



EastCoastRadio
KZN'S NO.1 HIT MUSIC STATION

MAY 2020

RETAIL SHOPPING INSIGHTS

n= 5 981



29 MAY 2020

Shopping Motivation:

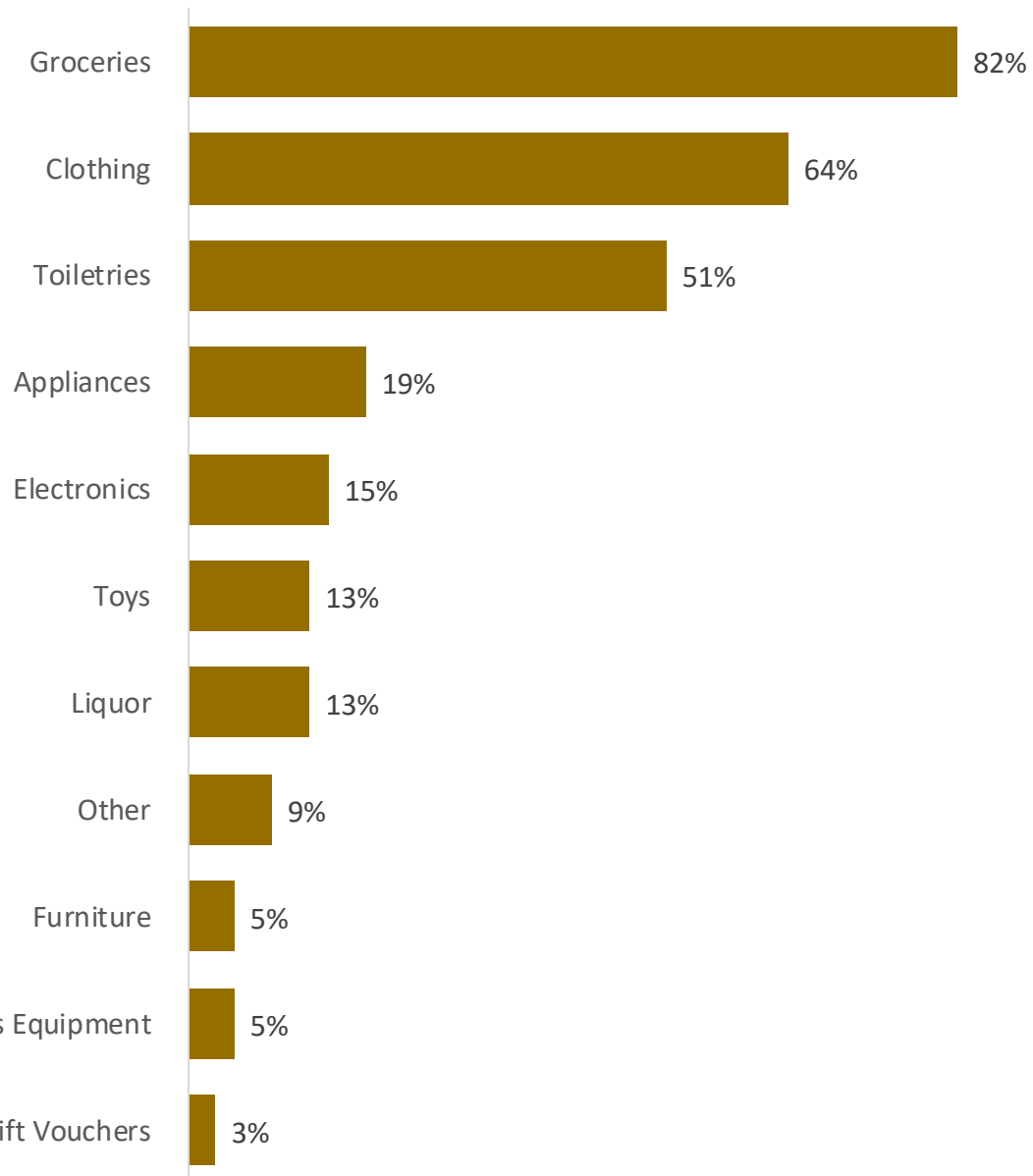
East Coast Radio consumers are conscious of their budgets and are (48%) looking for ways to make their money go a long way by using in store promotions/sale offers and loyalty points when shopping.



- Their (48%) highest motivator when shopping is in-store promotions, sale/discounted goods and redeeming of rewards and loyalty points.
- 61% get to know about retail promotions via online platforms such as social media and retail store websites, while 58% are heavily reliant on radio.

