



bazaarvoice™

# SHOPPER PREFERENCE REPORT

The shopping experiences consumers expect in 2024



**AUSTRALIA EDITION**



**bazaarvoice™**

Australian shoppers' preferences are evolving, creating a landscape full of opportunities for brands and retailers. While social media continues to play a role, the path to purchase in Australia includes some surprising trends.

One critical insight is the resurgence of brick-and-mortar stores. Over half of respondents prioritize physical stores for their shopping needs. However, there's a growing demand for a smooth omnichannel shopping experience, with nearly half of consumers wanting brands to integrate their online and offline offerings seamlessly.

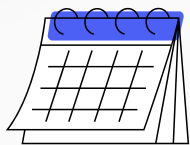
**According to the Bazaarvoice Shopper Preference Report, based on a survey of over 1,021 Australians, with at least 48% in the 18-44 age group, user-generated video reviews are becoming increasingly influential. This shift highlights the importance of authenticity and real-world testimonials.**

Additionally, there's a rising acceptance of private-label brands. Australian shoppers increasingly find these alternatives to national brands satisfactory in terms of quality and value.

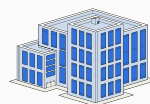
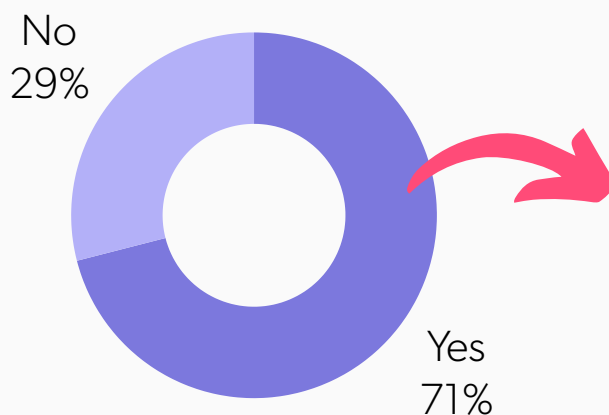
Let us dive deep!

# Preference for physical stores

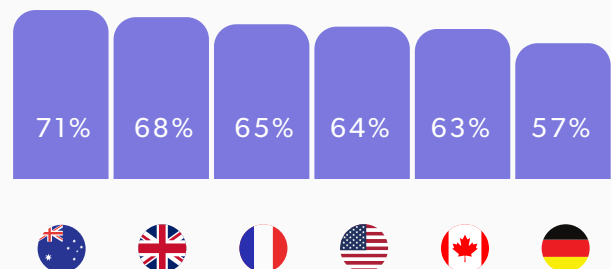
With over three-quarters of Australian consumers returning to the office — the highest rate among their global counterparts — they increasingly spend more on in-store shopping.



Have you returned to a physical office for a percentage of your work week in 2023?

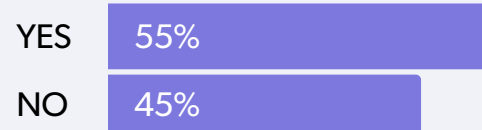


Australia reports the highest rate of individuals returning to physical offices.

