



# FESTIVE SEASON SURVEY INSIGHTS

## Mediamark



The Festive Season survey was done on East Coast Radio and Jacaranda FM  
from 10 to 11 November 2020.  
Total respondents: 17 645

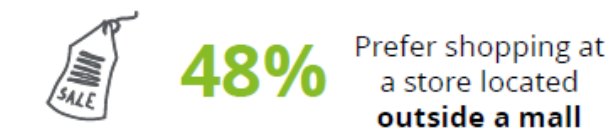


In Deloitte’s Global State of the Consumer Tracker, they have seen anxiety running high for several months now, with shoppers concerned for the health of their families.

Their holiday findings have identified how this anxiety is reshaping consumers’ approaches to the shopping season, especially around category spend, timing and shopping formats.

As has been seen in previous eras, disruption often leads to innovation and opportunity. Perhaps the most important factor is that both consumers and the retail industry are very resilient.

COVID-19–related anxiety is causing consumers to pull back from in-store shopping, and nearly half don’t expect to return until a vaccine is developed



**49%**  
Will return to pre-COVID-19 shopping behavior when a vaccine is developed

Consumers plan to stay close to home and indulge on food and beverage



**Big-ticket items for self**  
**45%**  
Wait for holiday sales to buy big-ticket items for oneself or household

**Non-gift spending**  
**31%** (+500 bps YoY)  
Of holiday spend to be on non-gift items during the upcoming holiday season



# CONSUMERS AND THE RETAIL INDUSTRY ARE RESILIENT



COVID isn't canceling the holidays ...

**But...consumers are trimming in four key areas:**



They're getting creative with how they celebrate this year—redirecting their time and spend toward home and keeping things festive.

# E-COMMERCE TO GROW 169% POST-PANDEMIC

## Black Friday trends: Major appliances and click-and-mortar to thrive



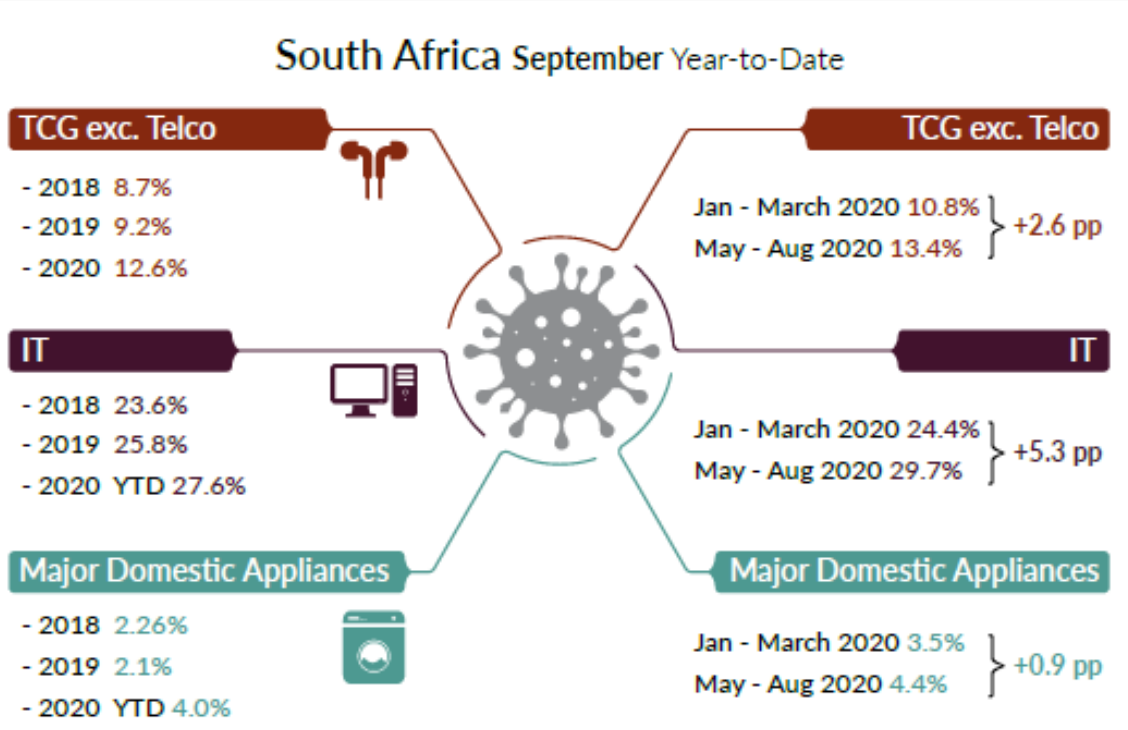
Click-and-mortar retailers and domestic appliances are expected to be the big winners over the crucial November retail promotional season as consumers open their wallets and retailers pull out all the stops for Black Friday. This year, Black Friday will be like no other, thanks to the social distancing and economic dampening effects of the pandemic.

Retail chains that have established robust online shopping facilities and logistics engines are likely to be some of the biggest winners of this period.

Loyal buyers are putting their trust in the online presence of their preferred offline retailers. They feel that the physical presence of these stores means they can follow up with a human if they encounter any problems.

