

Christmas Shopping

Changes in categories and stores

There's no doubt that for many who celebrate Christmas and shop for gifts it is a time of stress. Some 35% of respondents in Field Agent's 2018 survey on the subject described themselves as doing this shopping in the 5 days preceding Christmas.

For these last minute shoppers the quicker they are able to complete checking out the better the shopping experience.

By contrast 28% said they did their Christmas shopping throughout the year which suggests that gifts need promotion throughout the year albeit less intensely.

When the results of this survey are overlaid on a similar survey conducted in December 2016 some remarkable swings in the categories purchased and the stores shopped can be seen. The most popular store for gifts in 2018 was Clicks, this is a shift from 2016 when it was found to be Game Stores.

“ For bricks and mortar retailers it's of interest that some 74% of shoppers indicated that they were likely to purchase on line. ”

Average planned expenditure on children was around R500. The most popular children's items in 2018 were "action toys", this is a remarkable swing from "clothing" in 2016. Perfume and cologne remain the most popular gift for spouses in 2018, growing by a further 12% over 2016.

For bricks and mortar retailers it's of interest that some 74% of shoppers indicated that they were likely to purchase on line. This is a growth of 4% over 2016. One way of fighting back would seem to be through more enticing displays. Some 32% of shoppers said that product displays are very influential when



When purchasing holiday gifts this year, which retailers have, or will receive, most of your business?

Name of store	2016	2018
At Home	13%	19%
Ackermans	8%	14%
Checkers	17%	26%
Clicks	35%	40%
Game	38%	28%
Makro	19%	11%
Mr Price Home	18%	20%
Pick n Pay	11%	13%
Toys-R-Us	38%	16%
Woolworths	29%	16%

Which of the following are your children likely to receive for Christmas this year?

	2016	2018
Video games	29	24
Athletics/sport-related	27	15
Arts/crafts	35	26
Adio/music	22	23
Blocks/building	33	23
Cash	17	23
Clothes	51	37
Dolls	34	31
Games/puzzles	35	22
Mobile device	11	14
Action toys/figures	37	46

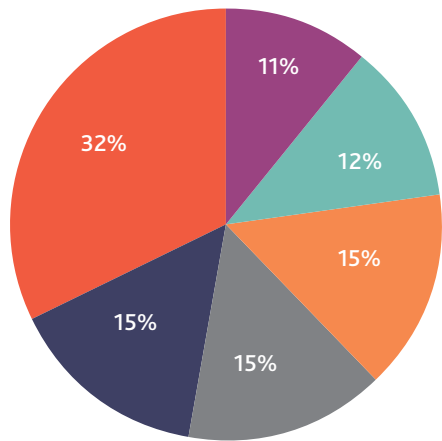
As you purchase gifts this year for your spouse, which category would you consider?

	2016	2018
Perfume/cologne	44	56
Jewelry	29	28
Entertainment	11	14
Travel/trip	13	21
Clothing	42	37
Cosmetics	13	13
Smartphone	6	16
Gift card/cash	13	16
Power or hand tools	19	10
Smartwatch/wearables	13	7

Which of the following are particularly important to you as you shop for and buy holiday gifts?

	2016	2018
Affordability	69%	74%
Brand name	20%	27%
Good gift giver	33%	26%
Good reviews	19%	32%
Convenience	33%	38%
Surprise	34%	32%
Tradition	3%	8%
Trends	18%	24%
Quality	51%	56%
Unique gifts	30%	27%
Sentimentality	43%	41%

How likely are you (past or present) to buy at least one holiday gift for your pet this Christmas?

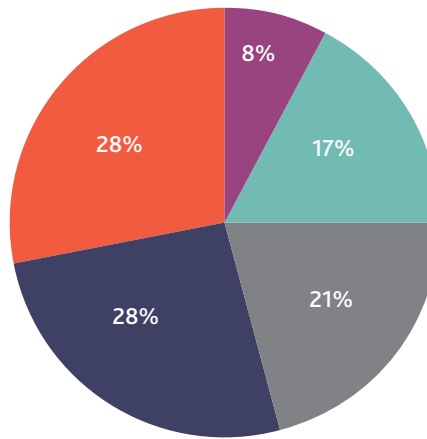


■ Moderately likely
 ■ Not very likely
■ Completely likely
 ■ Very likely
■ Not at all likely
 ■ I do not own a pet

doing their Christmas shopping.

Affordability and quality were still the two most important factors when choosing a gift both of which increased by 5 percentage points over 2016. One interesting finding relates to pets. Some 60% of pet owners said

How likely are you (past or present) to shop online for gifts this holiday season?



■ Not at all likely
 ■ Not very likely
■ Completely likely
 ■ Very likely
■ Moderately likely

they were completely to moderately likely to buy their pets at least one holiday gift!

About Field Agent

Crowdsourcing via smartphones gives Field Agent an unbiased, real-time understanding of consumer shopping habits and frustrations.



TEACHING MOMENT

Some of the suggestions from respondents to make the event a better experience included:

- Make more stock available – more choice
- Staff should replenish the shelves immediately.

This assists retailers and marketers to focus on relevant operational issues and reinforce customer loyalty and shopper satisfaction. Feedback is collected through photos, videos, audio, timers, barcode scanners, and a general survey platform, capturing consumer insights instantaneously.

Through this Field Agent is changing the way the world collects business information. It now trends at 22 000 agents in SA. For more details, email: client@fieldagentsa.com.

