

SKUvantage
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GUIDE

CONSUMER RESEARCH REPORT

AUSTRALIA 2023

HOW TO PRIORITISE AND DELIVER WHAT YOUR SHOPPERS WANT

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EXECUTIVE SUMMARY

A brand manufacturer's reputation — and the quality of their products — matter more now than ever before. Why? Because as shoppers face steadily rising prices, they're increasingly researching products before making purchasing decisions. Today's consumers are loyal to the brands that offer quality products and a great online experience.

We surveyed five countries — the U.S., Great Britain, Germany, France, and Australia — to get a pulse on how and why shoppers choose to purchase certain products.

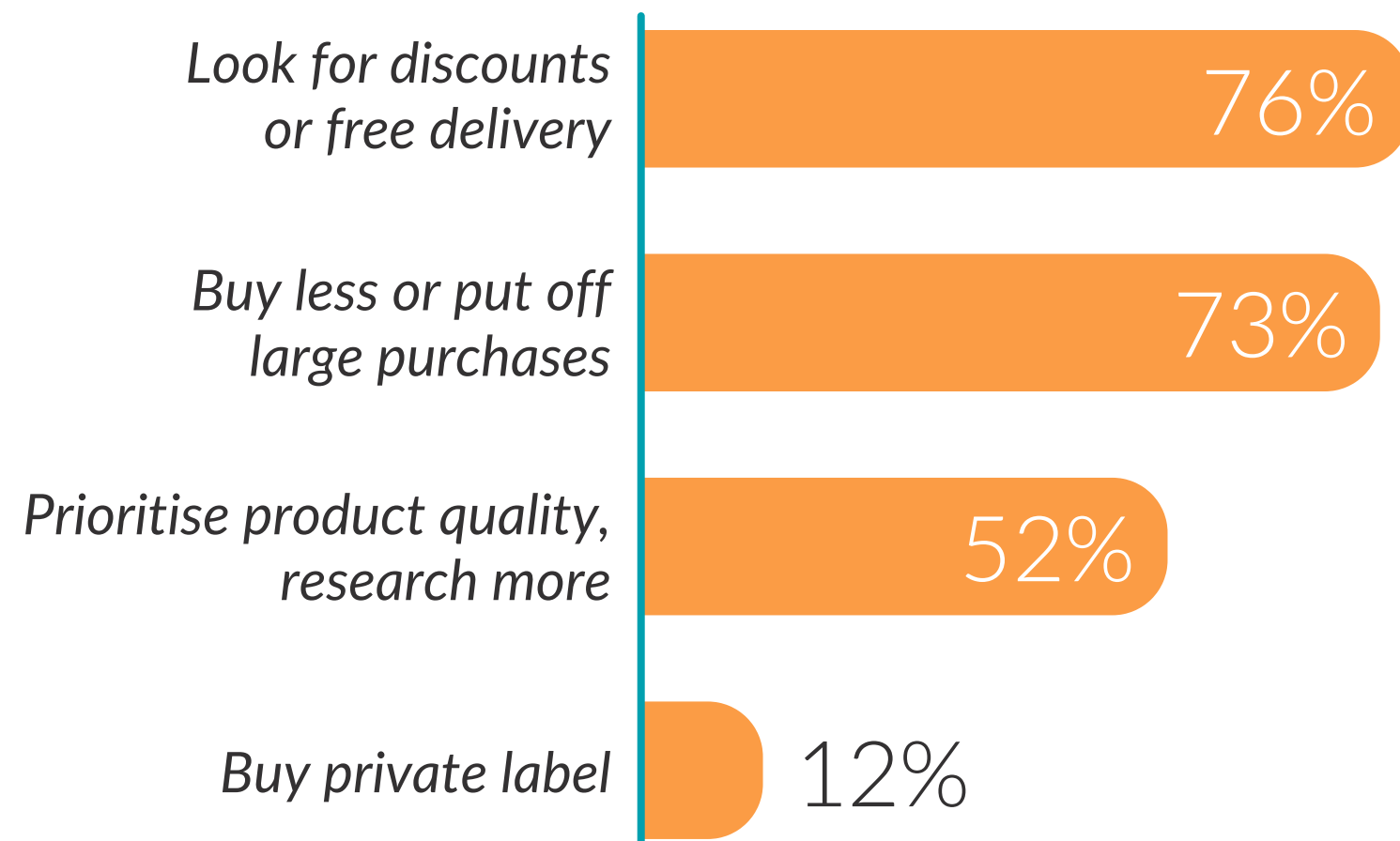
We found that shoppers across these countries rely on a wide range of digital experiences to decide what to buy. From retailer mobile apps to brand websites, shoppers want excellent brand experiences with a diverse array of product detail and product page features.

