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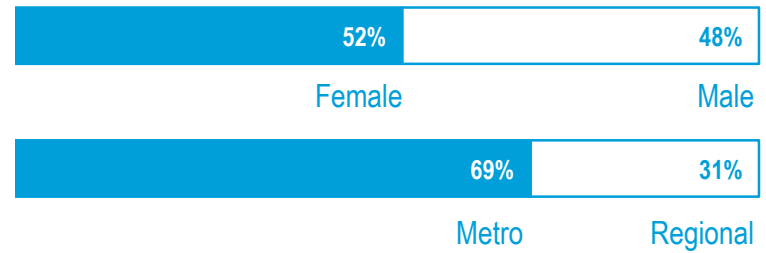
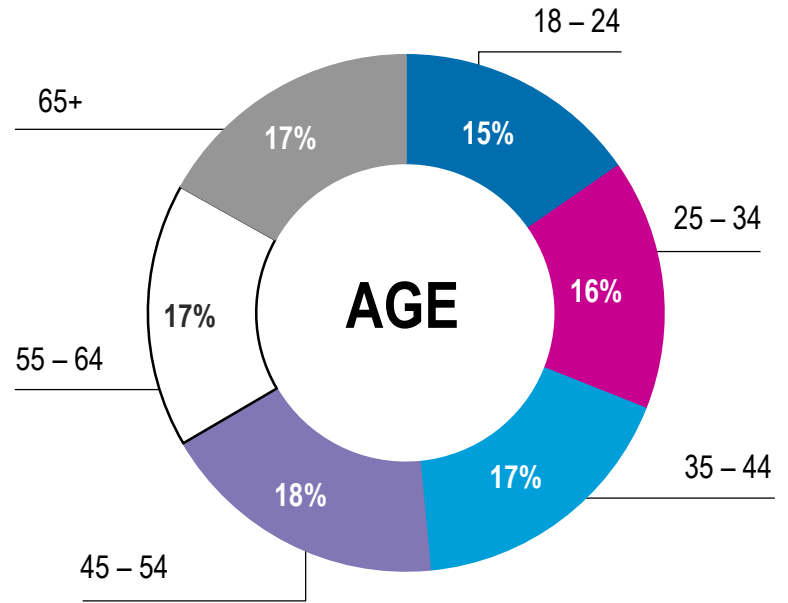
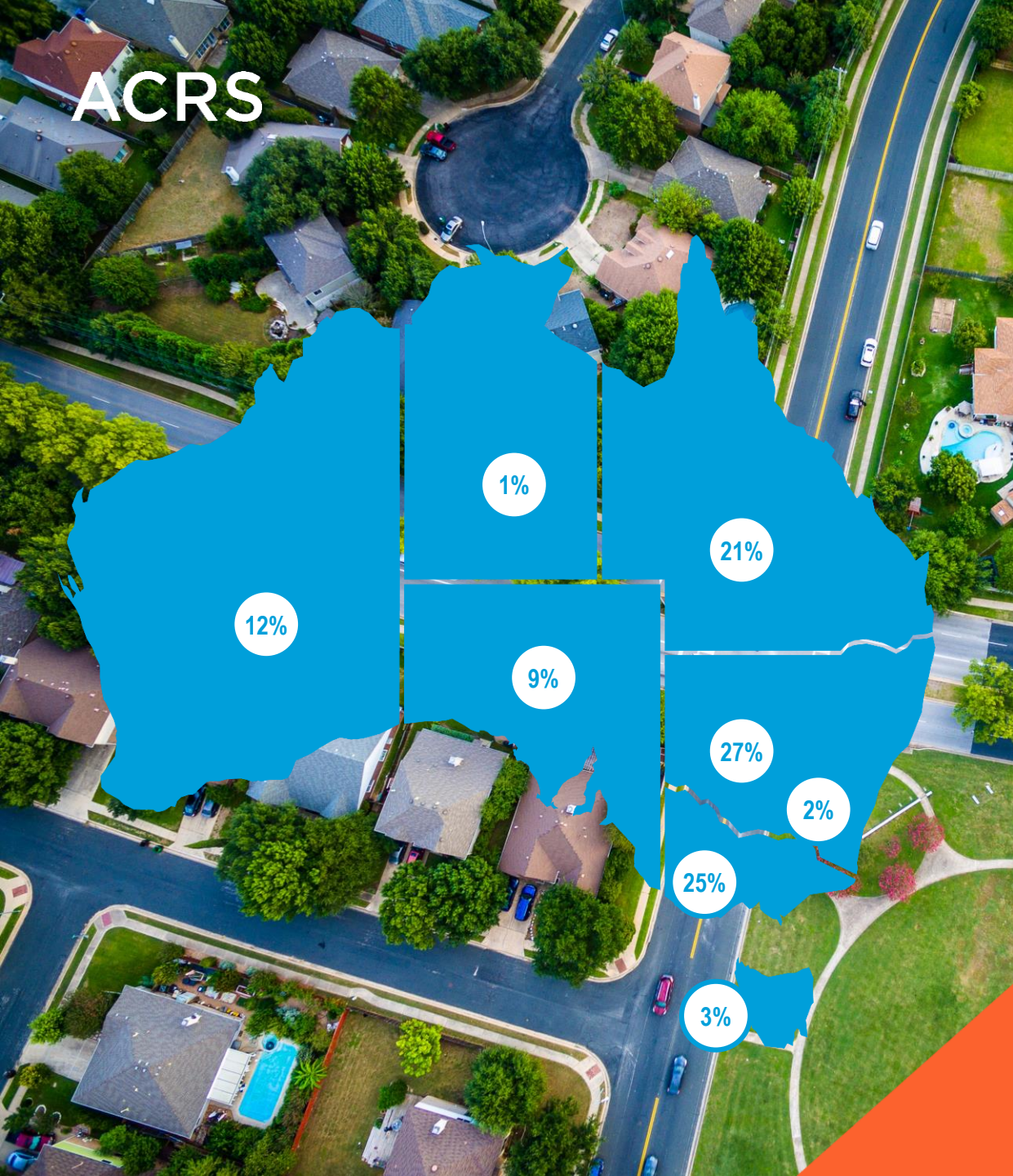
RETAIL MONITOR