Shopping Preferences:

East Coast Radio consumers are prioritizing necessities such as groceries (82%) , warm clothing (64%) and toiletries (51%) during this time.

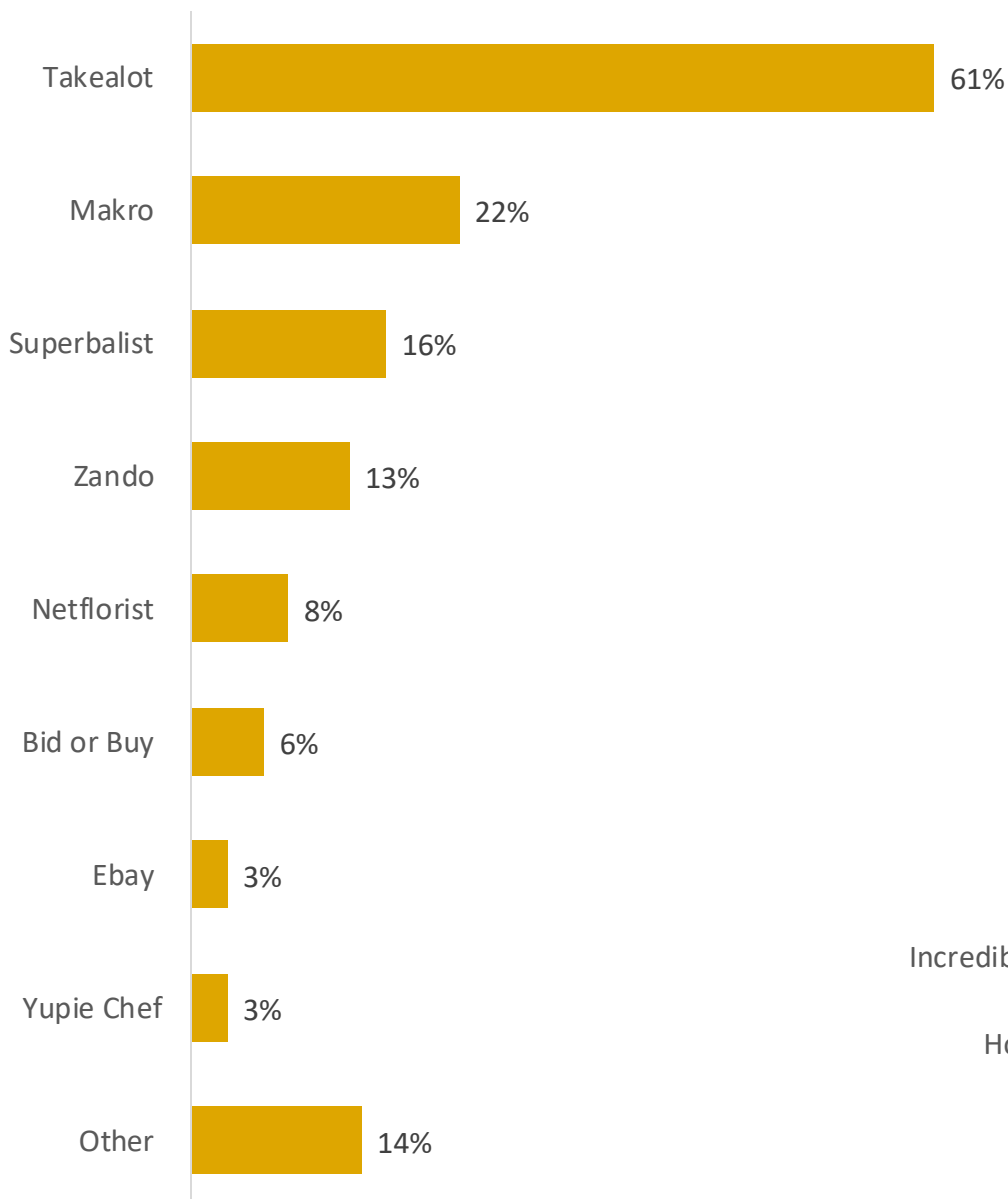


- 64% spend between R1 000 – R4 000 on their purchases.
- Even though East Coast Radio consumers primarily shop for necessities, 71% is also shopping for DIY products more than they did before lockdown.
- They have some flexibility in terms of when they can shop due to being at home, however, 59% prefer to shop between 07h00-13h00.