In this report, you'll explore what matters to shoppers in each country and what impacts them most when buying groceries, clothing, furniture, or home improvement tools.

WHY AUSTRALIAN CONSUMERS BUY

Nearly half of all shoppers prioritise product quality, and a majority are hunting for discounts, buying fewer products, or putting off large purchases. They're increasingly researching products to figure out what to buy in an era of rising costs.

How Rising Costs Have Impacted How Australian Consumers Shop



Despite increasing costs, consumers are willing to pay more for products that have good reviews and come from a trusted brand name. About a third of consumers in Australia also value fast and affordable delivery.

What Makes Australian Shoppers Buy a Higher-Priced Option Online



The data shows shoppers are loyal to brands offering the best product quality and online experience. However, less than a quarter of consumers said mobile apps or interactive tools like digital shopping assistants help win their loyalty.

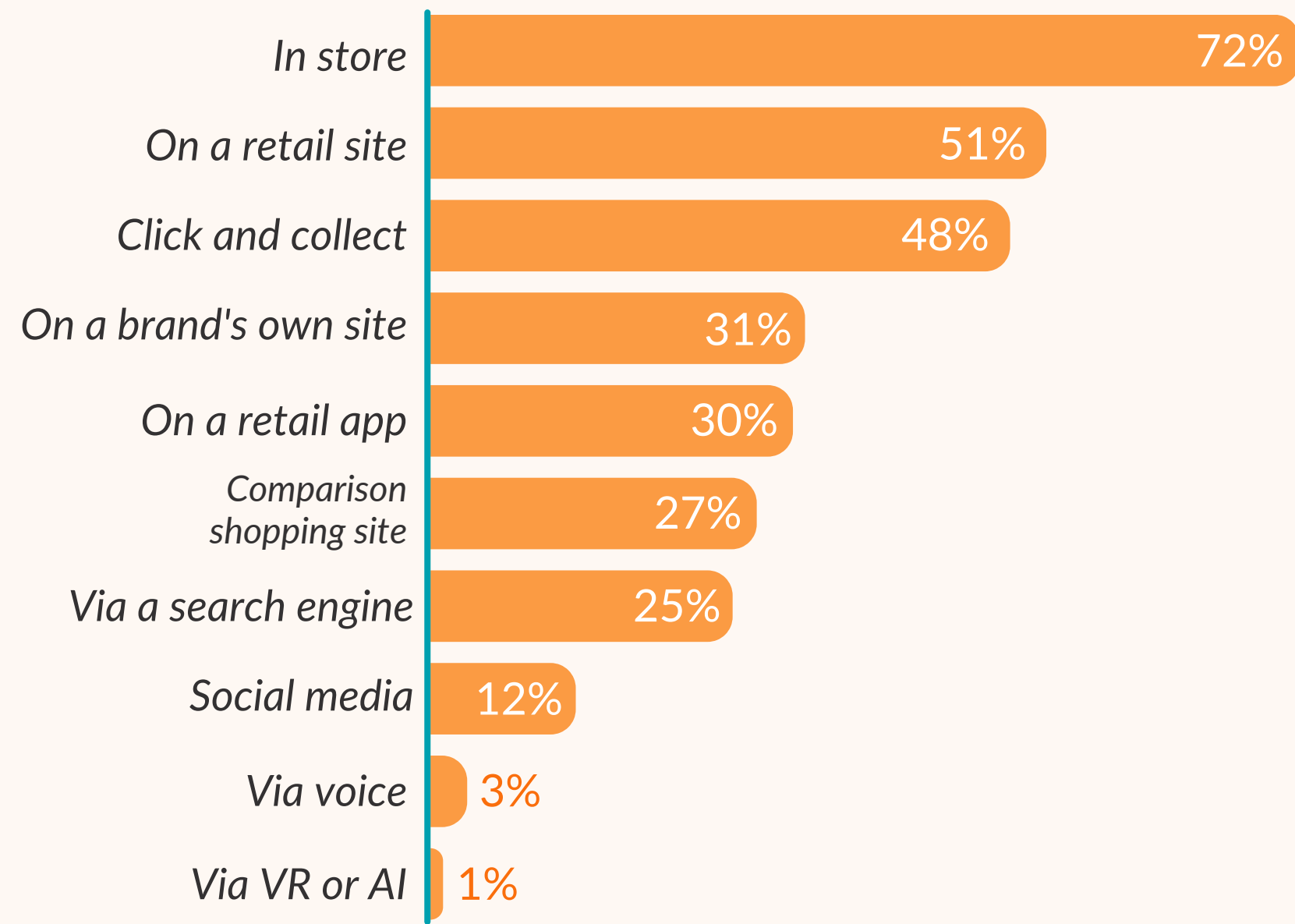
The fact that consumers are looking for discounts and affordable shipping can be a problem for brands and retailers. After all, businesses rely on margins to stay profitable. To win sales and loyalty from today's consumers, brands and retailers must effectively convey the quality of their products online. Shoppers want to be confident that they're purchasing the very best.