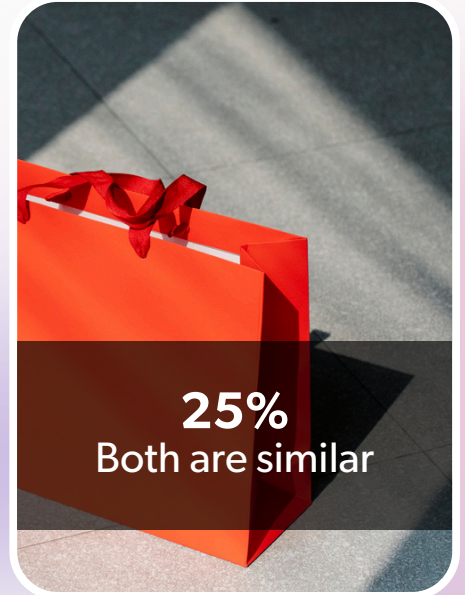
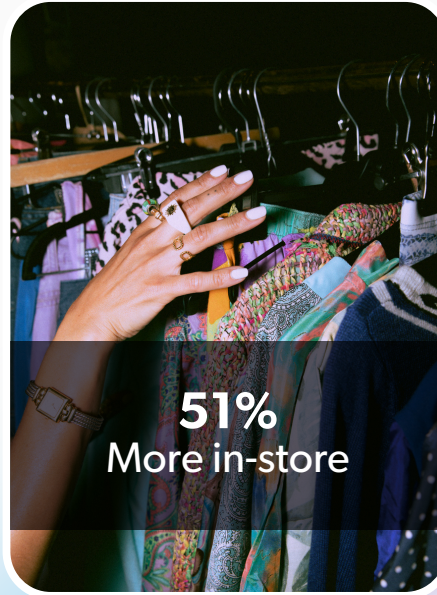


Since returning to work, a significant portion of Australian consumers have maintained their preference for offline shopping.

Has your return to work led to you spending in physical stores instead of online?

