CAPTURING
the dynamic retail shopper

PARENT snap

As a whole, shoppers seem to be getting more elusive. Why not focus on the one group who consistently stood out in the data as not just going with the flow? Parents. Our findings will let you in on their secrets. And enhance your advertising success.

Big picture: People are always "on." Checking apps, ads, news and comments at will. Making plans. Veering if they see or hear a better value. Moving about their day. Sitting in front of multiple screens or media. Diverting attention here and there. Defending themselves from information overload. Bewildering marketers. Depressing the advertising ROI.

How's that for a generalization of the Dynamic Shopper? Ready for your close-up view? Something with teeth, so your ads get more shoppers to bite?

Quite needed. So we surveyed shoppers about their planning and purchase behaviors with regard to retail categories:

Apparel/shoes, electronics/appliances, furniture/mattress, housewares, home improvement[1]

What we found is that parents[2] kept popping out of the norm. Consider the buying power, wear and tear, need to rebuy and update, social influence, and time-and-money-saving mentality that exists in parents with children living at home.

You have an opportunity to capture their affinity and sales with a finely honed media strategy. Treating them like all Dynamic Shoppers could be a miss on your part.

Discover their idiosyncrasies – and your ads will most certainly sync to their moves and desires, better than ever.

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AWARENESS-TO-ACTIVATION STUDY

1 Survey respondents had purchased one of the noted categories in the past 6 months

2 Parents defined as having children in HH under age 18

WHO PLANS ANYMORE?

Life is so busy, do most shoppers fly by the seat of their pants? Apparently not, which is a good thing for marketers.

We asked consumers how they typically research and plan before buying retail categories like apparel, electronics, furniture, housewares, and home improvement supplies. Planning may encompass store choice, comparing prices, making a list, looking for discounts or coupons, etc.

Are they more likely to plan for all purchases, just expensive items, or just gifts for special-occasions? It can vary by category, but most declare "all purchases" are researched and planned, while 20 - 25% focus planning on pricey purchases and less than 10% only research gifts.

This signifies that the door is wide open. You have a big opportunity to impact the purchase cycle right from the start. And parents? They are way above-average planners. You may surmise the reasons why: more budget-minded or time-stretched? Having children in the household makes a clear difference.

Research and plan for EVERY purchase

	All	Parents
Apparel	43%	**53%**
Electronics/Appliances	58%	**67%**
Furniture/Mattress	65%	**74%**
Housewares	52%	**64%**
Home Improvement	49%	**59%**

Parents break from the norm

Bolded % = statistically significant at the 95% confidence level

WHAT'S A GOOD DAY TO INSPIRE PLANNERS?

Let's take a look at when these planners plan. Then you can see whether you need to re-align your advertising to light the fuse under folks who are preparing to shop.

Our study shows that nearly half or more of retail shoppers have no preference on planning days. They may peruse flyers, websites, etc. when the mood strikes. So will running your ads on only one day and in one place do the trick? Think again.

Want more predictability? Parents lean toward Monday or Tuesday for planning days on lower-ticket items across the board.

However, if you sell clothes, shoes, or home improvement goods, zoom in closer. Weekends prove to be the favorite time for researching higher-ticket items, especially for moms and dads. Maybe they need to see what their kids like or have outgrown. Or the adults finally have time to tackle DIY projects on Sunday. You can theorize.

Timing-wise for your media plan, it would also behoove you to know the popular shopping days and dayparts, revealed on page 8.

But first, let's wrap up the planning behavior...

Most likely planning days

No preference say majority of shoppers across categories

APPAREL items:

	Day	All	Parents
More expensive	Friday	6%	**9%**
	Saturday	8%	**12%**
	Sunday	5%	**9%**
	No preference	59%	**41%**

HOME IMPROVEMENT items:

	Day	All	Parents
More expensive	Friday	5%	8%
	Saturday	7%	10%
	Sunday	5%	**10%**
	Monday	5%	**10%**
	No preference	64%	**41%**

Bolded % = statistically significant at the 95% confidence level

DID YOU EXPECT DYNAMIC SHOPPERS TO SIT HOME MAKING PLANS?

Although home is still #1, don't get too comfortable envisioning moms at their kitchen tables making lists. Other places are climbing the charts.

Whether seated on a chair, bed or floor, behind a desk or in front of a TV, at the store, cafe or an outdoor park – it may come down to "Where is it easy to make plans today?"

The retail-focused data supports this change in behavior. Again, parents break or reshape the mold.

Parents exhibit a lower incidence of planning at home than all respondents do. And display a higher incidence for at work and on-the-go planning. You can see that proves true whether planning for expensive or inexpensive items.

What does this mean for you marketers? A cross-channel campaign with home and device addresses matched up is sounding more and more like it should be the new norm. Agree?

