

CHASING VALUE: THE MIND OF THE MODERN SHOPPER

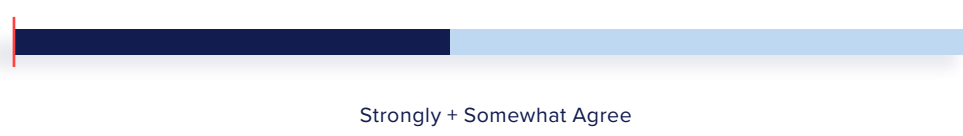
Just when you tightened your grasp on consumer behavior, COVID-19 hit.

What habits changed, what trends accelerated, and how are consumers thinking and reacting right now?



BRANDS ARE NOT YET ON PACE WITH CONSUMERS' EXPECTATIONS FOR ONLINE SAVINGS AND EXPERIENCES

45% "Would shop online more if they could use more coupons"



Strongly + Somewhat Agree

THEY DON'T LIMIT THEMSELVES TO DIGITAL, AND NEITHER SHOULD MARKETERS

WHEN COMPARING PRICES BETWEEN BRANDS
GENERATION Z

70% "Use printed store circulars" 68% "Use online store circulars"

Always + Very Often + Sometimes

YOUNGER GENERATIONS ARE SHARERS – AND POST-PURCHASE DEAL-SAVVY – SO STAY VISIBLE WITH SOCIAL MEDIA AND RETARGETING CAMPAIGNS

AFTER MAKING A PURCHASE

43%
GENERATION Z

51%
MILLENNIALS

Scan receipts with a mobile device to receive cash back/pts
Compared to 31% of all consumers who do so

Always + Very Often

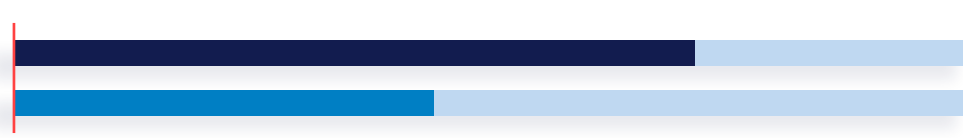
COMMUNICATE WHAT YOUR BRAND STANDS FOR; IT INFLUENCES MORE THAN YOU MIGHT THINK

71%

"Purchase from a brand or store they trust"

43%

"Buy products from companies whose values match their own"



Strongly + Somewhat Agree

BRANDS CAN SHORTEN THE PATH TO PURCHASE BY APPEALING TO EMOTIONAL, SELF-CARE, AND SAVING NEEDS

60%

"Receiving a coupon or discount speeds up their purchase decision"

54%

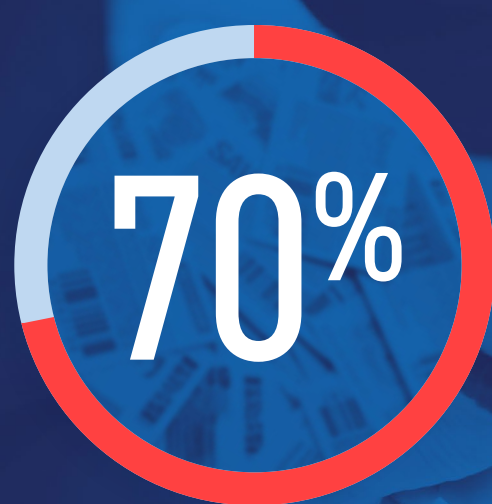
"Prompted by coupons and discounts to make impulse buy"

43%

"Make an impulse purchase in-store to treat themselves"

Strongly + Somewhat Agree

COVID-19 FUELED CHANGES IN CONSUMER BEHAVIOR



Increased their saving activities during the pandemic

76% "Expect to continue these new activities over the next year"