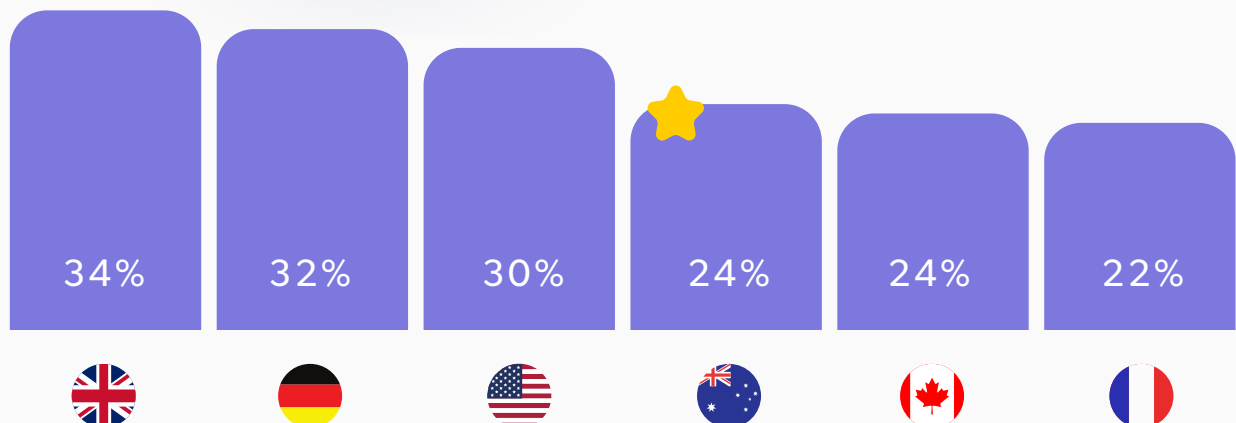


# Do you spend more money online or in-store shopping?



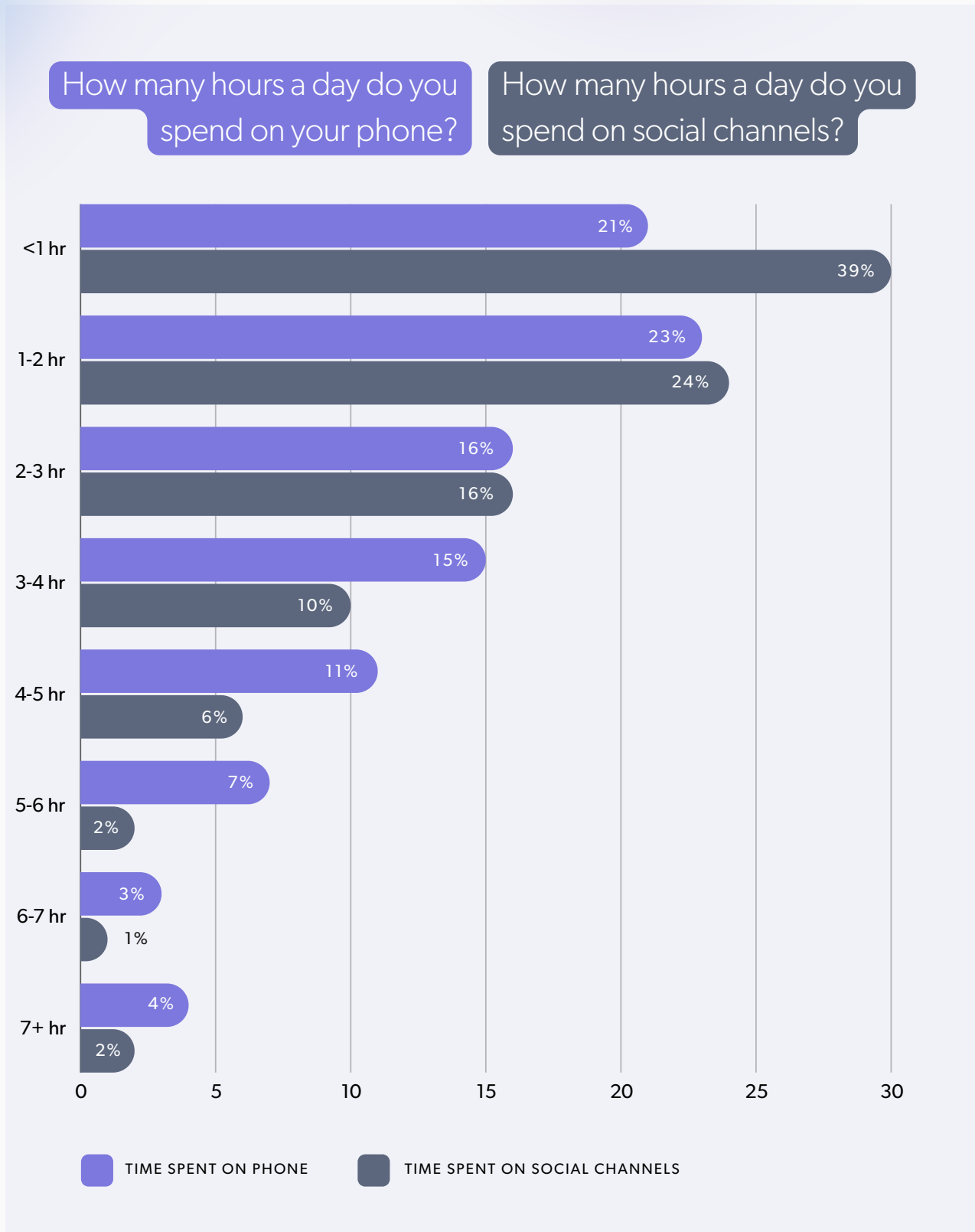
## Who are the biggest online shoppers?

The UK, USA, and Germany are the countries with the highest spending online.



