

Shopper Study Household CEO



The desire to purchase major household items is on the rise

It's important for brands to stay top of mind, especially for high-involvement or high value purchases when more time is spent researching and the purchase involves higher risk and greater emotional significance.

Consumers sentiment is on the rise following an uncertain year and the desire to purchase household and renovator items is also now increasing.

- 43% of Australians say now is a 'good time to buy' major household items (the highest reported figure for this indicator since February this year.)

- Shopping centres are a great opportunity to raise brand awareness, salience and drive brand preference.



8 in 10

household decision makers are also main grocery buyers, frequently visiting shopping centres.

Planning ahead



7 in 10 big ticket purchases are for items they had planned and were considering ahead of time.



According to the latest ANZ-Roy Morgan Consumer Confidence, **43%** of Australians say now is a 'good time to buy' major household items.



While Nearly a third (**31%**) were **UNPLANNED** purchases e.g. items that needed to be replaced or bought quickly.

Research & Compare



2 in 5 (44%) consumers agree they do research before purchasing



40% of shopping searches on Google are for broad category queries such as "bedroom furniture."*



9 in 10 consumers say they aren't sure of the specific brands they want to buy when they begin shopping*

Top of Mind

6 in 10 consumers typically take up to 4 weeks purchasing big ticket items e.g. kitchen / household appliances.

Retail OOH and TV advertising can be a powerful mix to generate greater consumer recall.

64% of shoppers say they would like to be reminded at the shopping centre of relevant products or brands advertised on TV.



In-store experiences are irreplaceable

47% of consumers say they shop and browse online, but the instore experience is preferred for high involvement purchases.

1 in 3 agree retail centres offer more than just the products they sell - they are now a place to socialise & enjoy the experience as much as shopping

Contact MarketingandInsights@shoppermedia.com.au to find out more or arrange a presentation of the full study findings.

shopper
closer to customers

SOURCE: <http://www.roymorgan.com/findings/8575-anz-roy-morgan-consumer-confidence-december-8-202012070441> | SOURCE: Shopper Study, Household CEO, n=1754 Australians aged 18+
SOURCE: Retail Study 2019, n=1,063. *Think with Google Micro Moments guide to how Australians choose big ticket furniture, Oct 2016.