Usual planning place (top 4 locations shown)

		Less Expensive		More Expensive	
		All	Parents	All	Parents
Apparel items	Home	73%	**60%**	76%	**67%**
	Work	17%	**26%**	19%	**28%**
	On-the-go	15%	**24%**	12%	**18%**
	Store	20%	**25%**	21%	**30%**
Electronics/ Appliances items	Home	68%	**57%**	71%	**61%**
	Work	27%	33%	30%	**38%**
	On-the-go	21%	**29%**	19%	24%
	Store	23%	28%	24%	31%
Furniture/ Mattress items	Home	70%	**57%**	70%	**59%**
	Work	24%	**34%**	28%	36%
	On-the-go	21%	**30%**	19%	26%
	Store	23%	28%	24%	30%
Home Improvement items	Home	77%	**62%**	82%	**72%**
	Work	18%	**31%**	20%	**33%**
	On-the-go	15%	**24%**	11%	17%
	Store	21%	28%	19%	**31%**

Bolded % = statistically significant at the 95% confidence level
Numbers do not equal 100% due to ability to select multiple responses

PROBING DEEPER: HOW ARE THEY SHOPPING?

Thought it may help as you try to influence planners right up to checkout – if we go a level deeper into the consumer segments.

We asked shoppers to describe HOW they shop when it comes to retail categories (apparel, electronics, etc.). And then we looked to see who the biggest planners were from that lens, comparing online, in-store and combo (omni-channel) shoppers. This is what we found:

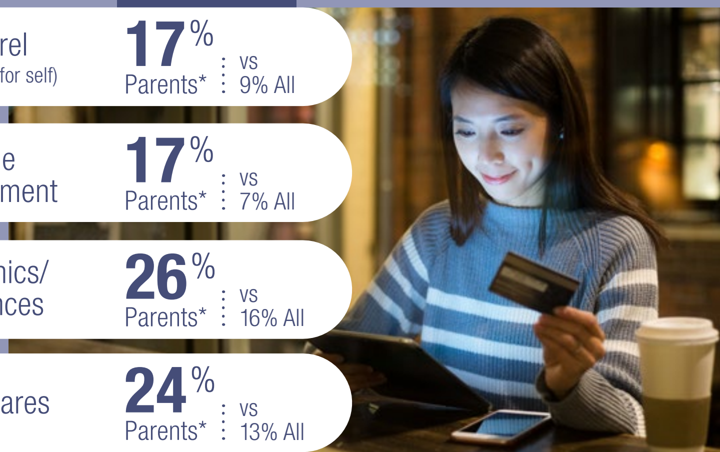
More and more people are taking advantage of the time flexibility and easy product comparisons that online shopping affords. In-store shopping remains attractive, especially when people want a “see and touch” experience.

Of note, parents stand out – particularly as most likely to shop online only for electronics, housewares, home improvement supplies, and apparel (for self, not for spouse & kids).

According to the data, online shoppers are bigger planners across purchases – pricey or not. This may give you pause as YOU plan your touchpoints.

Significant parent difference

	Only Online:	
Apparel (purchases for self)	17% Parents*	vs 9% All
Home Improvement	17% Parents*	vs 7% All
Electronics/ Appliances	26% Parents*	vs 16% All
Housewares	24% Parents*	vs 13% All



How respondents mainly shop

Among All Respondents	Apparel (for self)	Electronics Appliances	Furniture Mattress	Housewares	Home Improvement
Online (only/mostly)	24%	29%	30%	27%	17%
In-store (only/mostly)	48%	29%	33%	37%	48%
Omni-channel (both 50/50)	28%	42%	38%	36%	35%

Who are the biggest planners & researchers?

Average across all categories surveyed	Online shoppers	In-store shoppers	Omni-channel shoppers
For all purchases:	63%	32%	51%
For expensive items only:	17%	23%	20%
For special occassions only:	7%	9%	11%
Don’t research or plan my shopping:	13%	37%	18%

*Parents % = statistically significant at 95% confidence level

WHERE CAN YOU CATCH ONLINE SHOPPERS?