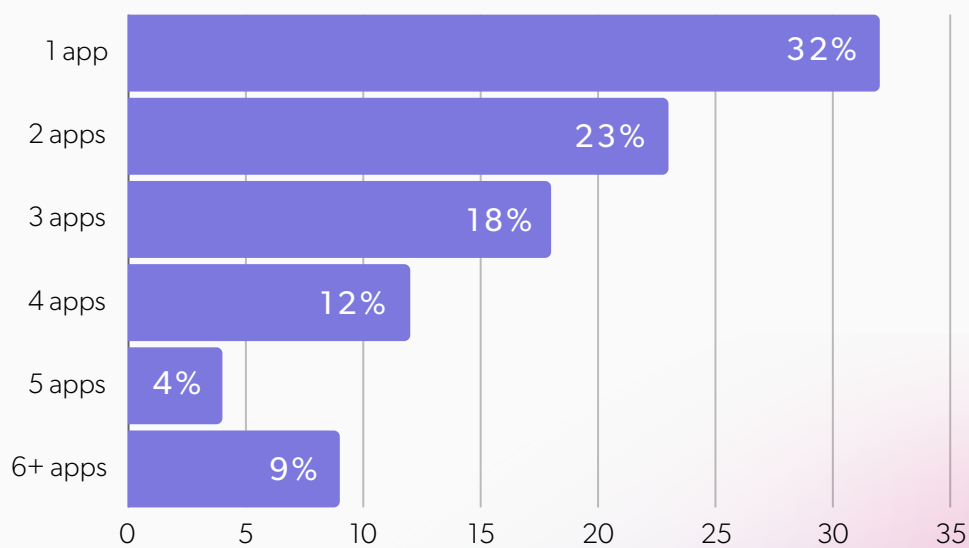


# About 79% spend up to 3 hours daily on social media





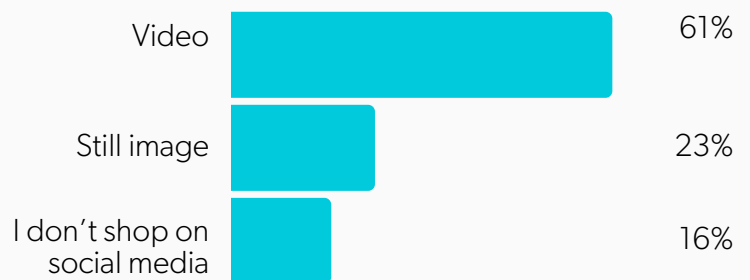
## How many retailer/brand apps do you have on your phone?



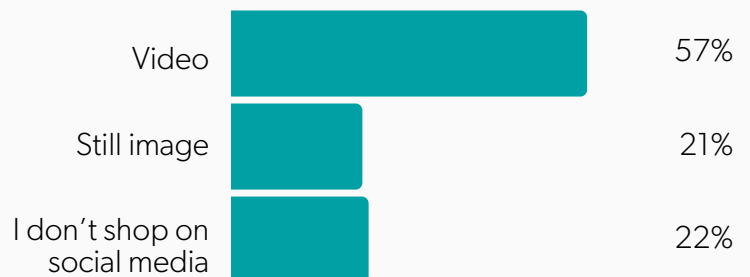
# Social media's sway on spending

Australian shoppers are selective about watching videos on social media. They like seeing how other people use the product.

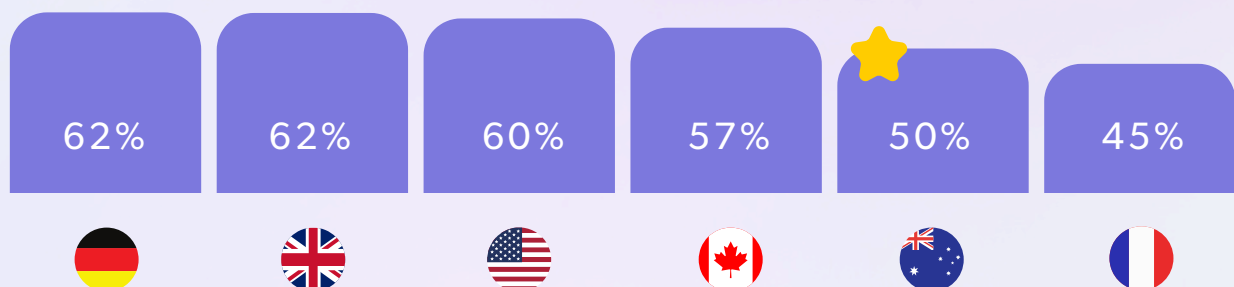
Would you rather discover a new product on a social channel from a video showcasing it or a still image?



Do you find you tend to purchase products more if you see them advertised in videos on social media or still images?