2024 Report



MONASH
University

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The ACRS Retail Monitor is an annual study that monitors consumers' shopping preferences and behaviour, based on an online survey of 1,002 Australian shoppers. Data was collected between 17 June – 20 June 2024.

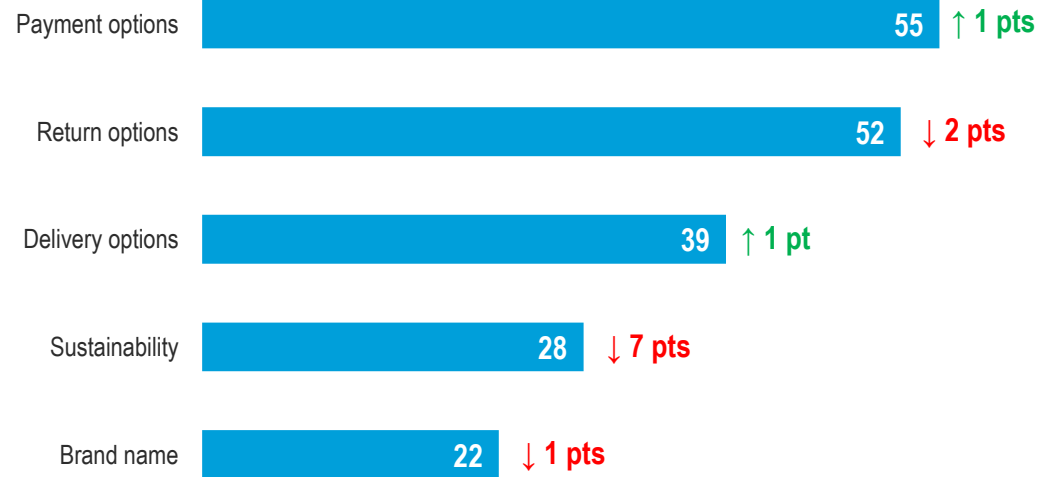
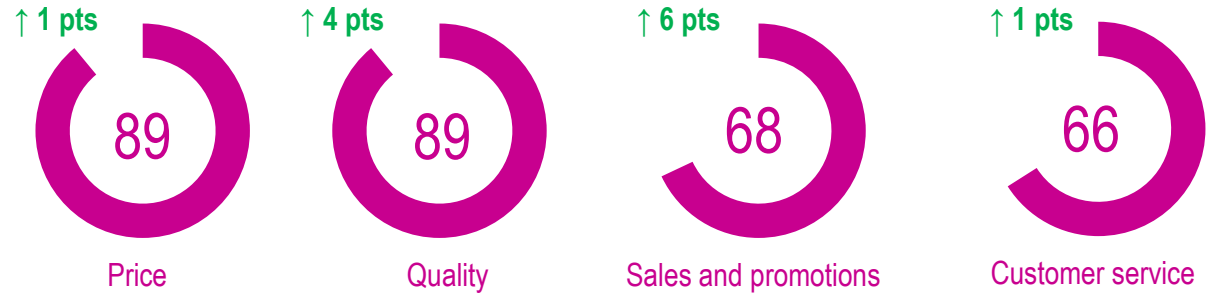
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Price and **quality** remained the most important considerations for Australian shoppers when making non-grocery purchases.

