

NEW ROUTINES, NEW BUYING BEHAVIOURS

SHIFTING PURCHASE TRIGGERS



56%
Necessity



34%
To make life easier



30%
To entertain



27%
To reward myself



20%
Boredom



19%
To reward others



14%
To promote wellness

44%
OF PURCHASES
ARE NON-
ESSENTIAL &
ARE MORE OF
A TREAT

LONGER RESEARCH PHASE



32% Take longer to research what to buy than they would have done prior to lockdown

NEW CONSIDERATIONS

Alongside usual reasons for consideration such as **price & quality**, lockdown has made other considerations such as **ease of purchase, availability and speed of delivery** more important.

61%

PRICE

42%

EASE OF PURCHASE

41%

AVAILABILITY

39%

QUALITY OF PRODUCT

19%

COMPANY REPUTATION

19%

SPEED OF DELIVERY

15%

USER REVIEWS

7%

COMPANY'S BEHAVIOUR DURING LOCKDOWN

7%

RECOMMENDATION

6%

SUSTAINABILITY

KEY CATEGORY CONSIDERATIONS



PRICE

Mobile phone/ equipment (**76%**)
Sportswear (**75%**)
Console games (**71%**)



EASE OF PURCHASE

Insurance products (**59%**)
Entertainment electronics (**54%**)
Furniture (**54%**)



AVAILABILITY

Gardening items (**63%**)
DIY items (**61%**)



METHODOLOGY: DATA IN THIS REPORT WAS GATHERED BETWEEN 24TH12TH APRIL ON THE BAUER MEDIA INSIDERS PANEL, SAMPLE SIZE 1198, NATIONALLY REPRESENTATIVE SAMPLE (WEIGHTED ON GENDER, AGE, SOCIAL GRADE & REGION)