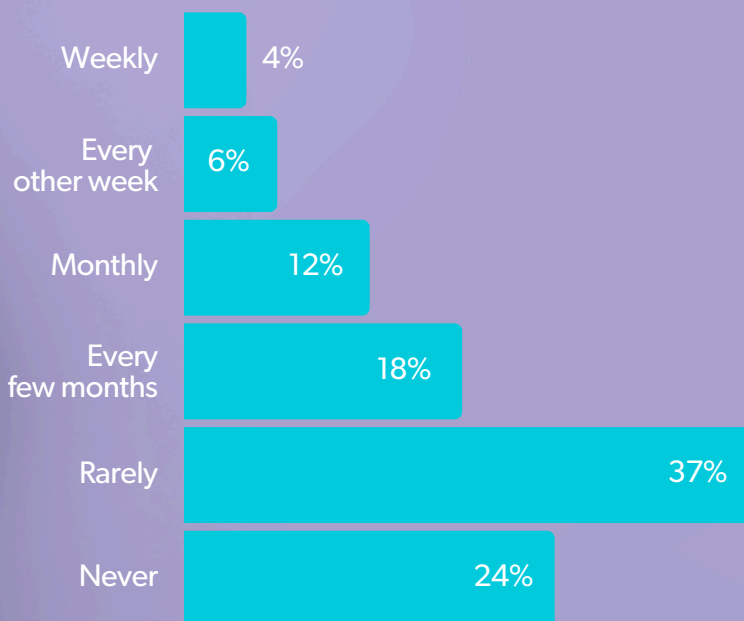


Almost half of Australian consumers said they had purchased something after watching a product or influencer video highlighting a product on social media.

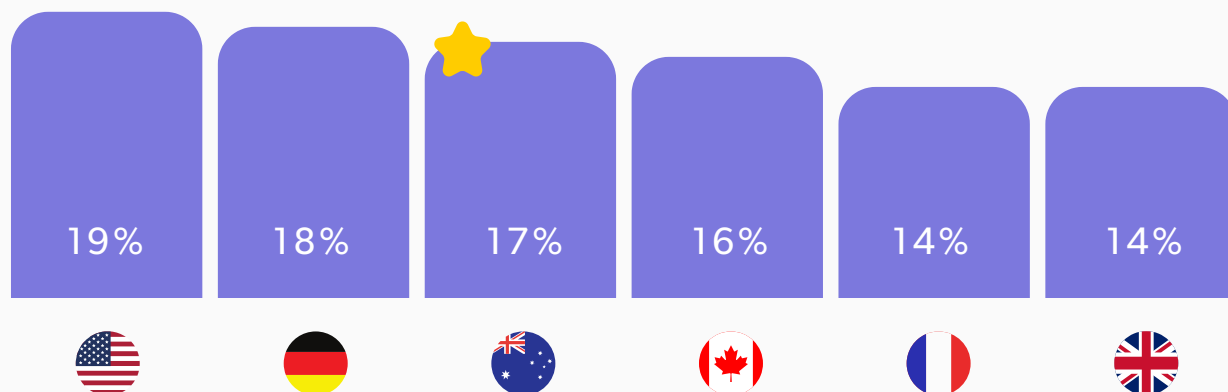




How often do you purchase something that you've seen on social media?



Australian shoppers are on par with those in the USA and Germany when purchasing items they've seen on social media every few months.





Which type of video is most likely to make you purchase a product?



**56%** Prefer to watch product videos on Instagram



# Budget buys

A dominant 60% of Australian shoppers showed their acceptance of store brands, which retailers typically offer at lower prices than national brands.



Have you purchased a private-label\* product in the last 6 months?

Yes 60%

No 36%

No, but I plan to 4%

Have you switched some of your staple products to private-label products permanently?

Australian shoppers have found private-label products satisfactory in quality and value, replacing their regular branded purchases.