However, in light of the ongoing cost of living crisis, **sales and promotions** had increased in importance this year, outpacing increases in price and quality.



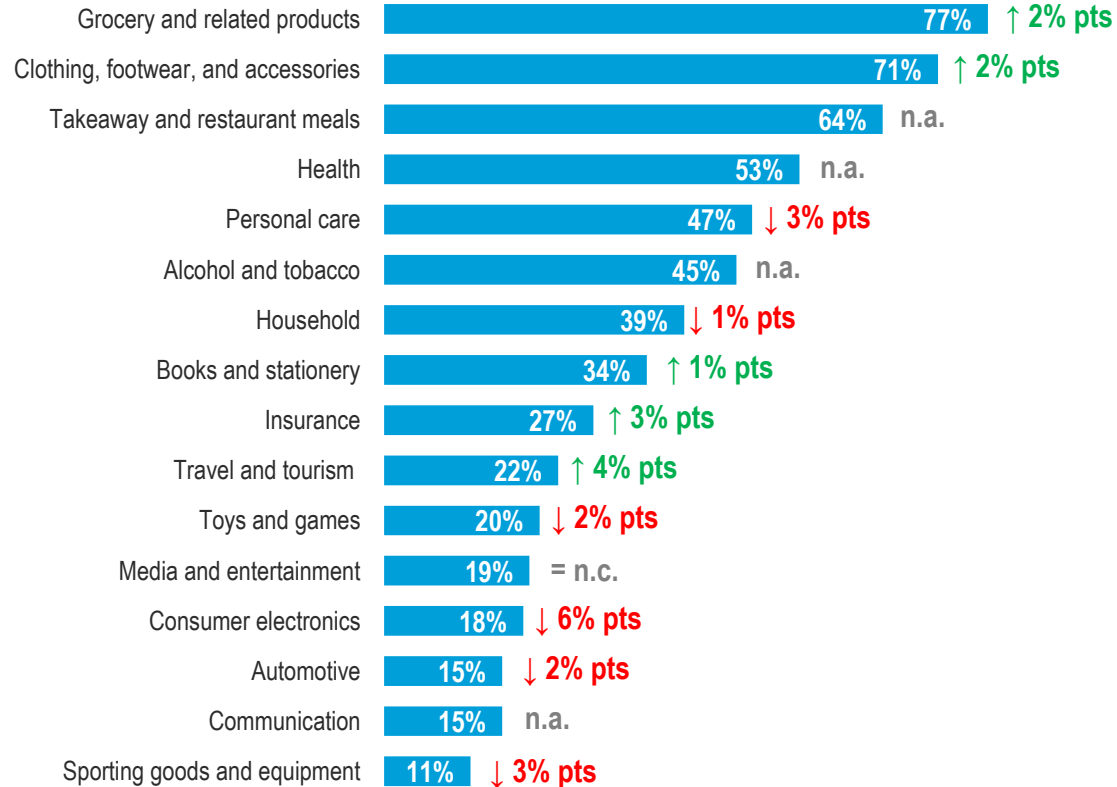
Price and **quality** remain the most important factors when non-grocery shopping, followed by **sales and promotions**



Note: Sample size = 1002; Scores are computed based on the sum of participants who rated Important and Very important subtracted by the sum of participants who rated Not at all important and Unimportant; Comparison based on Retail Monitor 2023 Report.

