

# ACRS

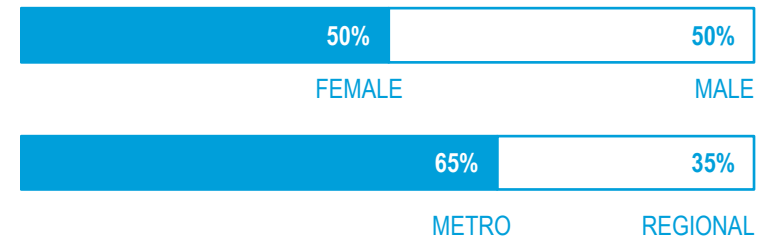
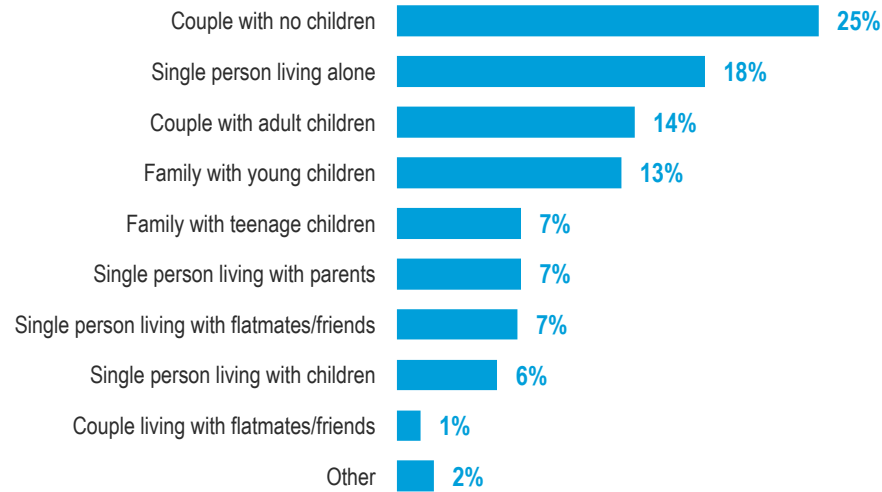
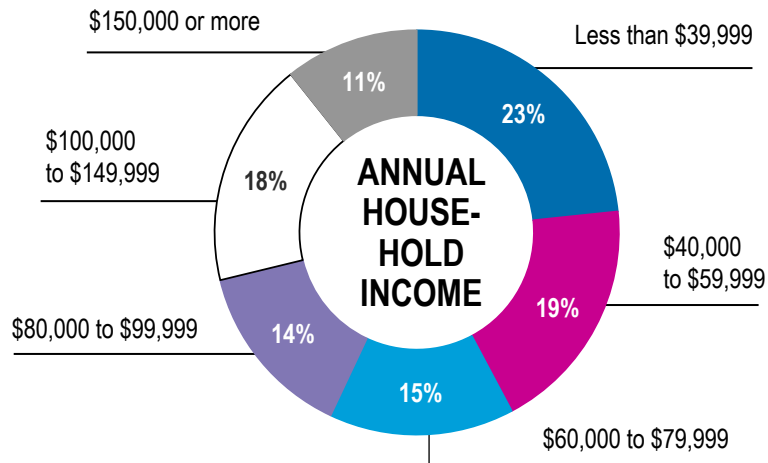
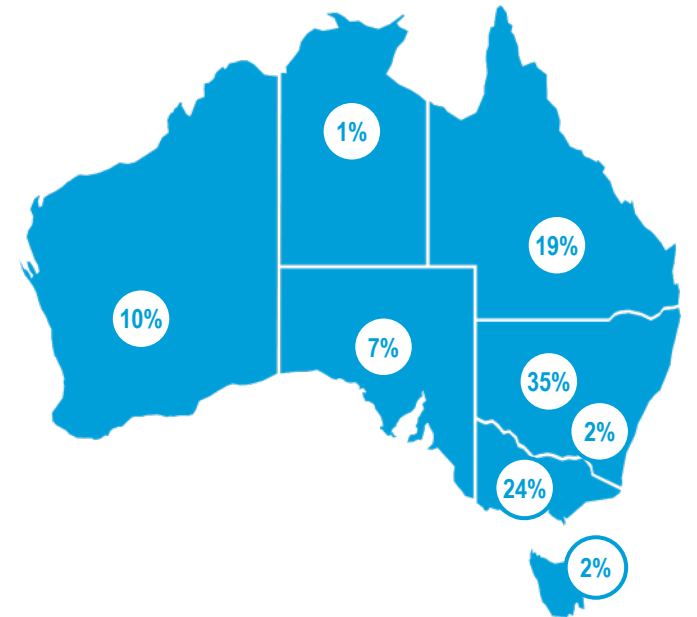
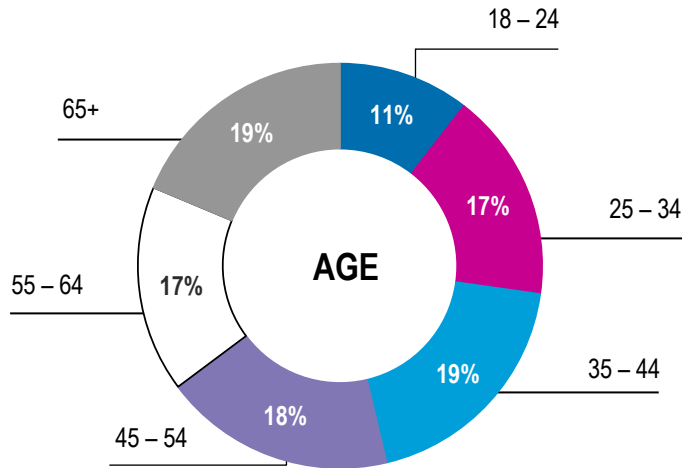
## RETAIL MONITOR

