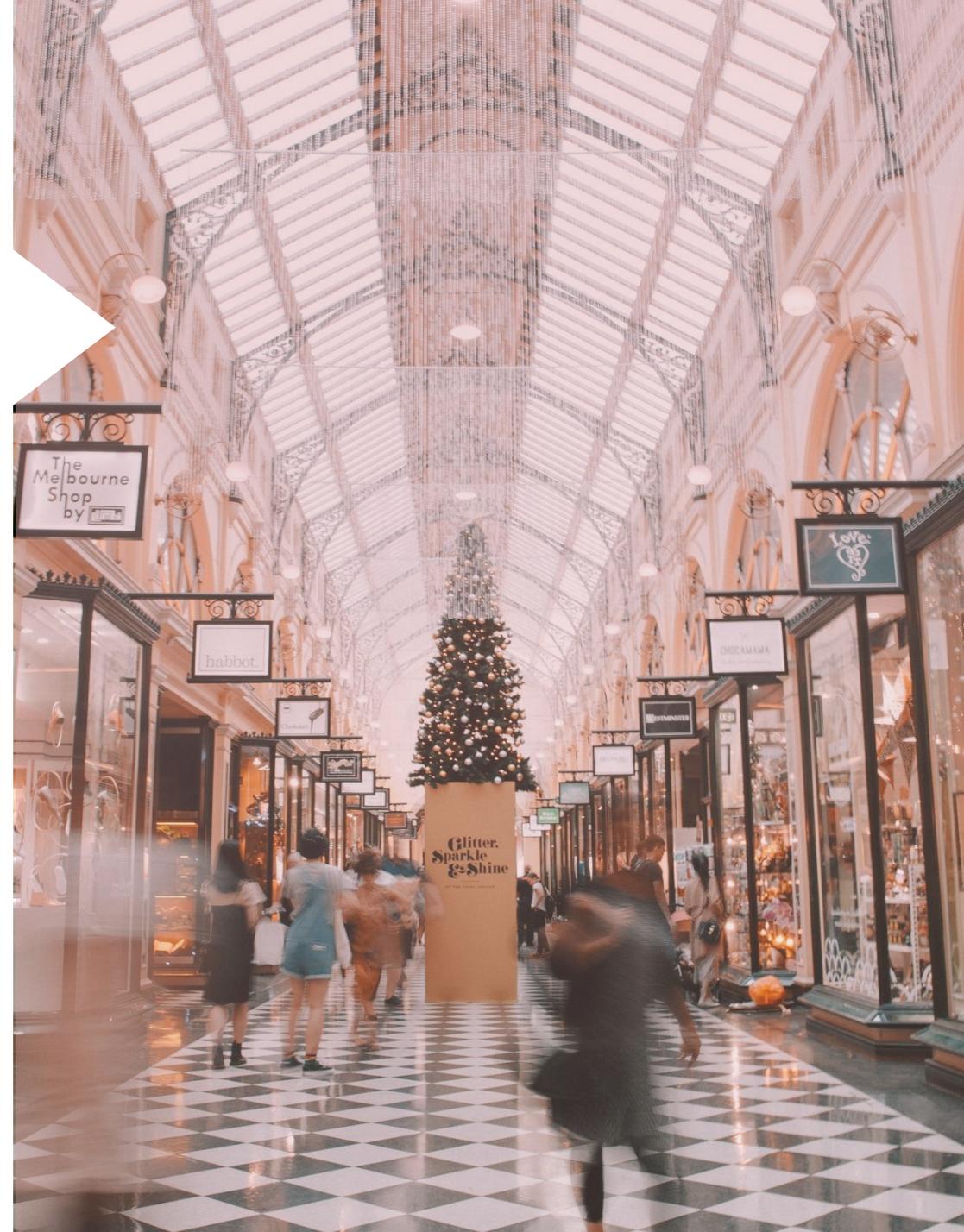
Humans make an average of 35,000 decisions a day! When we make decisions about what to buy, our brains scan incredible amounts of memories, facts and emotions, and squeezes them into a rapid response which dictates what consumers put inside their shopping cart.



People buy from a store/brand when they feel comfortable, trust it, and when the process feels natural and reassuring.

People rationalise their purchasing decisions based on facts, but they make decisions based on feelings.