Which Elements Help Sustain Brand Loyalty



HOW AUSTRALIAN CONSUMERS SHOP

Where Australian Consumers Are Most Likely To Buy a Product

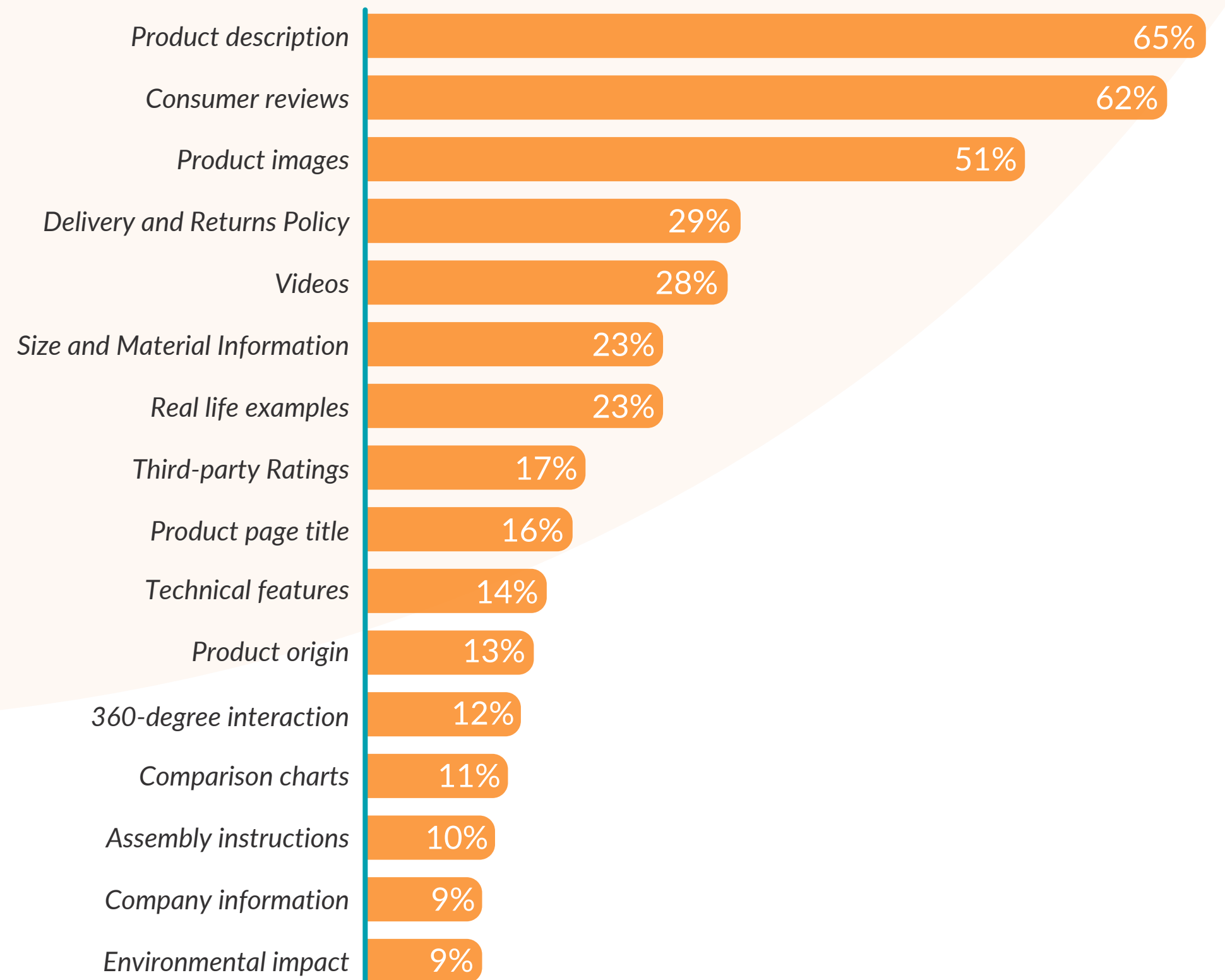


As they navigate their shopping journey, consumers use a wide range of touch points to decide what to buy. To meet this new mode of shopping, retailers and brands must create robust and engaging product experiences across all their channels.

Product Page Features That Help Australian Consumers Decide What To Buy

From product descriptions to consumer reviews, there are several product page features that influence consumers' purchasing decisions.

For example, at least a quarter of shoppers said they would like to see videos on product pages.