May 2020



# ACRS

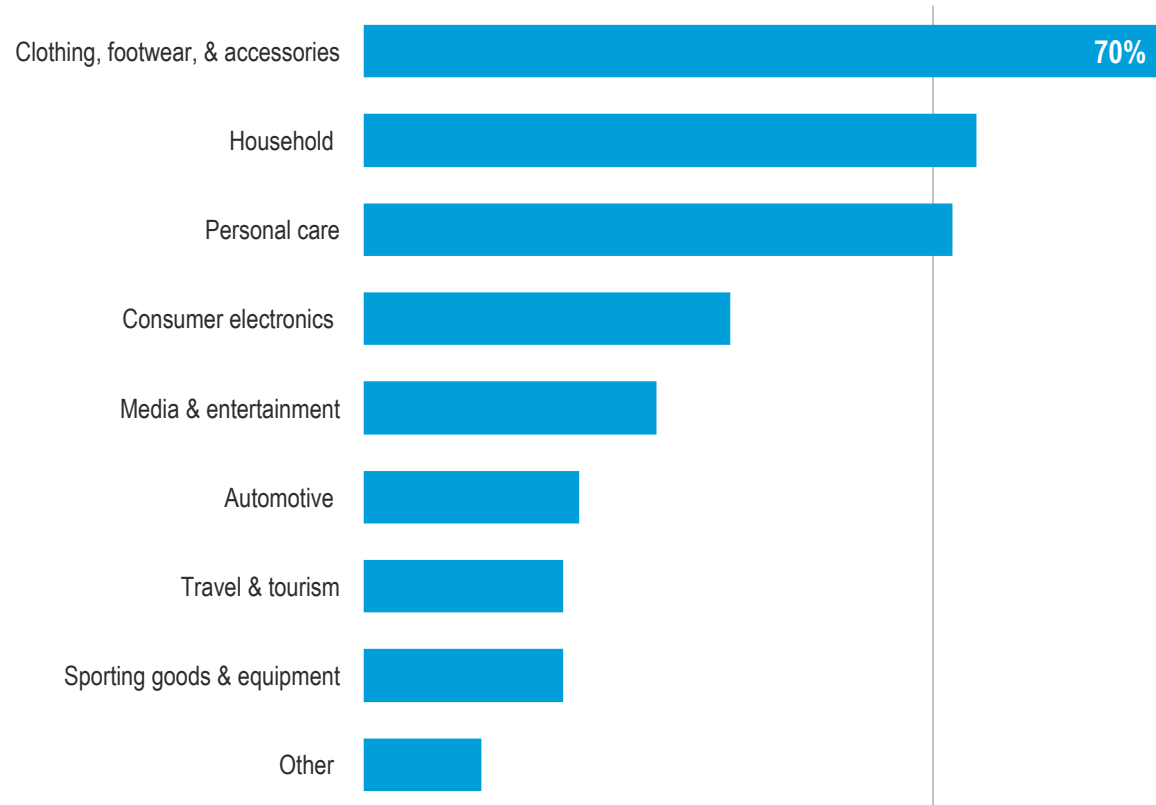
The ACRS Retail Monitor is an annual study that monitors consumers' shopping preferences and behaviour, based on an online survey of 514 Australian shoppers. Data was collected between 11 May – 15 May 2020.



