



What UK Shoppers Want in the 'Golden Quarter'

Black Friday, Cyber Monday and Boxing Day offer a prolonged sales season for shoppers and retailers. We interviewed 2,000 adults to find out what drives UK shoppers in this golden quarter.

The Magic Of Christmas Shopping

Our research found that despite the increasing popularity of shopping online, the store experience remains highly relevant in the most important shopping season of the year.

For people who like to shop on the high street more at Christmas than any other time of year, the attraction is clear.

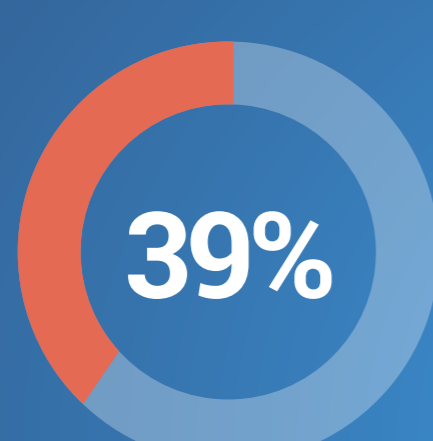


71%

prefer the physical experience of browsing and buying gifts

Will it be a Mobile Christmas?

Although only one quarter of respondents use mobile to make purchases, the importance of a great mobile experience should not be underestimated...



of shoppers use mobiles to look for inspiration



of shoppers use mobiles to check prices while in-store



The Quest to Get the Christmas Shopping Done

It might come as no surprise that men and women have a very different approach to Christmas shopping.



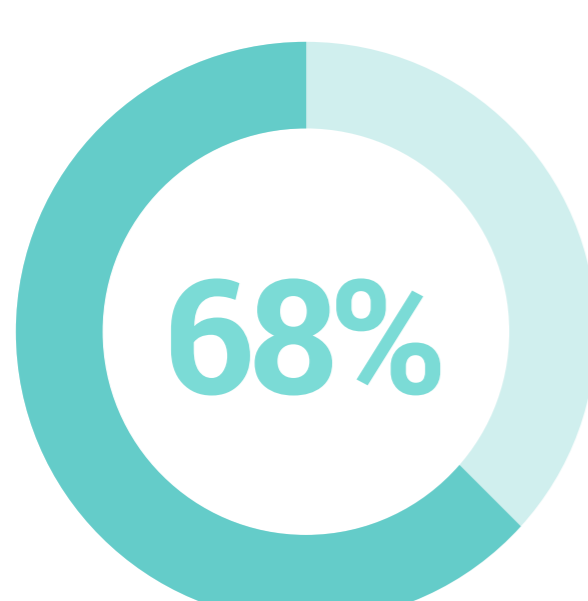
Only 34% of women wait for sales events

While women aim to have their shopping wrapped up in November... For men, the most popular date to have their high street shopping done is Christmas Eve.

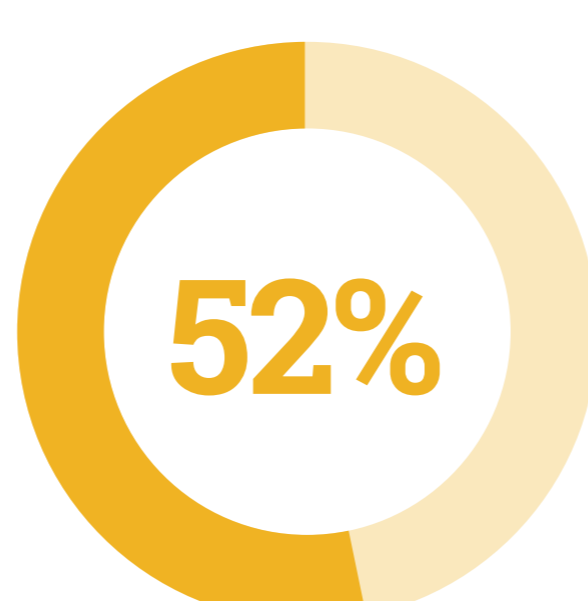


Two in five men said they would wait for deal days

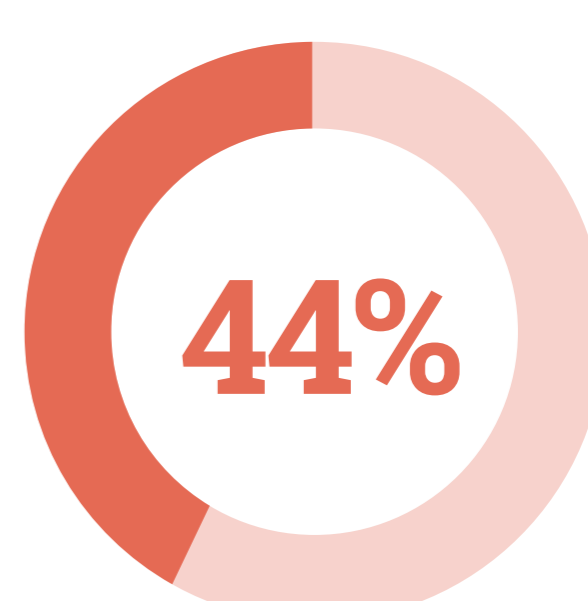
Where Do Shoppers Find Inspiration?