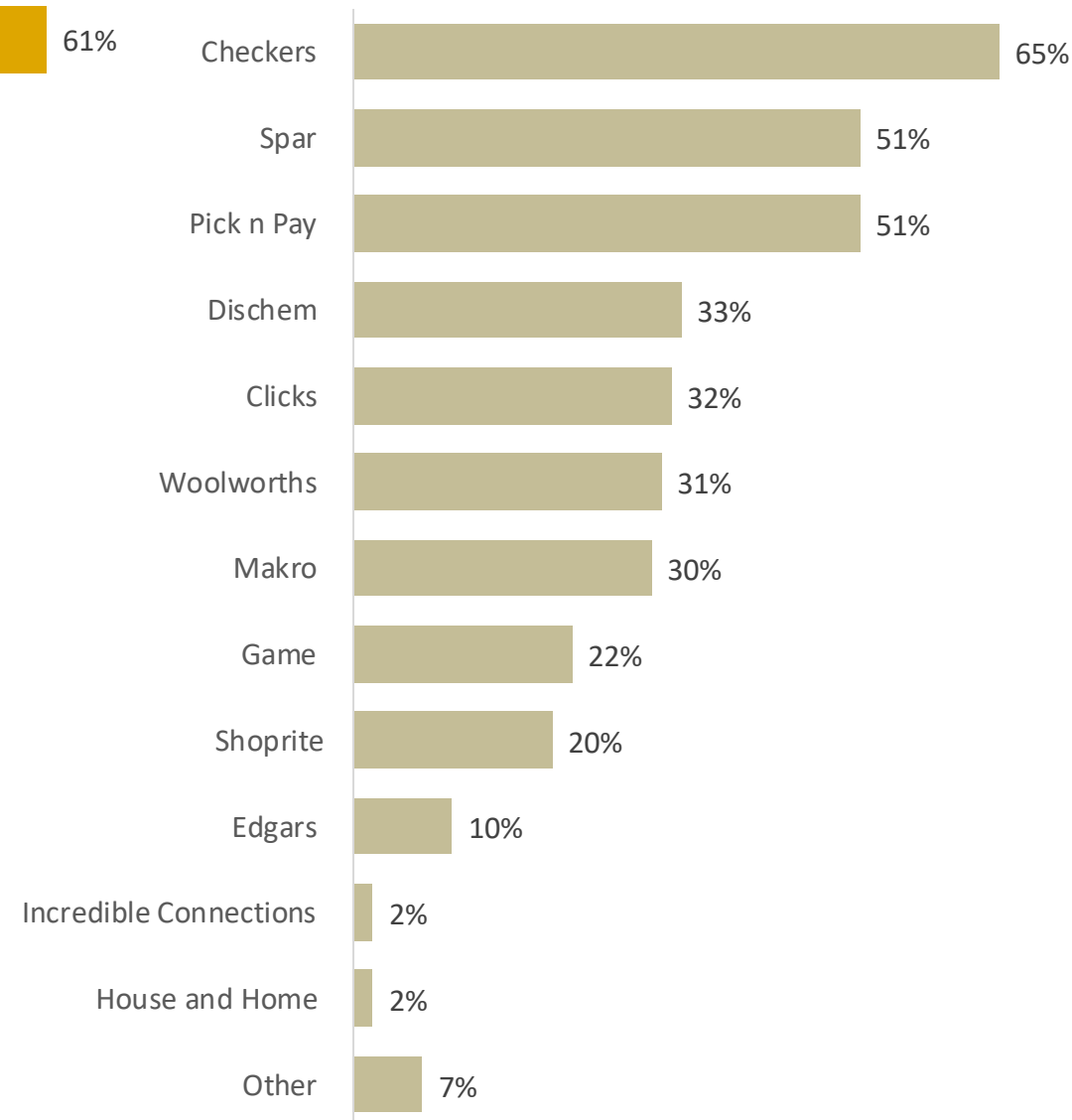
Shopping Outlets:

ECR consumers shop both online and in-store, 33% shop online while 2/3 visit brick and mortar stores.

Online Stores



Physical Stores



- Top online and physical retailers preferred by ECR audiences offer a variety of goods from groceries, clothing items, toiletries, homeware, stationery etc.
- Consumers are generally drawn to such retailers as they minimize their shopping trips and maximize their rewards.
- Over 50% are not deterred by the time taken to deliver purchased goods and delivery costs associated with online shopping.

Shopping: Patterns and Influence

They intend to make the below (top 3) purchases during lockdown level 3, in order to stay connected and adjust to the 'new' normal.



- Their main online purchases during lockdown has been groceries (33%) , take-away foods (31%), clothes (14%) and sanitizing/cleaning products.
- Social media has a big influence on them, 66% has been inspired by it more than 3 times to make a purchase.
- 84% prefer to use debit cards and EFT when paying for their goods at retail outlets.



THANK YOU