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

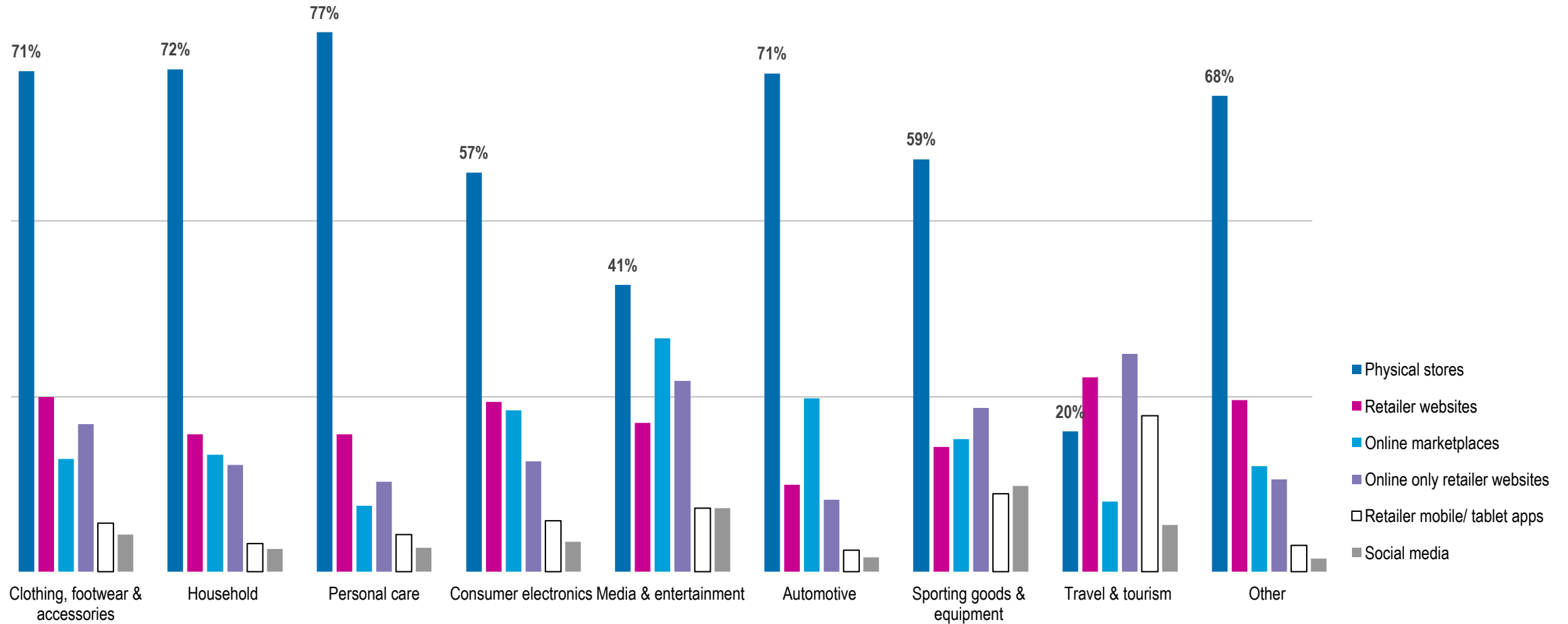
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**70% OF AUSTRALIAN SHOPPERS PURCHASED CLOTHING, FOOTWEAR & ACCESSORIES IN THE LAST SIX MONTHS**



