2018 Shopper Behavior Study

Give Shoppers What They Want: Personalization, Communication, Convenience

Personalization
No longer just an option. It’s an expectation.
- 51% of shoppers want new offers provided regularly
- 51% of shoppers want exclusive offers based on loyalty to a particular brand
- 53% of shoppers want relevant offers based on purchase habits - 23% Since 2017

Communication & Convenience
High on the priority list for today’s shoppers
- 86% of shoppers want retailers to highlight where there is a digital coupon and an item for sale
- 50% of shoppers say they clip digital coupons while shopping in-store
- 63% of shoppers say they would use more coupons if they were available online

Planning & Its' Role in the Shopper Journey
- 79% of shoppers reported they use the physical and/or online circular regularly
- 62% of shoppers surveyed said they purposefully look at the store circular and pair it with coupons to plan their shopping trip

89% of shoppers plan by creating a shopping list

How Shoppers Use Store Circulars

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Before The Store:
- 40% of shoppers reported looking for digital coupons before going to the store
- 51% of shoppers reported looking for paper coupons before going to the store

Plan Shopping Trip by Pairing Coupons & Store Circular

- 58% of Millennials use the store circular
- 69% of Generation X use the store circular
- 64% of Boomers use the store circular

Coupons Effectively Disrupt Pre-planned Shopping Decisions
Among shoppers who used coupons in their regular shopping trip during the last three months, 83% of shoppers surveyed said the coupon changed their behavior

How using a coupon changes or does not change a shopper’s purchase decision

- 39% bought sooner than I would have because of this coupon
- 39% bought a particular brand I otherwise would not have normally purchased because of this coupon
- 39% bought more than I would have otherwise because of this coupon
- 18% I bought an alternative product (different size, flavor, etc.) within the brand I planned to purchase because of this coupon
- 17% I switched back to another brand that I have purchased previously because of this coupon
- 17% The coupon did not change my purchase in any way

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