Yes 43%

No, and I won't 38%

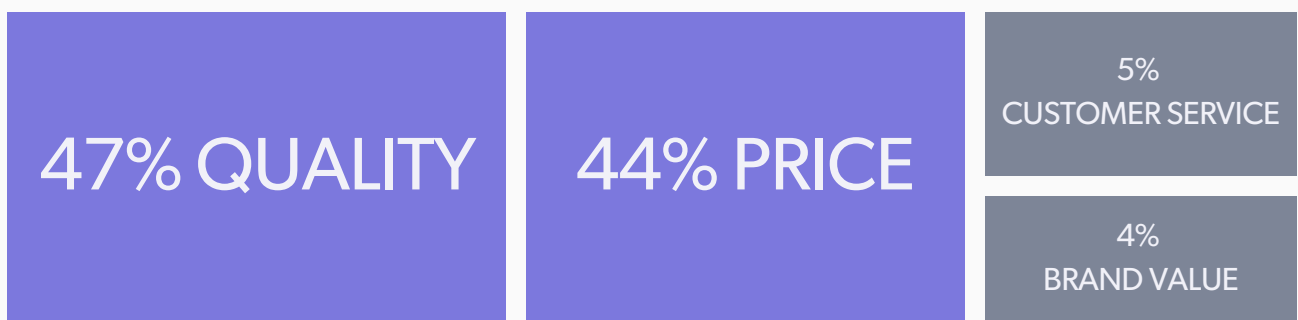
No, but I plan to 19%

\*Private label products refer to products created by the retailer and not a brand i.e. a supermarket/grocery store-owned brand.

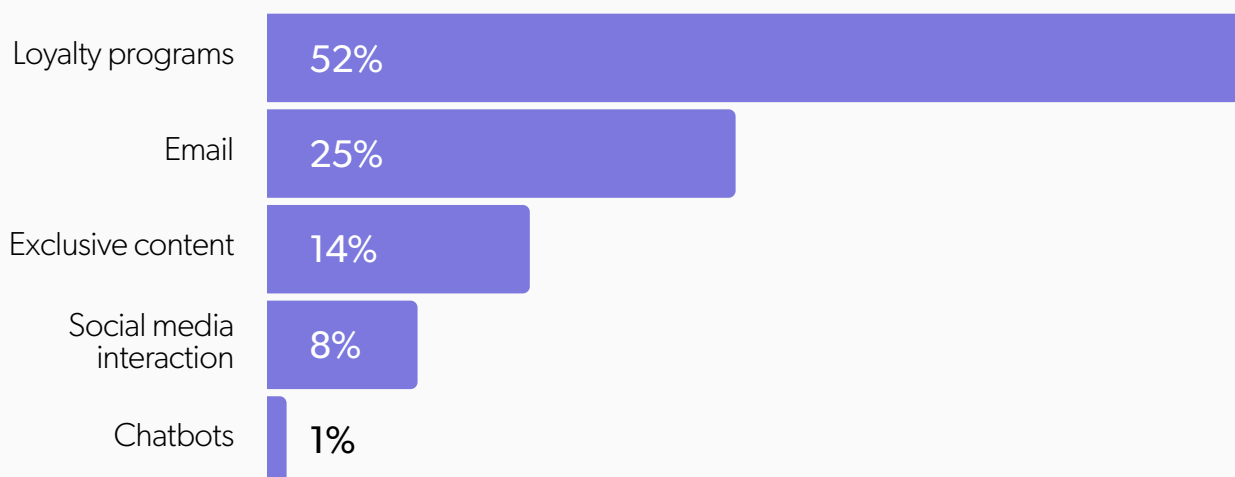
# Earning lasting loyalty

Quality, price, loyalty programs, and email communications influence brand loyalty for Australian shoppers. They also have varying degrees of importance for personalization and seamless omnichannel experience.