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In the last three months, **77%** of Australian shoppers purchased **grocery and related products**



Note: Sample size = 1002; This was a multiple choice question as such percentages do not add up to 100%; Comparison based on Retail Monitor 2023 Report.

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Omnichannel capabilities are imperative as the majority of Australian shoppers are purchasing products both in-store and online.

According to shoppers, **in-store** offers **better customer service and return options**, while **online** provides **better product search, promotions, and delivery**.





In the last three months...

= n.c.



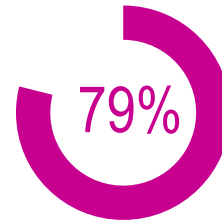
Nearly all Australian purchased a **non-grocery product**

↑ 4% pts



of shoppers purchased products in **physical stores***

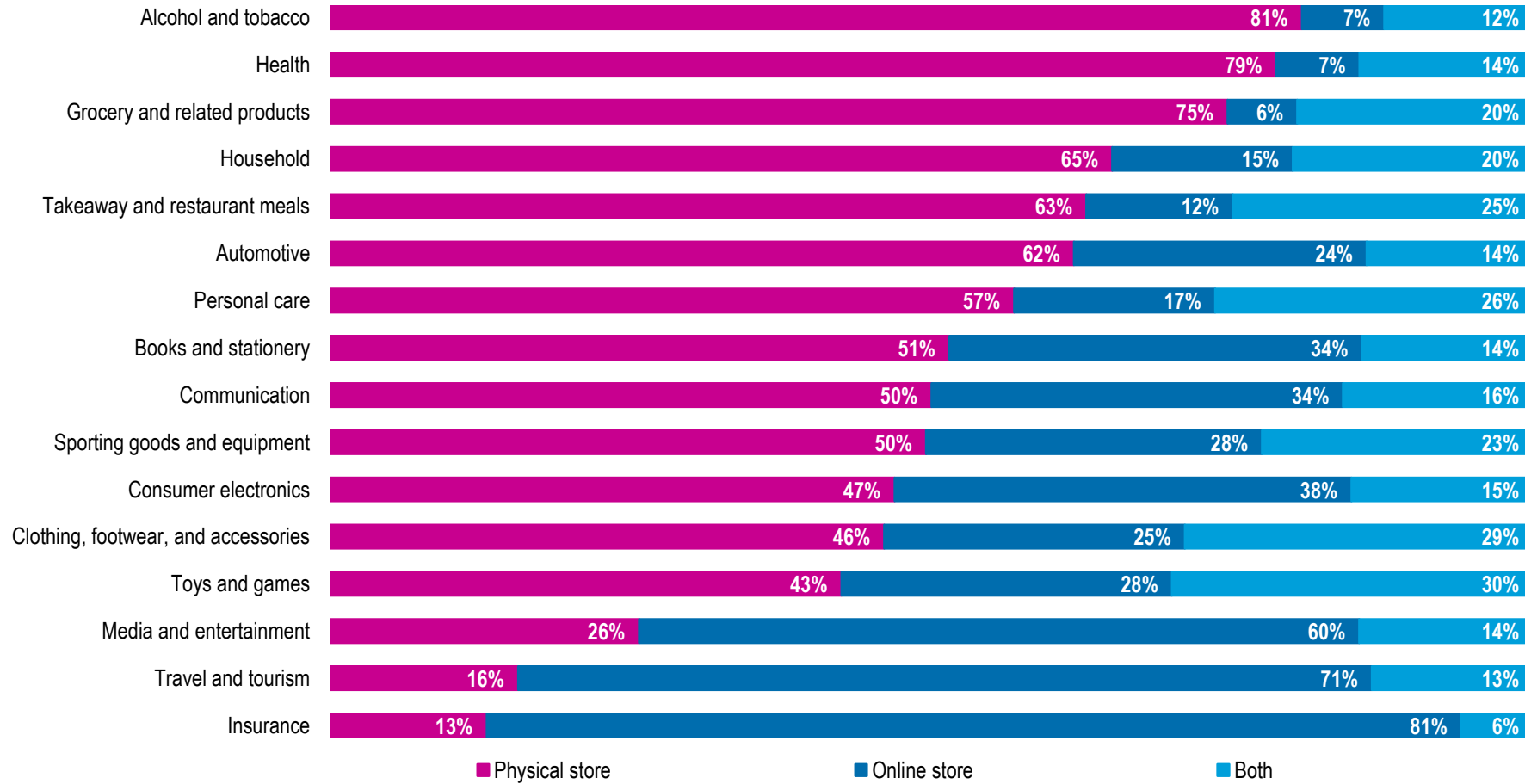
↑ 3% pts



of shoppers purchased products in **online stores***

*Note: Sample size = 1042; *Sample size = 1002; Comparison based on Retail Monitor 2023 Report.*

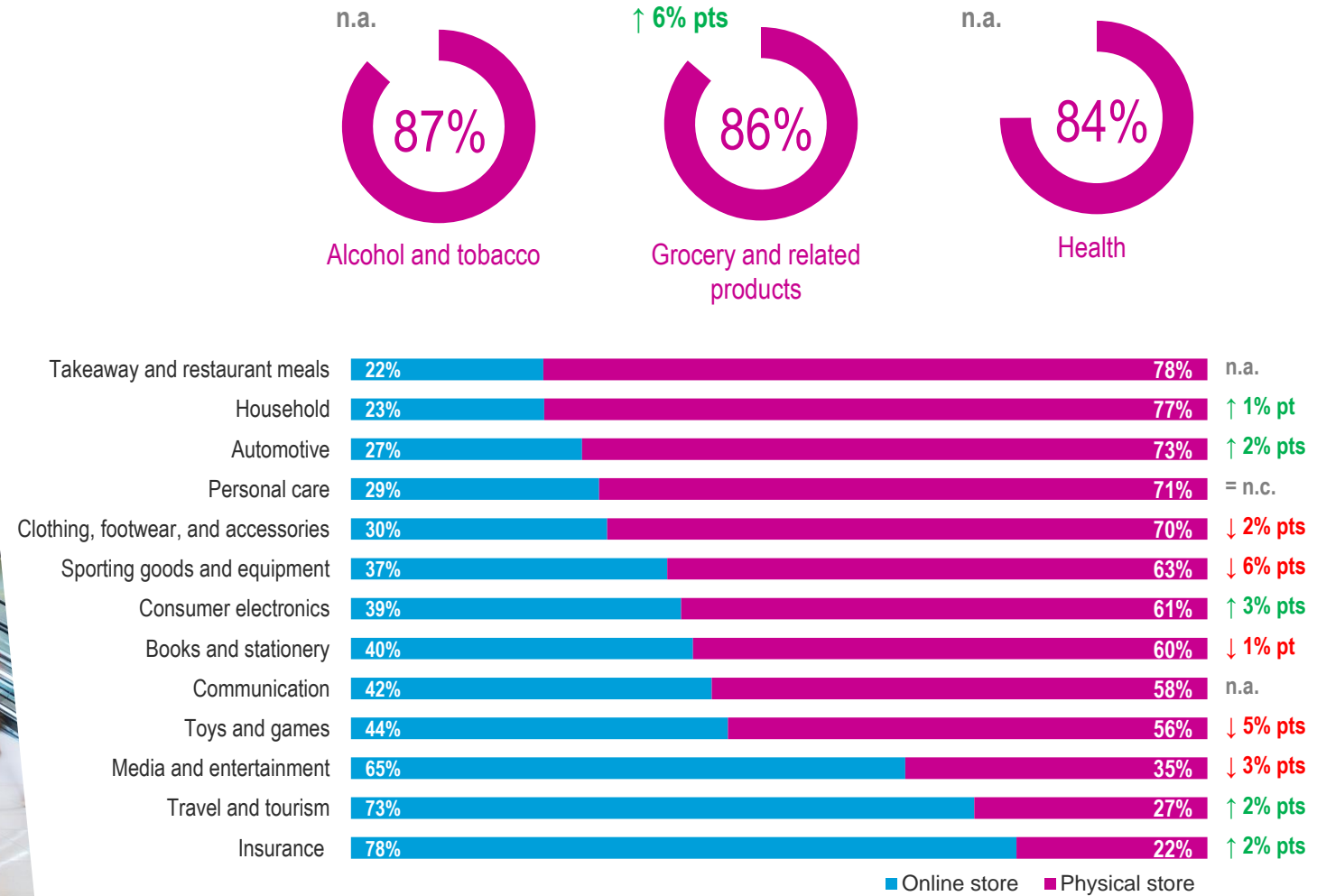
Recent purchases were mostly made in physical stores



