

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

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

purchase involves higher risk and greater emotional significance.

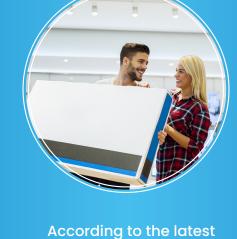
• 43% of Australians say now is a 'good time to buy' major household items (the highest reported figure for this indicator since February this year.)

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





purchases are for items they had planned and were considering ahead of time.



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



were **UNPLANNED** purchases e.g. items that needed to be replaced or bought quickly.

While Nearly a third (31%)



purchasing



category queries such as "bedroom furniture."*



brands they want to buy when they begin shopping*

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

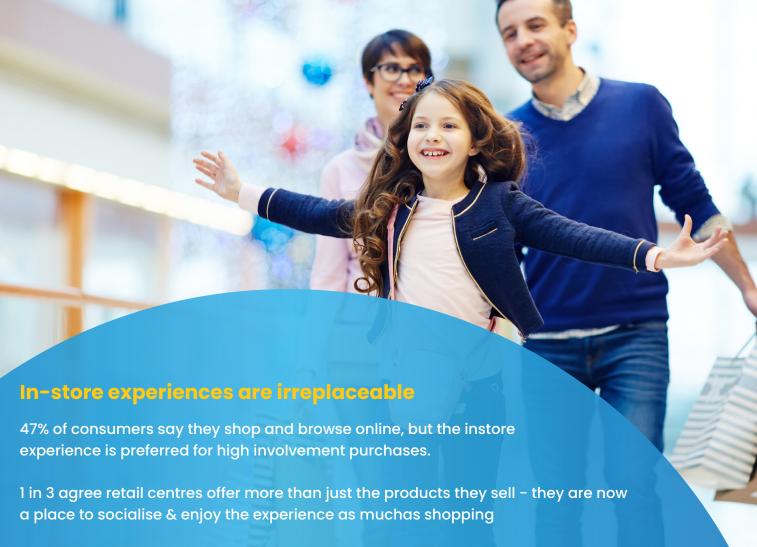
household appliances.

Top of Mind

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.





Contact MarketingandInsights@shoppermedia.com.au to find out more

or arrange a presentation of the full study findings.