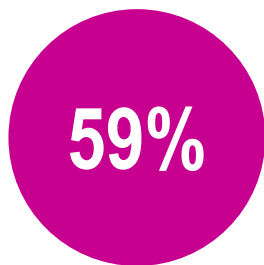
WHAT TYPE OF NON-GROCERY PRODUCTS HAVE YOU PURCHASED IN THE LAST SIX MONTHS?

## MOST PURCHASES ARE MADE THROUGH PHYSICAL STORES



WHICH CHANNEL(S) DID YOU USE TO PURCHASE YOUR NON-GROCERY PURCHASES IN THE LAST SIX MONTHS?

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PHYSICAL STORES

ON AVERAGE **59%** OF CONSUMER SPEND WAS MADE IN **PHYSICAL STORES** ACROSS ALL PRODUCT CATEGORIES

RETAILER WEBSITES

15%

ONLINE MARKETPLACE

11%

10%

ONLINE ONLY RETAILERS

3%

MOBILE/ TABLET APPS

3%

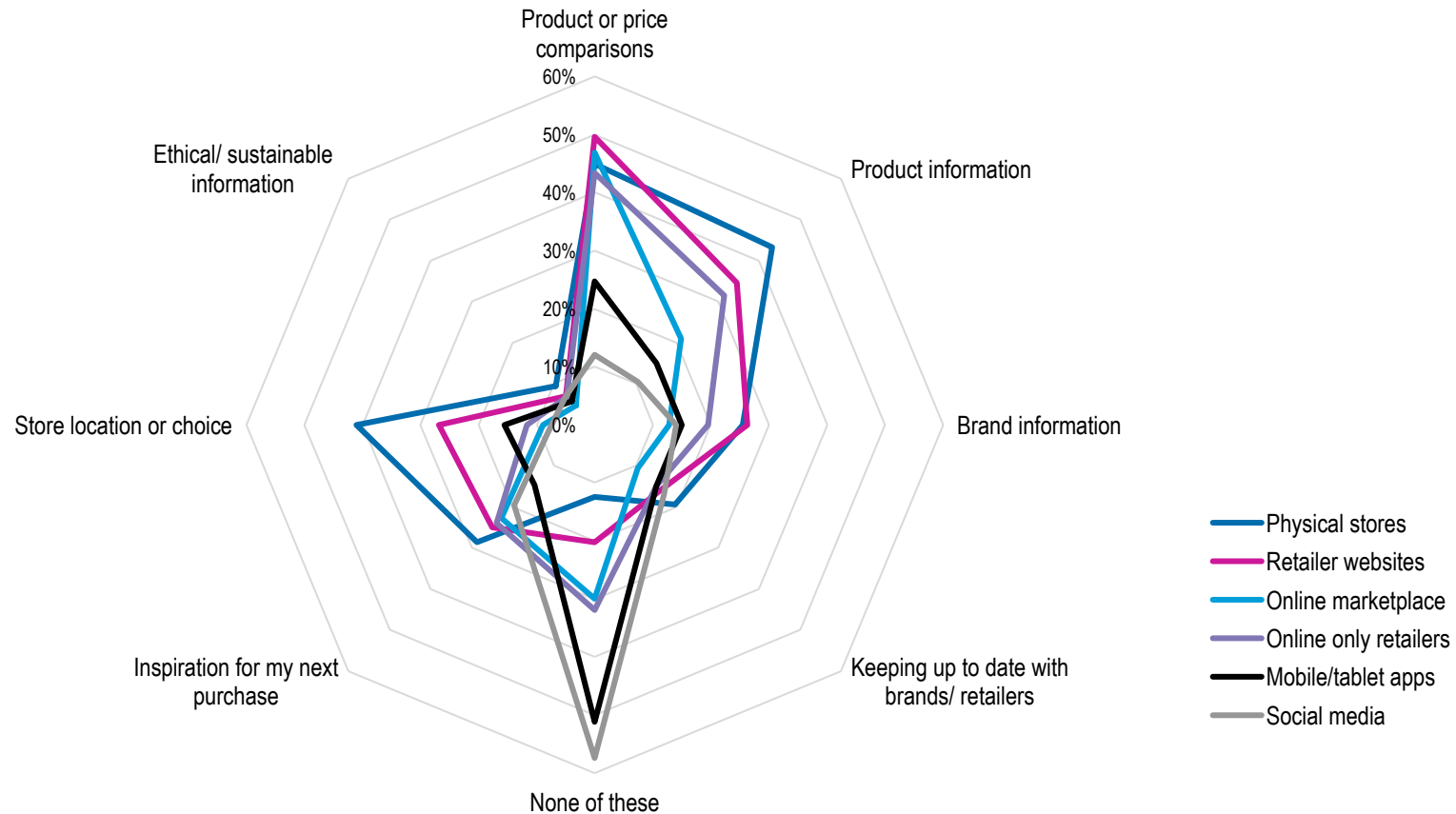
SOCIAL MEDIA