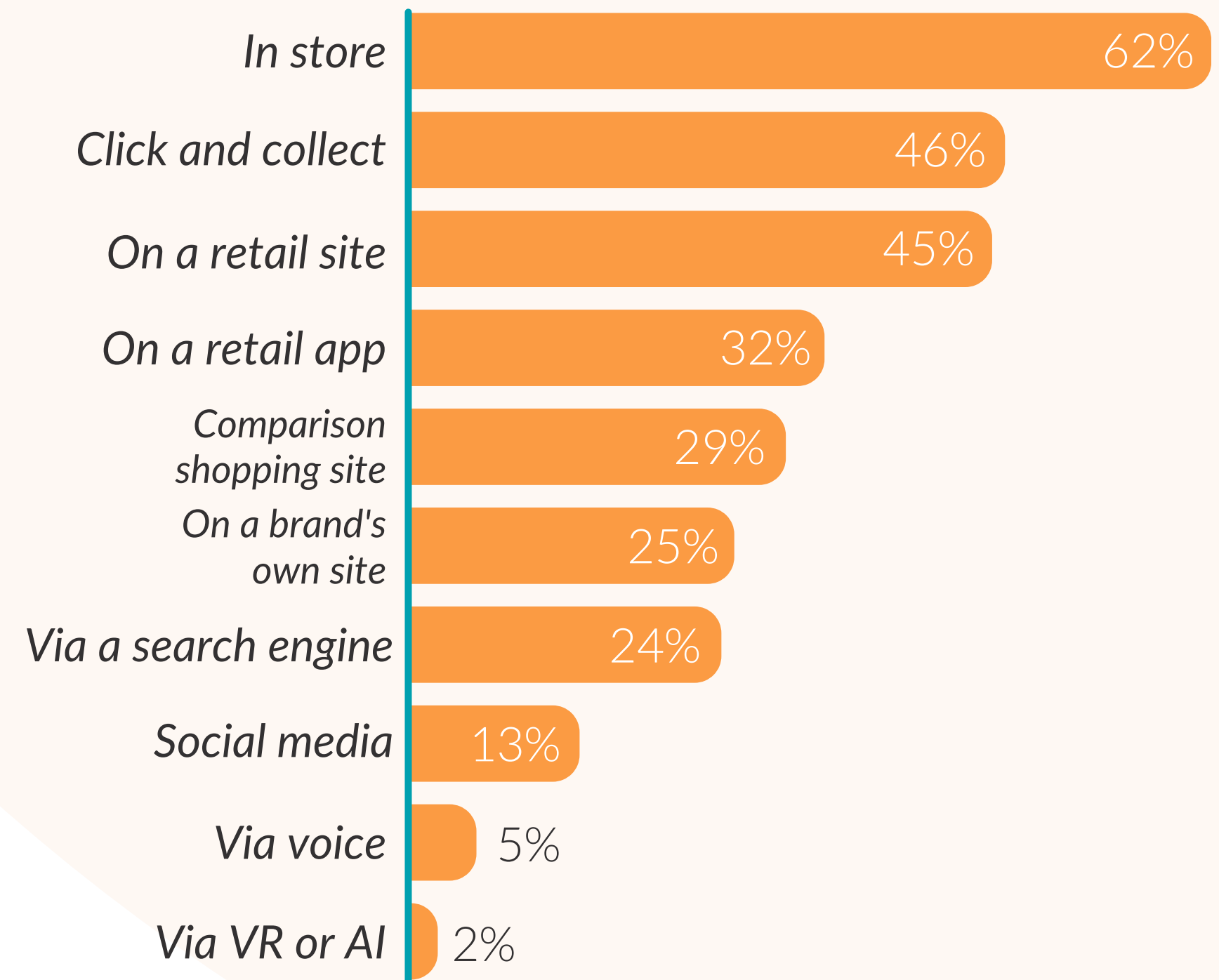


How Australian Consumers Plan to Shop in 2023

Most consumers plan to continue using a mix of shopping channels in 2023. For example, more than a third say that they'll more actively look for click and collect options.

Expect shoppers to continue looking for great product details on every channel they use. They're turning to stores, retailer sites, brand sites, search engines, mobile apps, and more to find the details they need.

If brands and retailers want to win their business, they must deliver the best product experience at every stage – and on every channel – of the buying journey.