Note: Sample size = 1002; Percentages may not add up to 100% due to rounding



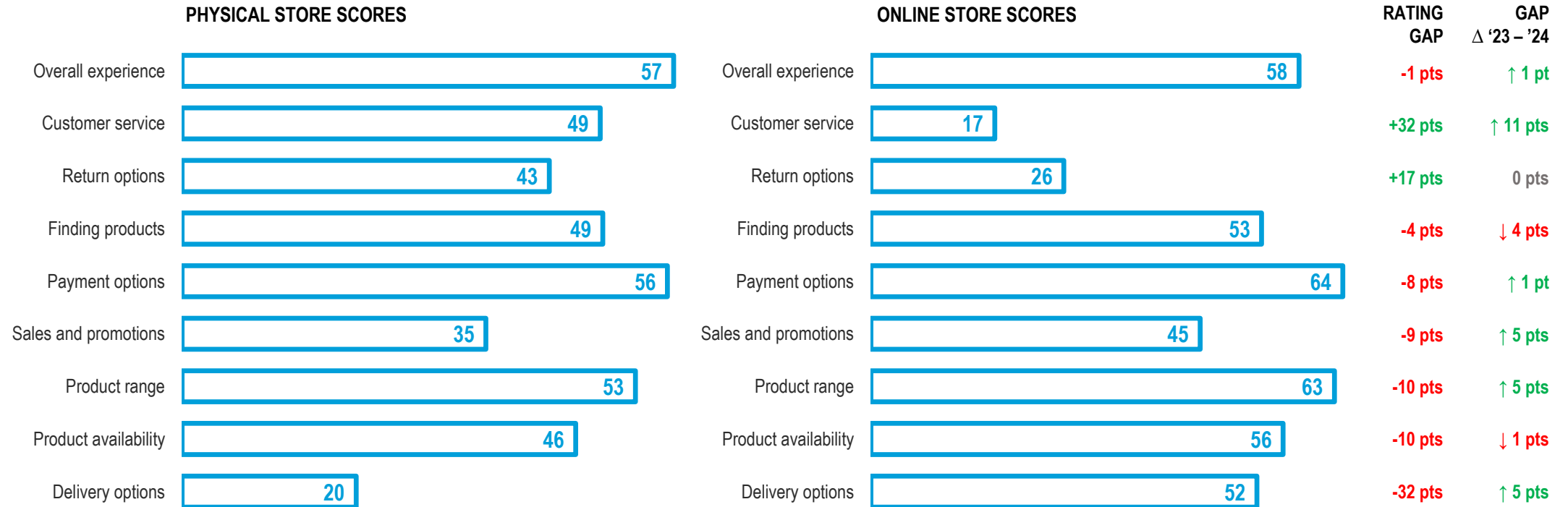
Grocery had the largest increase in physical store preference, while sporting goods had the largest decrease



Note: Sample size = 1002; Comparison based on Retail Monitor 2023 Report.

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Physical stores were rated **lower** than online stores for most store attributes. However, the **experience gap has increased** on nearly all attributes – indicating a greater disparity between channels.