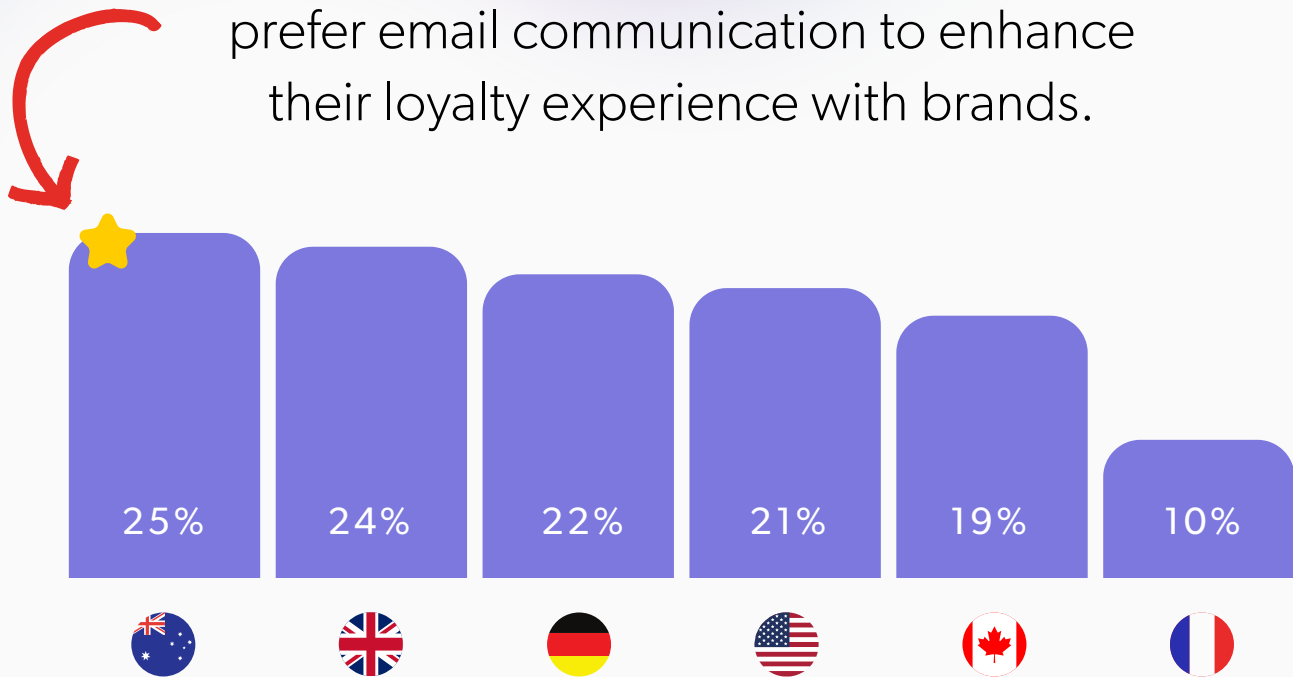
Which is the main factor that most influences your loyalty to a brand?



How do you prefer brands to engage with you to enhance your loyalty experience?



Globally, many Australian shoppers prefer email communication to enhance their loyalty experience with brands.



How important is a seamless shopping experience across different channels (online, in-store, mobile) in maintaining your loyalty to a brand?



# Recap

Australian consumers strongly prefer brands that seamlessly blend their online and offline shopping experiences, underscoring the critical need for a unified omnichannel strategy. Yet, to foster lasting loyalty, brands must connect with consumers through their preferred channels and tailor engagement strategies accordingly, ensuring a personalized and cohesive loyalty experience.

## **VIDEOS ARE KEY TO REACHING CONSUMERS:**

From user-generated content to brand videos and tutorials, Australian shoppers enjoy watching videos and are more likely to purchase products they see advertised on social media. Leveraging video content effectively can significantly boost engagement and sales.

## **EMAIL COMMUNICATION FOR BRAND LOYALTY :**

While loyalty programs are important, Australian shoppers prefer email communication to maintain their connection with a brand. Effective email campaigns are crucial for nurturing and retaining loyal customers.

## **MAINTAIN A STRONG PHYSICAL PRESENCE:**

Despite the digital shift, Australian shoppers still prioritize physical stores for their shopping needs. Brands must ensure a robust physical presence to complement their online efforts, creating a seamless and comprehensive shopping experience.

Trusted by thousands of leading brands and retailers around the globe, Bazaarvoice's platform is designed to seamlessly harness and amplify the genuine voices of your customers, encompassing a wide array of user-generated content so you can fuel any stage of the funnel to increase brand awareness, boost confident purchases, and inspire loyalty.

We have everything you need to supercharge your commerce engine. Let's chat.

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