



The New Golden Quarter:

How UK Shopping Behaviours are Shifting throughout the Festive Season

aptos®

Introduction

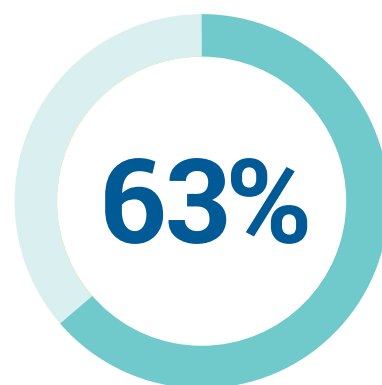
In years gone by, landmark retail days such as the Boxing Day sales would generate hysteria amongst UK shoppers.

More recently, events like Halloween, Black Friday, Cyber Monday and even Christmas Day sales have extended the sale season to create a golden quarter for the retail industry. In effect, we're now seeing a three-month sales period that runs from October right through to December.

Attitudes to the growing list of sales events are undoubtedly changing, with major brands such as Apple, Selfridges, Ikea and Primark actively withdrawing from Black Friday last year. We interviewed 2,000 adults to find out what drives UK shoppers in the golden quarter.

We interviewed 2,000 UK adults to find out what drives shopping behaviours in the golden quarter. Find out what it takes to win their business and turn the golden quarter into a golden opportunity.

It's perhaps no surprise to learn that when looking to find the best deals in the run-up to Christmas, **63% of our respondents spend time online browsing.** The ability to quickly and easily compare prices has an obvious appeal. But what about the Christmas in-store experience, or the role of mobile devices, or the effectiveness of social media campaigns?



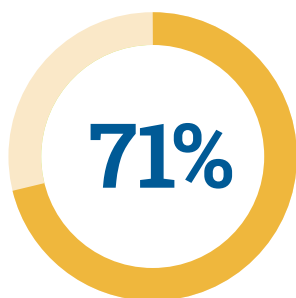
of our respondents spend time online browsing for the best deals



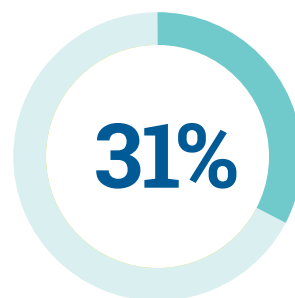
The Magic of Christmas Shopping

For people who like to shop on the high street more at Christmas than any other time of year, the attraction is clear. **Seven in ten (71%) prefer the physical experience of browsing and buying gifts.** The appeal of the high street however goes beyond shopping alone.

The second most popular reason **(31%) cited was that shoppers enjoy going with family and friends.** For retailers there is a message that cannot be ignored: the store experience remains highly relevant in the most important shopping season of the year.



prefer the physical experience of browsing and buying gifts



of shoppers enjoy going with family and friends

The Quest to Get the Christmas Shopping Done

Women are consistent across online and in-store, they want to have all their Christmas shopping done by 30th November. Leaving plenty of time to wrap those presents.

Like women, men aim to have their online shopping done early, with the most popular day being 30th November. However, men have a very different approach to their in-store shopping. The most popular date they'd like to have their high street shopping all wrapped up is 24th December. It's never too late.



I want my shopping all wrapped up by 30 Nov!

Online shopping will be done by 30 Nov., but high street shopping can wait until 24 Dec!





What's Important When Shopping in the Run-Up to Christmas?

When shopping for Christmas, price proved to be the most important factor for both online (70%) and in-store (71%) shoppers.

The supporting factors however show a different pattern when we compare in-store and online behaviour. For in-store shoppers, deals and promotions are crucial **(54%) followed by the need for good stock levels (37%)**. Having found the gift they're looking for, shoppers don't want to leave the store empty handed. For online purchases we see that after price, **speed of delivery (50%) is critical**. With an immovable deadline, shoppers need to know that their gifts will arrive in time.