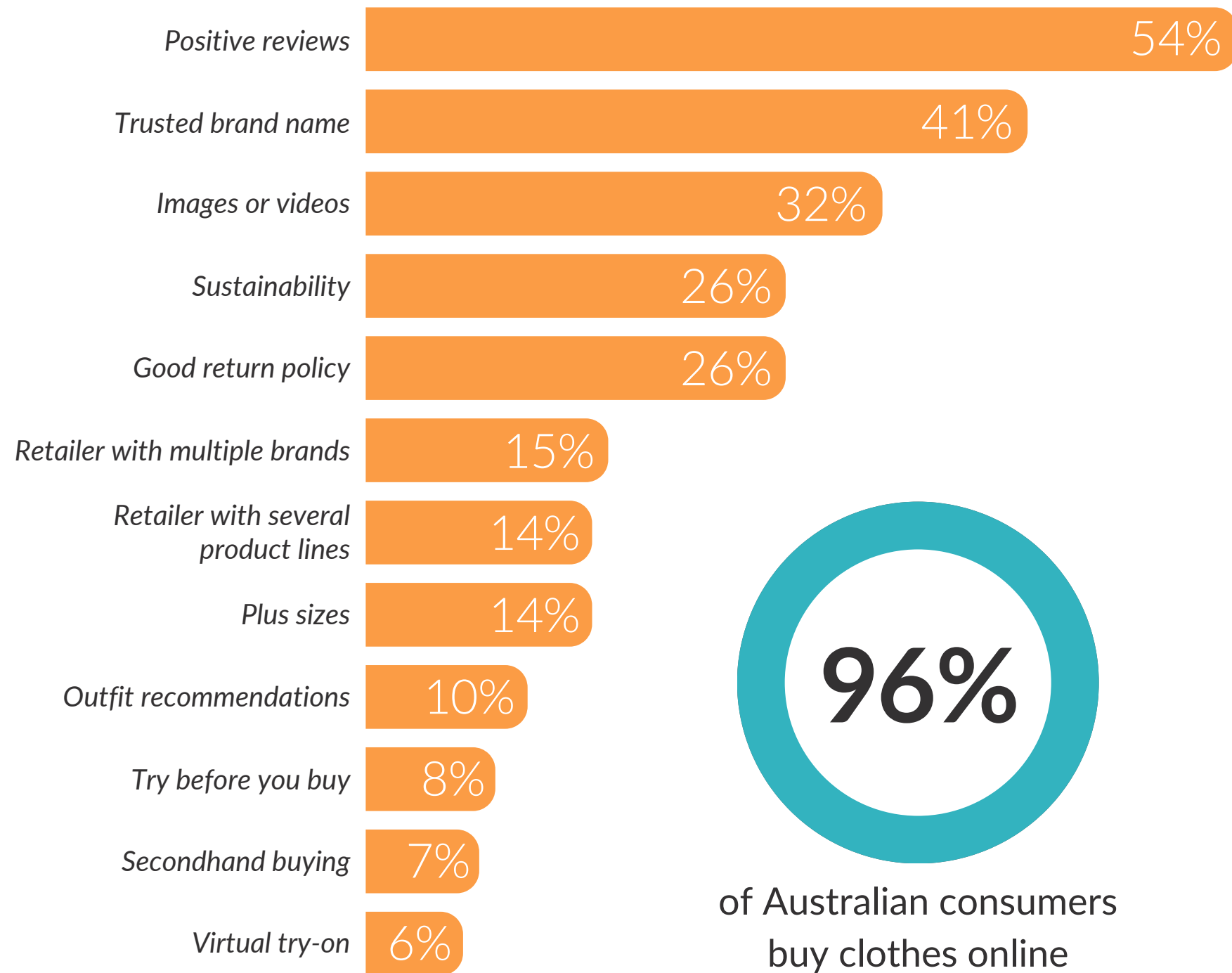


WHAT AUSTRALIAN CONSUMERS WANT

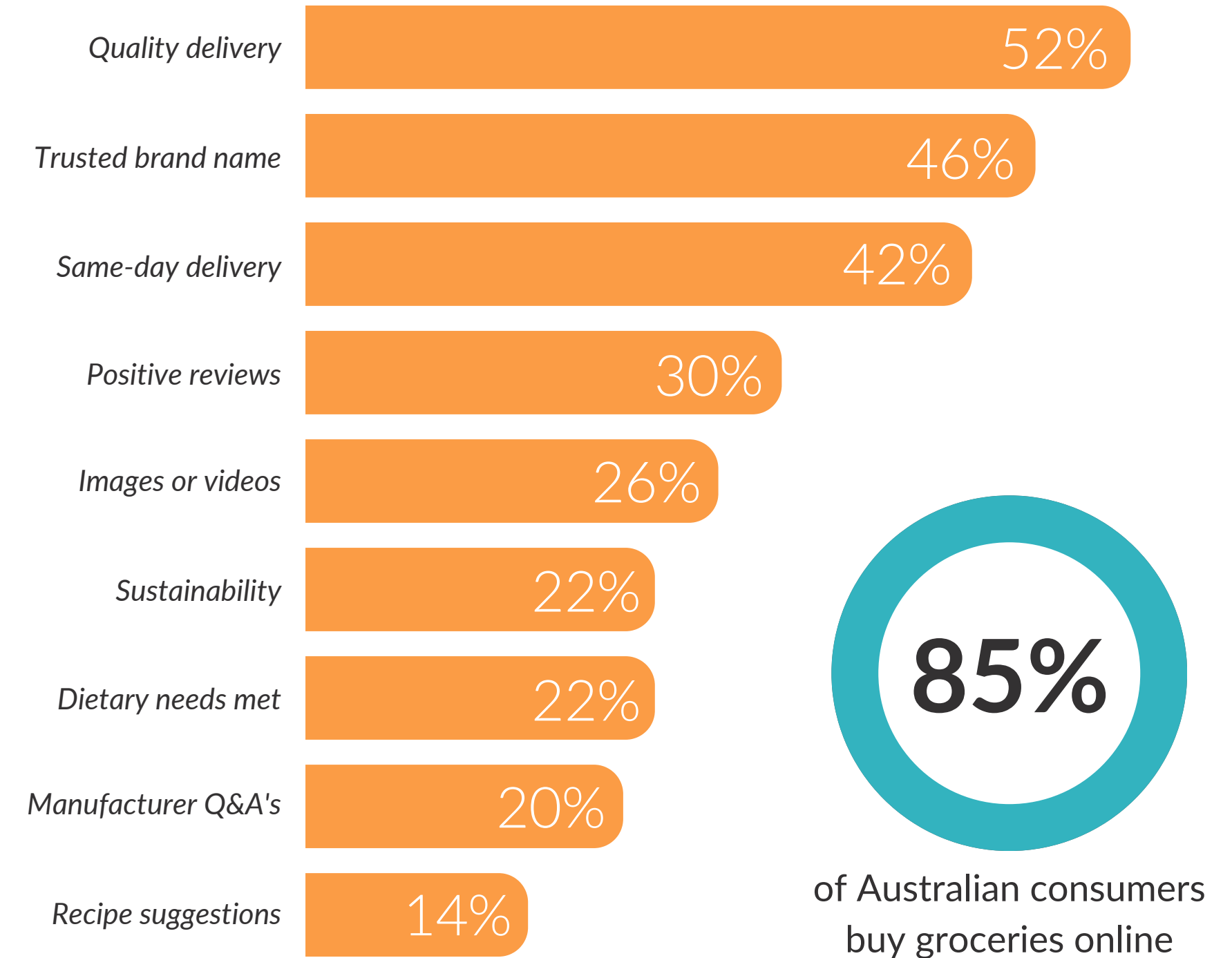
We asked shoppers what they value when making online clothing, groceries, tools and hardware, and furniture purchases. It turns out that the products they shop for impacts the kind of product information they find most valuable.