OVER THE LAST SIX MONTHS, APPROXIMATELY, WHAT PERCENTAGE OF YOUR NON-GROCERY SPEND DID YOU USE THROUGH THE FOLLOWING CHANNELS?

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

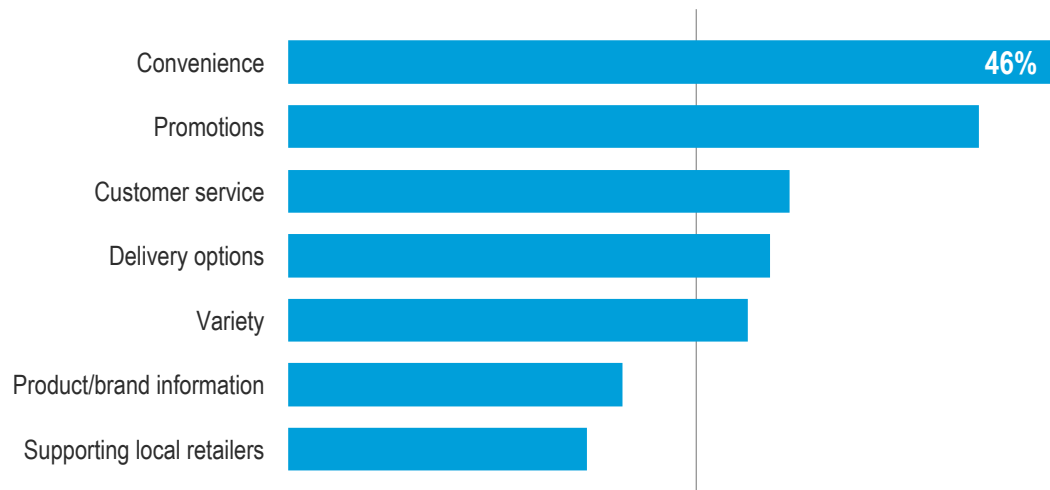
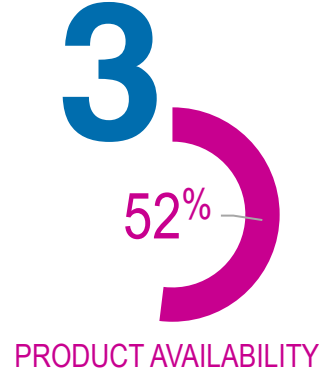
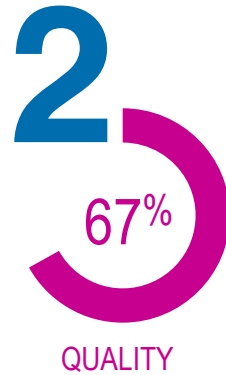
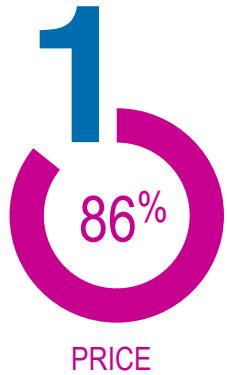
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## RETAILER WEBSITES WERE MOST POPULAR FOR PRODUCT OR PRICE COMPARISONS, WHILE PHYSICAL STORES WERE MOST COMMONLY USED FOR PRODUCT INFORMATION



ASIDE FROM PURCHASING, WHAT DO YOU GENERALLY USE THE FOLLOWING CHANNELS FOR?