When shopping for Christmas, price proved to be the most important factor



70%
for online
shoppers



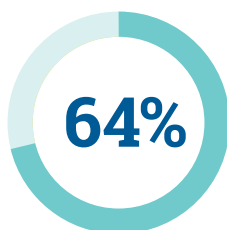
71%
for in-store
shoppers



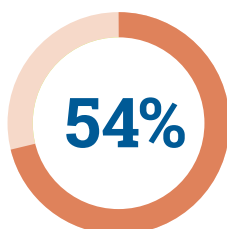
Do Shoppers Trust Discount Events?

While discount days such as Black Friday and Cyber Monday continue to draw headlines in the media, **almost two-thirds (64%) of our respondents said they don't wait for them.** There is however a notable difference in behaviour between men and women—39% of men said they wait for discount days compared to just 34% of women.

But, more than three in five shoppers don't wait. Why? The answer appears to come down to trust. **Over half (54%) of respondents** said they don't trust retailers to provide the best deals on these landmark sales days.



64% of our respondents said they don't wait for discount events



54% of respondents said they don't trust retailers to provide the best deals on landmark sales days



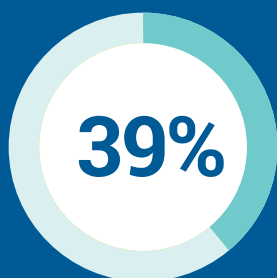


Will it be a Mobile Christmas This Year?

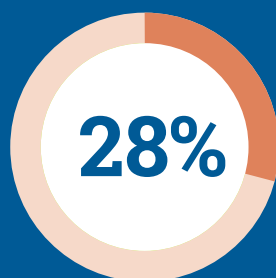
While mobile sales are widely recognised to be on the up, it wasn't the purchasing channel of choice for many of our respondents. The importance of a great mobile experience should not be underestimated though. For many, mobile is being used as a research and validation tool. **The most popular uses for mobile are 'looking for inspiration' (39%) and 'checking online prices while I'm**

in-store' (28%). Making purchases was third on the list (26%). When we take a closer look at those looking for inspiration on mobile devices, it's a more popular channel choice for women (45%) than men (33%). Whether consumers are making purchases, searching for gift inspiration or comparing prices, we can see that the shopping experience is a process that never stops.

The most popular uses for mobile:



looking for
inspiration



checking online
prices while
in-store



making
purchases

Where do Shoppers get Gift Inspiration in the Golden Quarter?

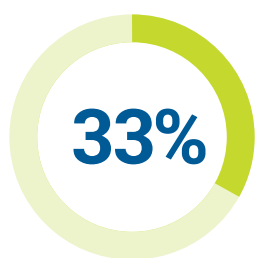
We asked shoppers about where they look for gift inspiration in the run-up to Christmas and found that browsing, both online and in-store, came out on top. What was surprising was that, despite the widespread use of social media, platforms such as Facebook, Pinterest, Twitter and Instagram don't come anywhere near top of the list. For example, an average of just 11% said that they use the Instagram platform for this purpose.



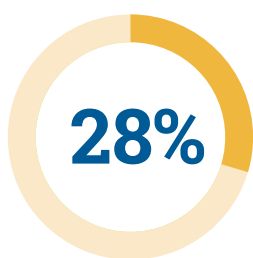
How does Instagram Influence?

At first glance our research suggests that Instagram isn't a highly effective platform for retailers to target customers. But, when we dive into the data further we can see that age is a hugely important factor. For **18-24 year-olds, a credible 33%** used Instagram for gift inspiration. This number decreased to **28% for**

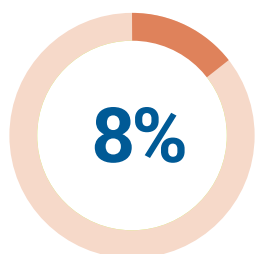
25-34 year-olds before falling to just **8% for 35-44 year-olds**. The numbers for 45 years and above were even lower. While an Instagram campaign won't work for all retailers, for those with a target demographic of 18-24 year-olds, it can prove to be a useful tool.