When creating the best possible product experience for consumers, brands and retailers should consider the consumer's possible product questions and craft product details that answer them.

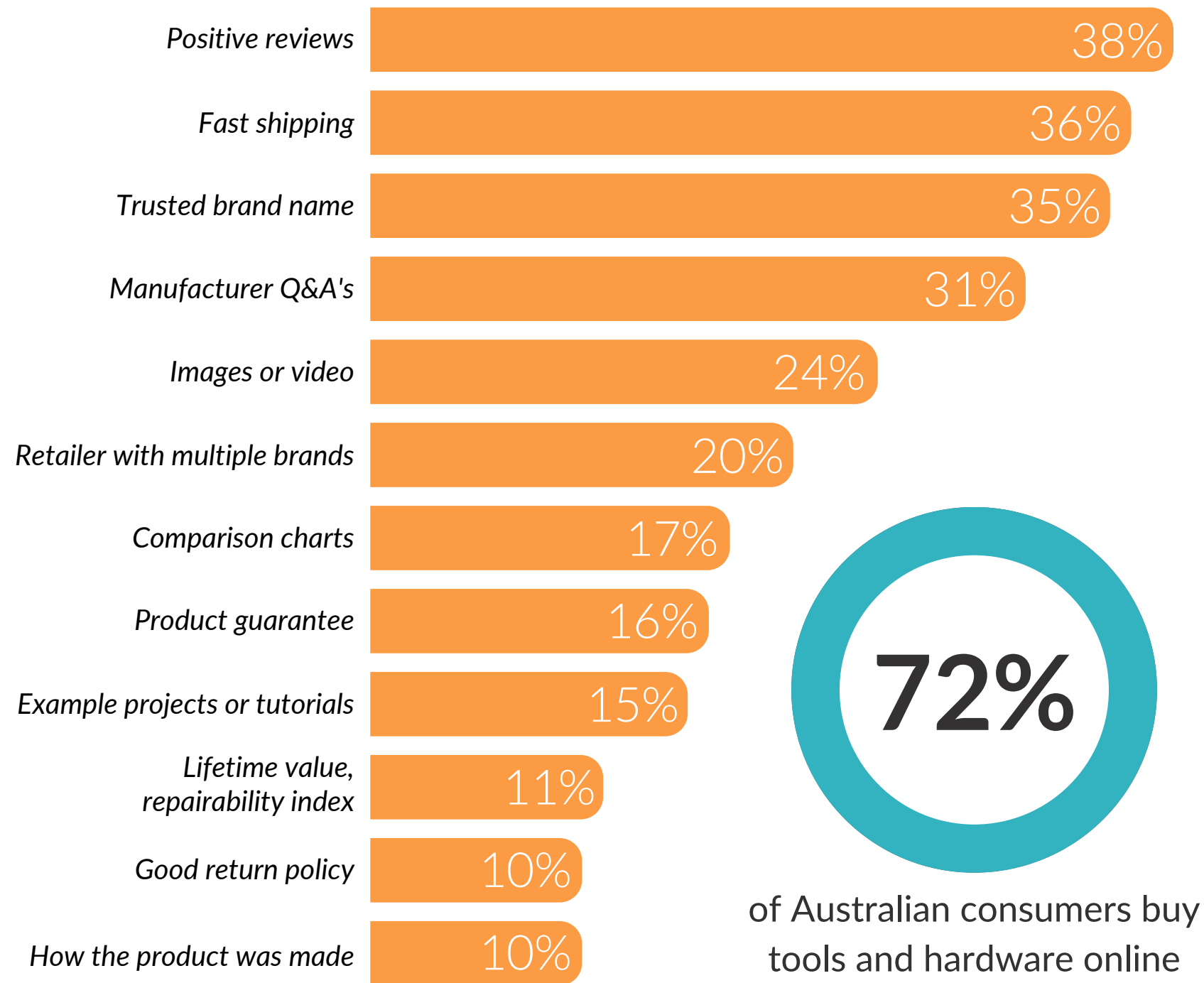
Features That Australian Consumers Find Important for Online Clothing Shopping