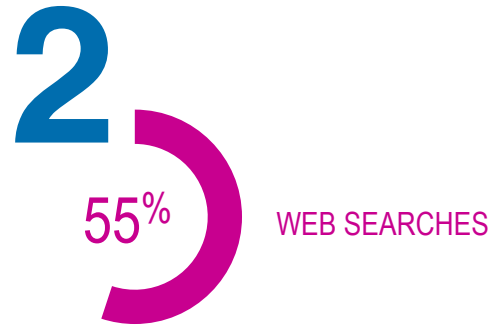
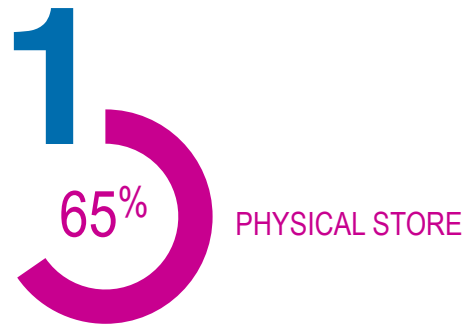
# PRICE IS BY FAR THE MOST IMPORTANT FACTOR WHEN NON-GROCERY SHOPPING



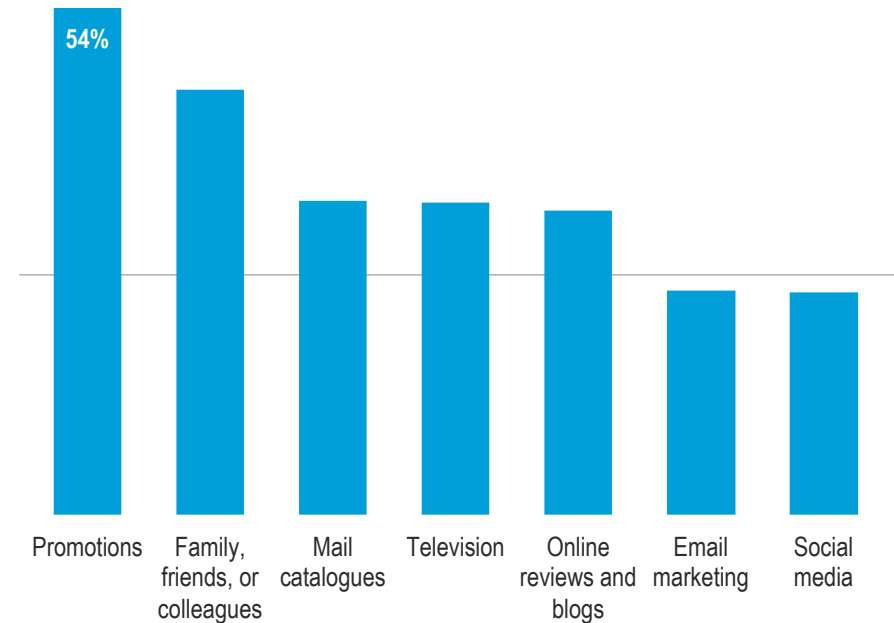
WHAT WOULD BE YOUR TOP 10 FACTORS WHEN NON GROCERY SHOPPING?