*Note: Scores are computed based on the sum of participants who rated Very Good and Excellent subtracted by the sum of participants who rated Poor and Fair;
 Total sample size = 1002; Physical shopper sample size = 949, Online shopper sample size = 791;
 Comparison based on Retail Monitor 2023 Report.*

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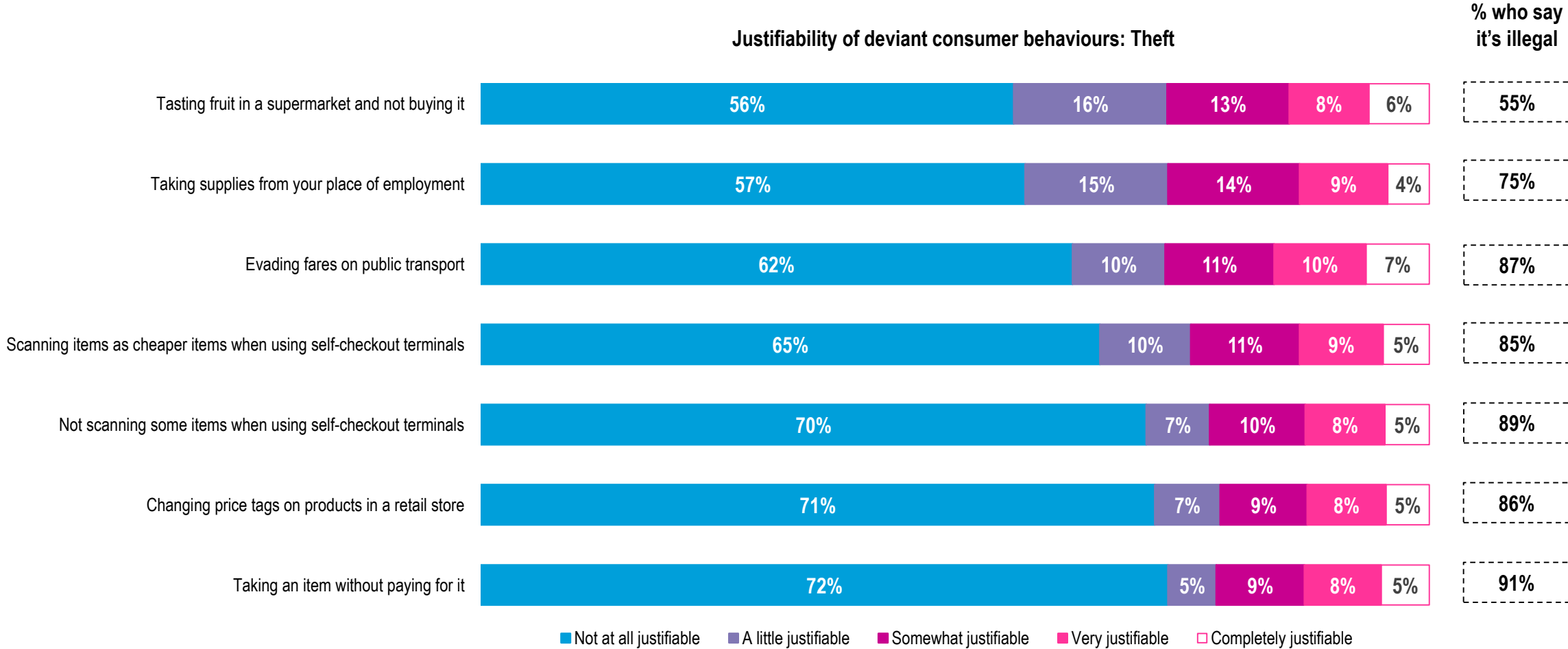
Retail theft remains top-of-mind amid the cost of living crisis. Retail theft is only one type of **consumer deviance** that negatively impacts retailers.

We asked shoppers how **justifiable** a range of deviant behaviours are given the economic climate, and the results continue to alarm.



Across **blatant forms of theft**, a quarter or more of shoppers believe that theft is **a little to completely justifiable**.

Justifiability of deviant consumer behaviours: Theft



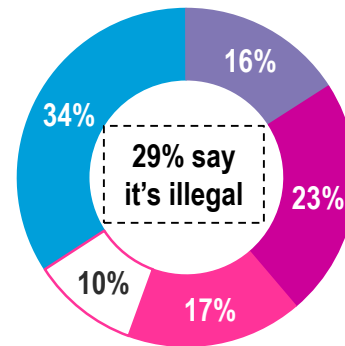
Note: Percentages may not add up to 100% due to rounding; *Illegality % refers to the proportion of the sample that think these behaviours are illegal



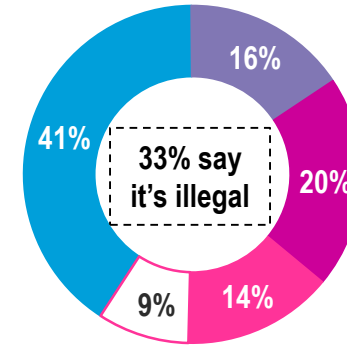
Over half of shoppers consider **manipulating deals and promotions** to be **a little to completely justifiable**.