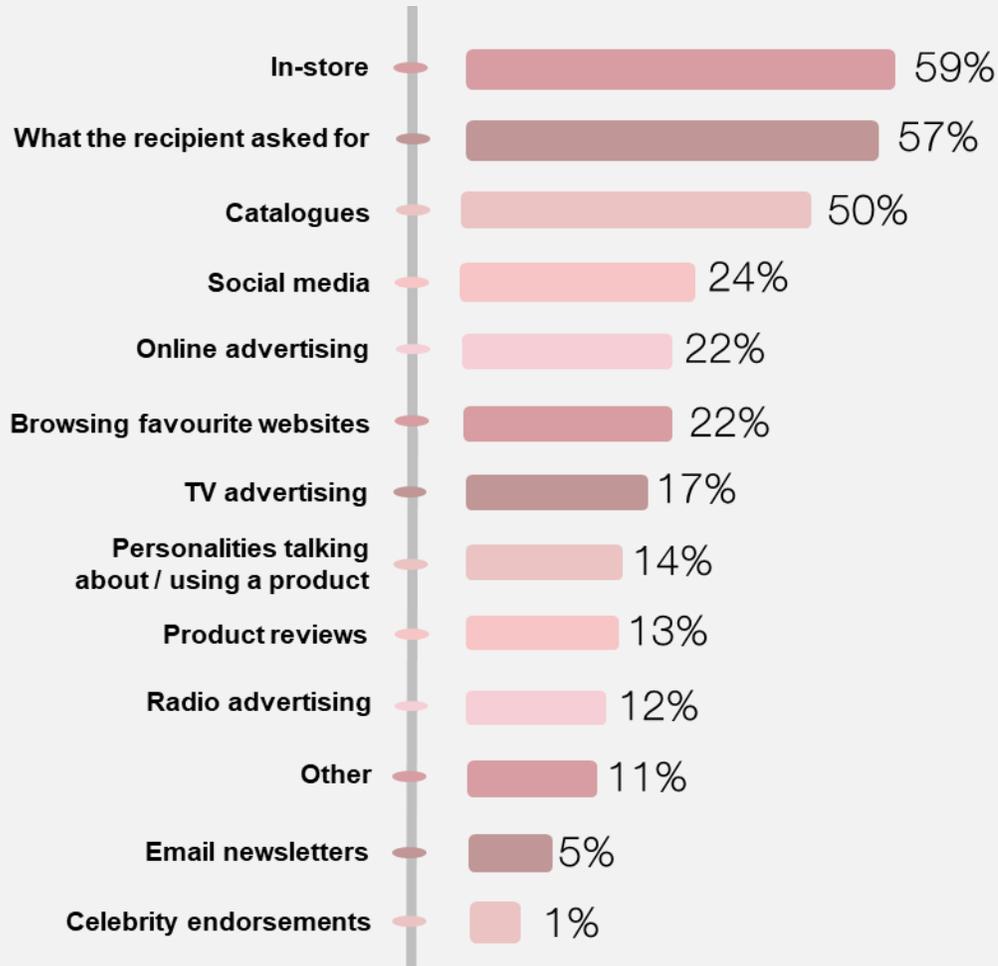
So with the need to satisfy their logical and emotional sides, where do consumers go for gift inspiration at Christmas?



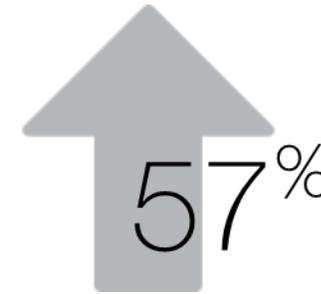
Gift Inspiration



Q. So when deciding what gifts to buy for people, where did you get your inspiration from?



More regional Christmas shoppers are turning to online as their source of gift inspiration...



Increase of inspiration from online advertising

Xmas 2016: 14%

Almost 3 in 5 regional SCA listeners get their inspiration for Christmas gifts from browsing in-store, and from the recipient's wish list.

There has been a significant uplift of Christmas shoppers turning to online advertising as their source of gift inspiration since Christmas 2016, with an uplift of 57%.

So what does this
mean for advertisers?



The Wish List

Generally the easiest and most accurate means of sourcing inspiration for gifts is by simply asking the recipient for ideas. Brands can capitalise on this by focusing less on selling ideas, and instead encouraging people to put together their own wishlists by selecting products from their store. People can then share their wishlist with their loved ones.

Many people start researching gifts well in advance, with Christmas gift related keywords becoming more popular in late October. Brands can take advantage of this by preparing gift guides well in advance by searching for relevant seasonal keywords, and creating the pages with relevant product collections and ideas.

Online

For those consumers browsing websites and social media to find inspiration, brands need to ensure they also have a strong presence in this space. The look and feel of these websites should also evoke a positive reaction from consumers, encouraging them to stay on the website longer – and hopefully make a purchase!

Source: 1. Dixon Jones. 2017. Provide the option to create a wishlist. | 2. Ksenia Dobрева. 2017. Fine tune your campaign , and think about doing things differently. | 3. K.A Machleit & S.A Eroglu. 2000. Describing and measuring emotional response to shopping experience. Journal of Business Research. | 4. Paul Marsden. 2005. How marketers use 20 cognitive biases that screw up your decisions. | 5. Adam Ferrier. 2014. The advertising effect: how to change behaviour.

In-store

In-store is still the preferred method of sourcing gift inspiration at Christmas, so brands need to ensure their displays and advertising appeal to consumers' logical and emotional sides. Brands need to make consumers feel comfortable browsing their store looking for inspiration, while sales staff should be trained to help consumers make some decisions for them (in a positive way!).

Using scents and calming colours within stores is a great way to tap into consumers' emotional side, while store layout can help tap into their logical side – for example, placing high-priced items near entrances to make lower-priced items seem more desirable.



METHODOLOGY

The results of this survey are “INDICATIVE” ONLY.

The survey was conducted by Southern Cross Austereo using its online panel nationally, an external panel to make sure it is market wide, and CATI in regional Australia.

The SCA panel is obtained from our radio networks database under the labels of ‘VIP’ on the Hit Network and ‘The Club’ on the MMM Network. All members of these databases would be considered listeners to these stations.

The database contains about 260,000 members. Of these, approximately 16,000 are a part of our online community. This is split between the Hit VIP database and the Triple M database.

Members of both databases were asked to take part in the study and over 4,200 people did so. Certain questions asked for an ‘essay’ or ‘verbatim’ type of response OR brands/words that first came to mind.

A keyword search was used to sort and rank the responses to these questions.

The results are an un-weighted sample, but are reflective of the Southern Cross Austereo Austereo audience. SCA brands reach approximately 40% of the 10+ population and approximately 46% of the 25-54 population in the five metropolitan markets in Australia, suggesting it would be reasonable to consider these results to be a fair if not fully balanced representation of the opinions in these marketplaces.

Furthermore, as it is an online survey, the respondents would also be skewed towards being ‘early adopters’ for technology, ‘trend setters’ in general and likely to be a good early indication of brand leaders, trend setters and early adopters in general.

These research surveys conducted by Austereo are done so to provide a general understanding of the opinions, interests and attitudes of the metropolitan marketplaces only.

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