18-24
year-olds



25-34
year-olds



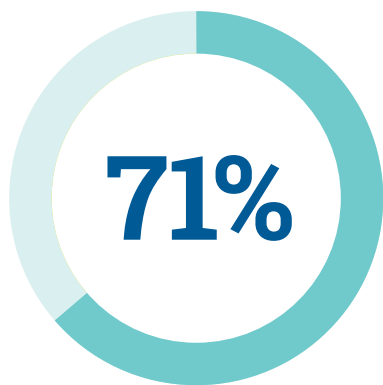
35-44
year-olds





Wrap Up

When it comes to Christmas and the golden quarter, the high street has an important role to play. This influence is driven, in part, by the in-store experience. Our research found that despite the popularity of shopping online, the in-store experience of Christmas shopping remains key.



people who do more shopping in-store do so because they enjoy the physical experience of buying gifts



It's no longer a one-dimensional journey though, shoppers are using their mobile devices to check prices and stock availability in real-time as they browse. The role of digital is significant. With instant access to so much more information at their fingertips, it's perhaps no surprise that **only 36% of shoppers are prepared to wait for discount events such as Black Friday or Cyber Monday**, a less-than attractive 'discount' can be easily spotted.

It's crucial for retailers to understand shoppers and to tailor communications so that they're relevant to their target audience. Whether it's using Instagram to target 18-24 year-olds or ensuring email campaigns are reaching the right people with the right message, it's never been more important to know your customer.



only
36%
of shoppers
wait for
discount
events



About

Aptos: Engaging Customers Differently

In an era of virtually limitless choice, sustained competitive advantage only comes to retailers who engage customers differently—by truly understanding who they are, what they want and why they buy. At Aptos, we too, believe that engaging customers differently is critical to our success. We are committed to a deep understanding of each of our clients, to fulfilling their needs with the most comprehensive omni-channel solutions, and to fostering long-term relationships built on tangible value and trust. More than 1,000 retail brands rely upon our singular retail platform to provide every shopper with highly personalised, empowered and seamless experiences—profitably—no matter when, where or how they shop. Learn more: www.aptos.com.



Offices

United Kingdom

Marlow International
Parkway, Marlow SL7 1YL
UK
+44 (0) 870 850 6880

United States

945 East Paces Ferry Road, Suite 2500
Atlanta, GA 30326
USA
+1.866.493.7037

Canada

9300 Trans-Canada Hwy, Suite 300
Saint-Laurent, QC H4S 1K5
Canada
+1.514.426.0822

Mexico

Ricardo Margain Zozaya 575, Suite 5642
Corporativo Santa Engracia
San Pedro Garza García, N.L. 66267
Mexico
+52.81.1551.7100

Italy

Via Frigia
27 20126 Milano
Italy
+39 02 25771.1

France

39, rue Saint-Lazare
75009 Paris
France
+33 1 55807940


Germany

Neefestrasse 88
09116 Chemnitz
Germany
+49 371 4 00 13-0

Hong Kong

22nd Floor, Tai Yau Building
181 Johnston Road
Wanchai
Hong Kong
+44 (0) 116 239 1610

Contact

 +44 (0) 870 850 6880

 info@aptos.com

 www.aptos.com

 [linkedin.com/company/aptos-retail](https://www.linkedin.com/company/aptos-retail)

 twitter.com/aptos_retail

 [facebook.com/AptosRetail](https://www.facebook.com/AptosRetail)

The contents of this document are for informational purposes only and are subject to change without notice. Aptos, Inc. makes no guarantee, representations or warranties with regard to the enclosed information and specifically disclaims, to the full extent of the law, any applicable implied warranties, such as fitness for a particular purpose, merchantability, satisfactory quality or reasonable skill and care. This document and its contents, including the viewpoints, dates and functional content expressed herein are believed to be accurate as of its date of publication, March, 2018. The usage of any Aptos software shall be pursuant to the applicable end user license agreement and the performance of any consulting services by Aptos personnel shall be pursuant to applicable standard services terms and conditions. Usage of the solution(s) described in this document with other Aptos software or third-party products may require the purchase of licenses for such other products. Aptos, Engaging Customers Differently, and the Aptos logo are registered trademarks of Aptos, Inc. Copyright © 2018 Aptos, Inc. All rights reserved.