This represents a pivotal moment for brands in the evolution of their omnichannel strategies. The majority of consumers who increased their use of digital and omnichannel services, such as home delivery, curbside pickup, click-and-collect or shopping via social media platforms, will retain these habits, especially if they had a good experience.

### Percentage of Technical Consumer Goods (TCG) sold via e-commerce



Source: GfK

# CONNECTED RETAIL WINS CUSTOMERS



## ***Winning Repeat Business at the Checkout***

- This final step in the purchasing cycle is often the most frustrating for shoppers because of long lines or complicated payment solutions. Customers want a quick and easy experience, and want the option to do it themselves without a cashier.

## ***Loyalty Programs Increase Value***

- One of the big trends identified is the importance of loyalty programs to consumers.
- Shoppers are participating in loyalty programs and letting those programs dictate where they decide to shop. It's important to have an integrated loyalty program so that retailers can remain on consumers' radar.

## ***Online Marketing's Expanding Influence***

- South African shoppers are highly responsive to online and social media advertisements.
- Retailers can use data from an integrated omnichannel retail system to hyper target audiences for promotions.

## ***Omnichannel Shopping – New Pickup Options, Mobile Commerce***

- Omnichannel shopping requires integration between the online shopping experience and in-store experience.
- One of the main drivers for this trend in S.A. is predominately about saving time. 76% of shoppers in South African use click and collect at least some of the time. Smartphones play a big role in the omnichannel shopping journey. Webrooming and showrooming are becoming the standard process for shopping.

## ARE BUSINESSES READY FOR THE HOLIDAYS?



*Over 70% of consumers are opting for staycations this festive season, while those who are going away will travel domestically. Affordable, fun, and unique offers for both the adventurous and discerning traveller are what people are looking for.*

Staycations have been on the rise in South Africa for a few years, however a new survey conducted by Jacaranda FM and East Coast Radio shows that consumers are being a lot more deliberate about how they spend their holidays this festive season.

The survey shows over 65% of the 17,000 consumers surveyed, anticipate that businesses will remain open throughout the holidays.

While 41% of Jacaranda FM's audience usually go on holiday during the festive season, 75% say they will be staying put this year. 83% of East Coast Radio's audience is also opting for a staycation in 2020.

# ARE BUSINESSES READY FOR THE HOLIDAYS?



Consumers are also more cautious about how they spend their money, with more than 60% stating they cannot afford to go away for the holidays. Many businesses reduce trading hours or operate with a smaller staff contingent during the slower, late December to early January period; but the habitual festive season shutdown is a thing of the past.

Businesses trying to recover following a difficult lockdown period, will need to be strategic about how they tackle this year's festive season. The survey results indicate that spend is likely to take place across the weeks leading up to 25 December, not just in a usual window experienced before.

For those planning to go away, about 60% of both East Coast Radio and Jacaranda FM listeners, who usually go away over this period, say they will be taking shorter holidays.

Only half of the consumers in Gauteng and KZN, who would normally go on holiday over the festive period, are doing so this year.

# ARE BUSINESSES READY FOR THE HOLIDAYS?



More people than usual will be bargain hunting – and listening out for deals and specials.

More than 75% of respondents say that their family members and friends will also stay at home this festive period.

Almost 80% of respondents say they prefer giving actual gifts, as opposed to vouchers or gift cards.

More than 90% of respondents say they pay attention to festive season advertising on radio.

61% will also be buying 'Back to School' supplies during this time and continue into January.

Respondents singled out Radio and Social Media as their most preferred platforms to access festive season promotions and discounts deals.



# ARE BUSINESSES READY FOR THE HOLIDAYS?



About half of East Coast Radio and Jacaranda FM's audiences usually go on holiday during the festive season.

Almost 80% of the audiences of both East Coast Radio and Jacaranda FM, plan on spending up to R2000 on gifts this year.

Radio is one of the greatest connectors of people, it chats to us in our cars, our homes and familiar places.

Black Friday and Cyber Monday merchandise at discounted prices, will be well supported by survey respondents.

For many people, Covid-19 has affected their holiday planning, with some people simply not making any plans. Continuous advertising and keeping businesses' doors open, will undoubtedly benefit both business owners and the staycation consumers this year.

## TIPS FOR BUSINESSES



Use radio to communicate festive season offers to consumers; surveys conducted throughout the lockdown by Jacaranda FM and East Coast Radio highlighted that people were listening to more radio during the pandemic than they did before.

Digital content is a must. Radio and social media are the top two platforms consumers turn to when they need information about the latest festive season promotions. Invest in traditional messaging, but ensure you have a digital strategy that focuses on localised content.

Plan ahead. The survey revealed that consumers are doing their holiday shopping weeks in advance, giving businesses an extended timeframe to promote themselves. Businesses should expect festive spending to form part of this pre-festive period. Plan for flexible staff compliments to ebb and flow with increased local demand.

## SUMMARY



Businesses wanting to speak to customers during the festive season, must consider the value radio and digital bring to their advertising exposure.

A great deal still wins the day, with consumers ranking price, product, and convenience over safety precautions.

Consumers plan to stay close to home and indulge in food and beverage.

Affordable, fun, and unique offers for the adventurous type, the discerning traveller or the staycationer, are what people are looking for.



**THANK YOU**