search online



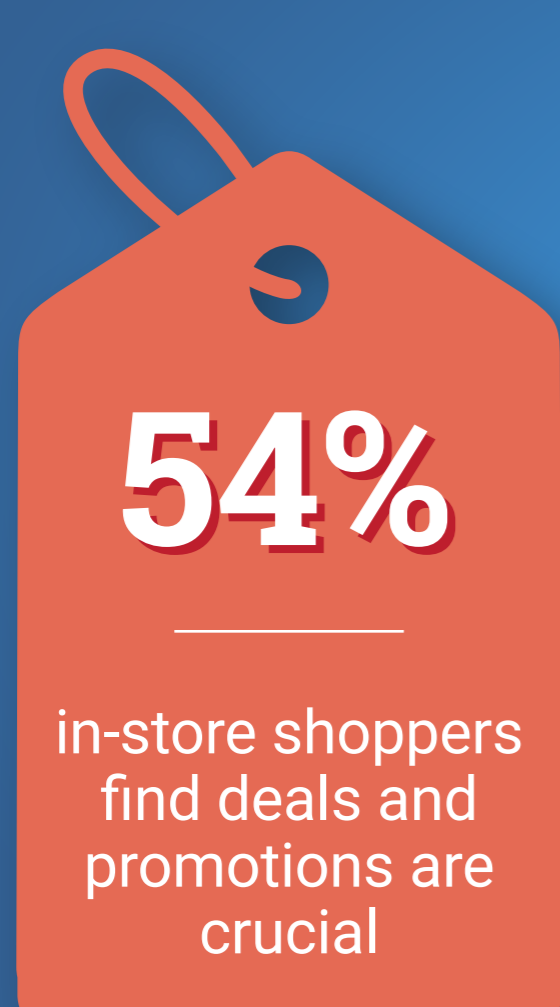
go in-store



turn to their friends for help



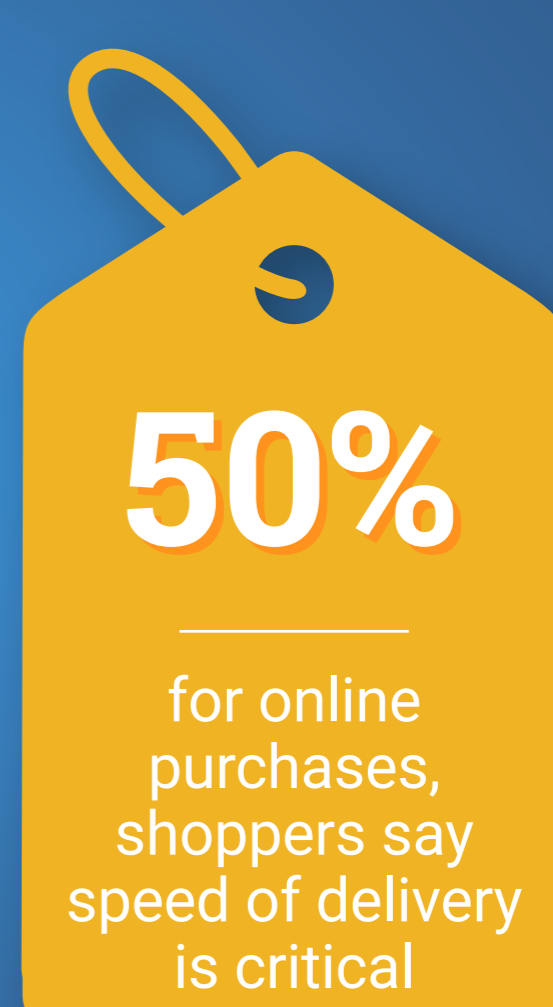
What's Important to Shoppers?



in-store shoppers find deals and promotions are crucial



in-store shoppers favour stores with good stock levels



for online purchases, shoppers say speed of delivery is critical

One-dimensional shopping journeys are over. As customers interact with retailers across multiple touchpoints, it's vital that retailers understand, adapt and respond to consumers' changing preferences. For retailers who are committed to Engaging Customers Differently, the golden quarter provides a golden opportunity.