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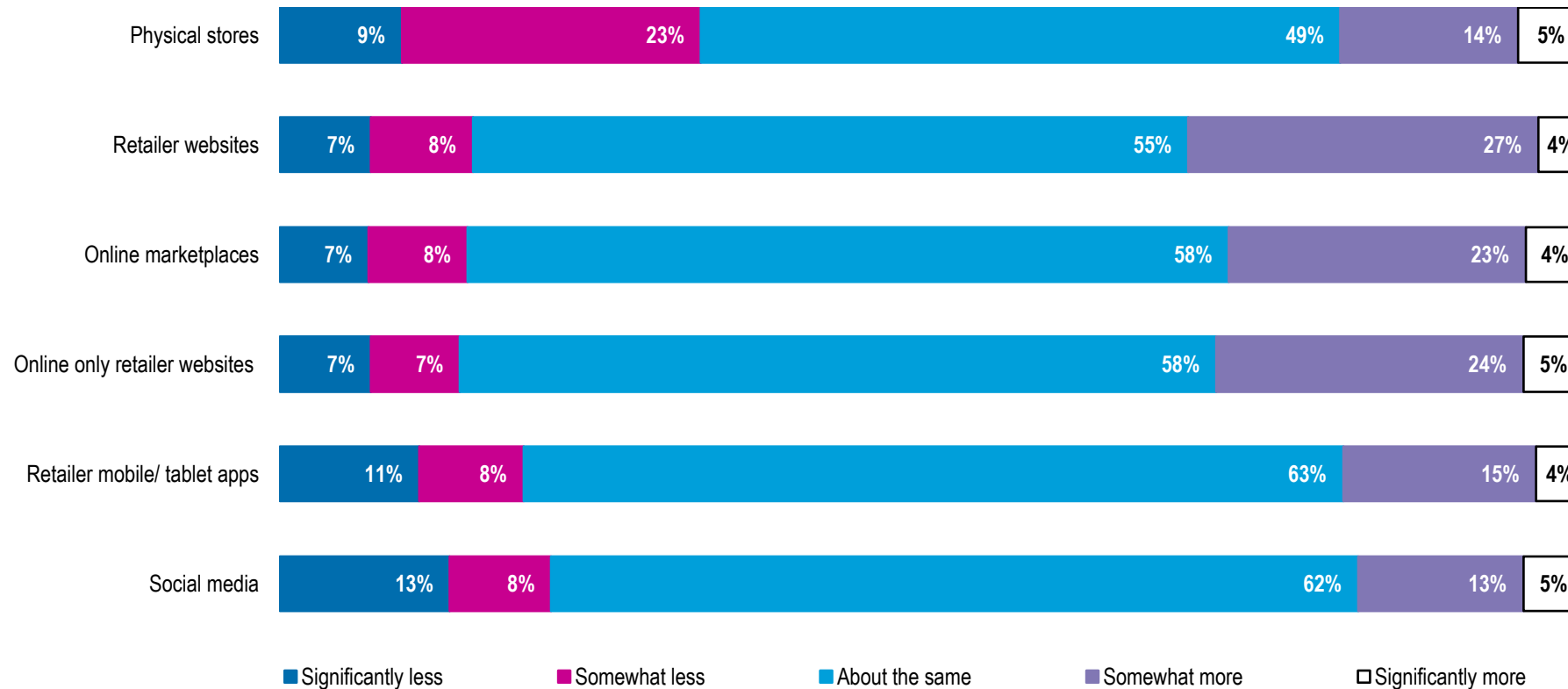


## PHYSICAL STORES CONTINUE TO BE KEY SOURCES OF INFORMATION WHEN MAKING BRAND PURCHASE DECISIONS



WHAT WOULD BE YOUR TOP 10 INFORMATION SOURCES WHEN DECIDING TO PURCHASE A BRAND?

## SHOPPERS EXPECT TO USE **ONLINE CHANNELS** MORE IN THE NEXT SIX MONTHS DUE TO COVID-19



IN LIGHT OF THE ONGOING NOVEL CORONAVIRUS (COVID-19) SITUATION, DO YOU EXPECT TO USE THE FOLLOWING SHOPPING CHANNELS MORE OR LESS IN THE NEXT SIX MONTHS FOR NON-GROCERY PURCHASES?

## AUSTRALIAN CONSUMER AND RETAIL STUDIES

Department of Marketing  
Monash Business School

Level 6, Building S  
26 Sir John Monash Drive  
Caulfield East, VIC 3145

**T** +61 3 9903 2869

**E** [acrs@monash.edu](mailto:acrs@monash.edu)

[monash.edu/business/acrs](http://monash.edu/business/acrs)

*Discover how ACRS and Monash Business School  
can drive your business strategy*