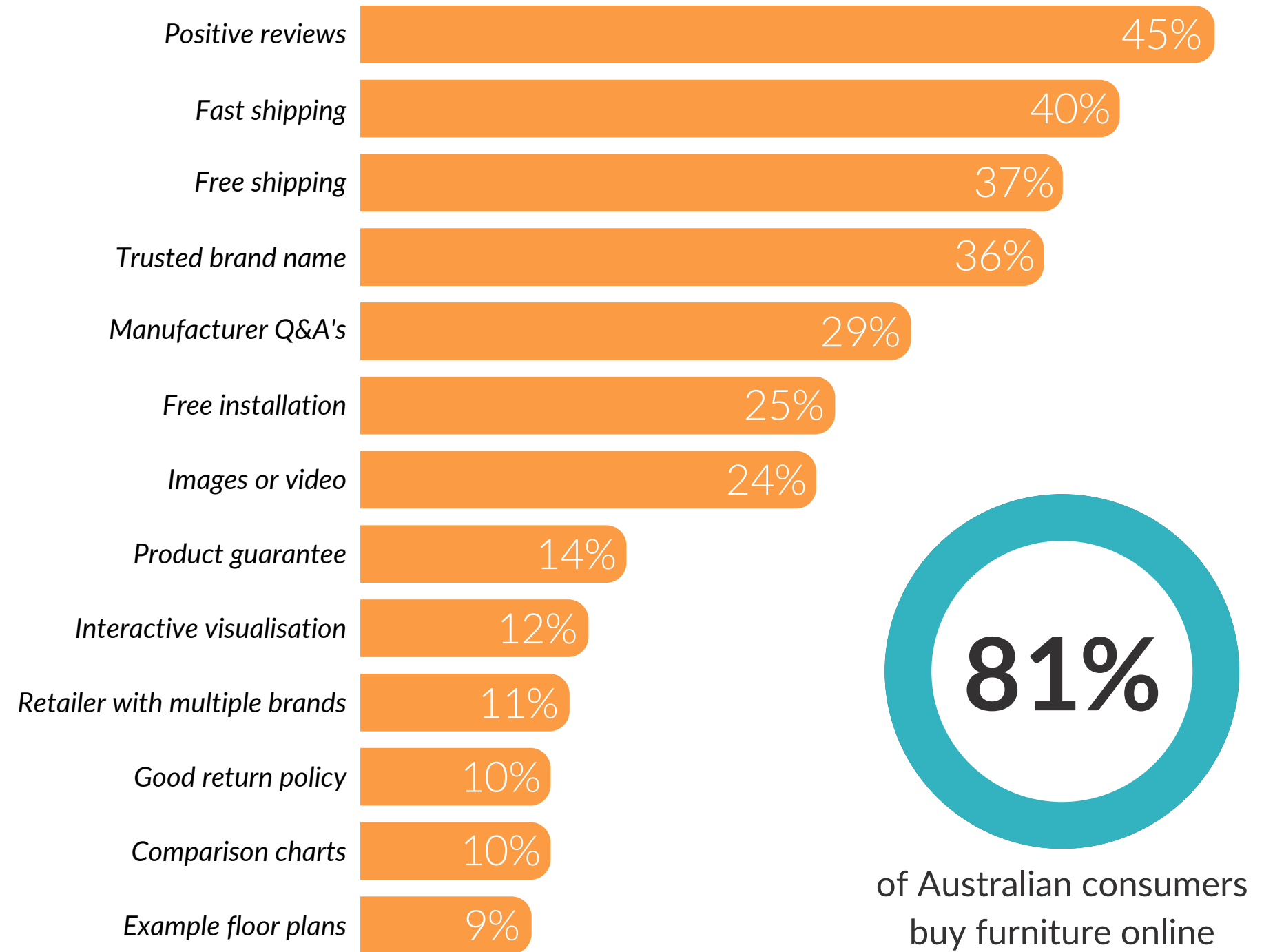
Features That Australian Consumers Find Important for Online Grocery Shopping



Features That Australian Consumers Find Important for Online Hardware Shopping



Features That Australian Consumers Find Important for Online Furniture Shopping





To have a look through the full Salsify report, including more statistics from Australia as well as the United States, Germany, Great Britain, and France, click the link below.

[FULL REPORT](#)