Justifiability of deviant consumer behaviours: Deals and promotions

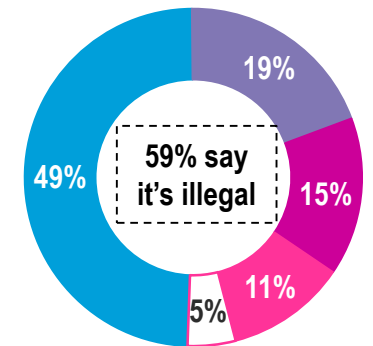
Claim a price is better at a competing retailer in order to get a discount



Creating multiple email accounts to redeem retailer 'one-time' offers



Lying about a child's age in order to get a cheaper price



■ Not at all justifiable ■ A little justifiable ■ Somewhat justifiable ■ Very justifiable ■ Completely justifiable

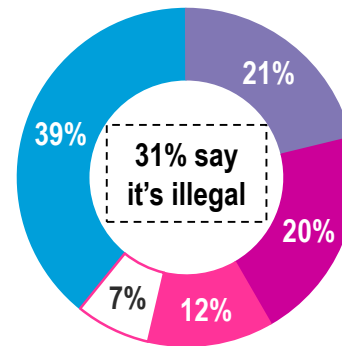
Note: Percentages may not add up to 100% due to rounding



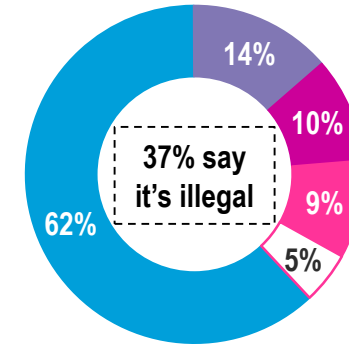
A third or more of shoppers consider **taking advantage of customer service** to be **a little to completely justifiable**.

Justifiability of deviant consumer behaviours: Customer service

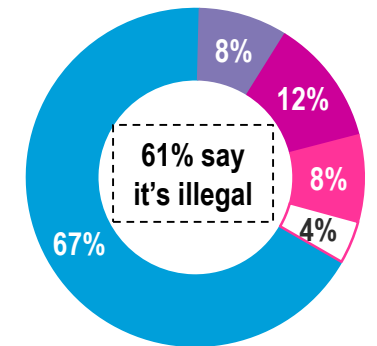
Not saying anything when a waiter miscalculates a bill in your favour



Writing a negative online review to receive compensation



Giving misleading price information to a clerk for an unpriced item



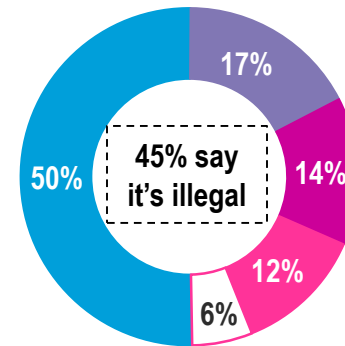
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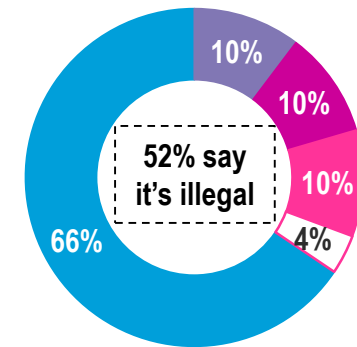
A third or more of shoppers consider **questionable returns** to be **a little to completely justifiable**.

Justifiability of deviant consumer behaviours: Returns

Returning used goods for a refund



Buying items for single use, and then returning them



■ Not at all justifiable ■ A little justifiable ■ Somewhat justifiable ■ Very justifiable ■ Completely justifiable

Note: Percentages may not add up to 100% due to rounding

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