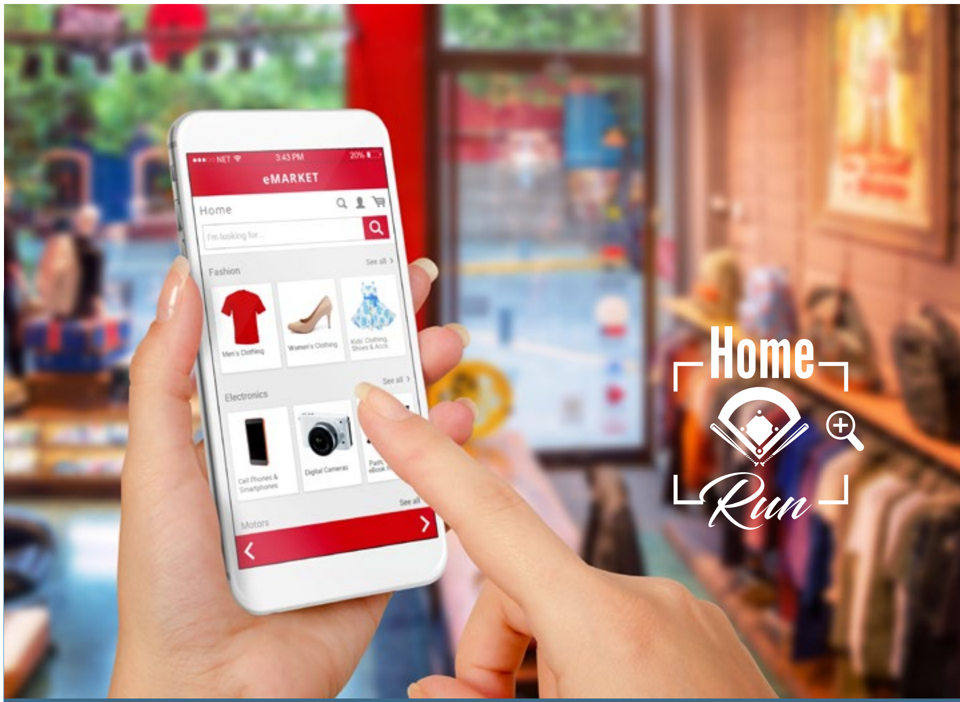
Since online shopping is clearly growing in popularity, it wouldn't be fair to leave you hanging with broad sweeping statements. Let's take you somewhere more assuring, like home, work, and maybe a gym or coffee shop.

Or how about the store? Wait. What? Who does online shopping at the store? Take a wild guess: parents!

Check this out. 23% of parents shop online while at the store when buying less costly apparel; 26% of moms and dads are checking their smartphones in the home improvement aisles for less costly supplies.

Nonetheless, home is absolutely the #1 place to catch online shoppers. But you'll see it's to a lesser degree for parents. They are making time while at work or on-the-go to visit websites and place their orders.

That said, make sure your digital ad campaigns provide a cohesive experience across devices, whether desktop, tablet, laptop or smartphone.



Where they are when shopping online for less expensive items (top 4 locations shown)

	Place	All	Parents
Apparel items	Home	76%	**63%**
	Work	18%	**25%**
	On-the-go	11%	**21%**
	Store	15%	**23%**
Electronics/ Appliances items	Home	64%	**52%**
	Work	25%	**33%**
	On-the-go	19%	**27%**
	Store	20%	26%
Furniture/ Mattress items	Home	68%	**54%**
	Work	24%	**34%**
	On-the-go	18%	24%
	Store	18%	26%
Home Improvement items	Home	80%	**68%**
	Work	19%	**31%**
	On-the-go	12%	**25%**
	Store	16%	**26%**

Approximately **1/4** of parents shop online while at the STORE.

Bolded % = statistically significant at the 95% confidence level
Numbers do not equal 100% due to ability to select multiple responses

IS THERE A PRIZED SHOPPING TIME?

Your life would certainly be easier if the answer was yes. However, they are called dynamic shoppers for a reason. Today, people are always on.

So, similar to the response about planning days, most shoppers (42% - 62%) say they have no preference for when they purchase. Parents chose “no preference” less. Are you seeing a pattern?

But for those who specified certain days, Saturday was a clear winner. Could very well be a function of busy lives and reserving Saturday for knocking off a to-do list. Some put it off until Monday – specifically parents who are on the hunt for furniture and electronic items.

Does the daypart matter? Not so much, although afternoons seem fairly popular. In certain retail categories, “early morning” rises up in the data for more expensive items. For example, among all respondents, 12% say that’s when they shop for furniture. Among parents, 16% who are buying housewares and 12% who are purchasing home improvement supplies do it bright and early (versus 9% and 7% of all respondents who do so).

Be mindful of nuances as you strive to provide influence at the moment of truth, whether that is online or in-store.

Most likely day to make a purchase

SATURDAY

less expensive items: **11-14%** All shoppers across most categories

more expensive items: **16-18%** All shoppers across categories

MONDAY

less expensive items:

Furniture/ Mattress: **20%** Parents* vs 12% All

Electronics/ Appliances: **20%** Parents* vs 13% All

Most likely time of day to make a purchase

THROUGHOUT THE DAY

Ranges from **33% - 48%** across categories

IN THE AFTERNOON

Ranges from **14% - 20%** across categories

*Parents % = statistically significant at 95% confidence level

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WHAT MAY SWAY PURCHASES?

So far, you may feel a flutter of excitement knowing that people actually engage in planning activities.

Your picture of who plans and how they behave – leading right up to purchase – wouldn't be complete without some actionable insights into the power of media.

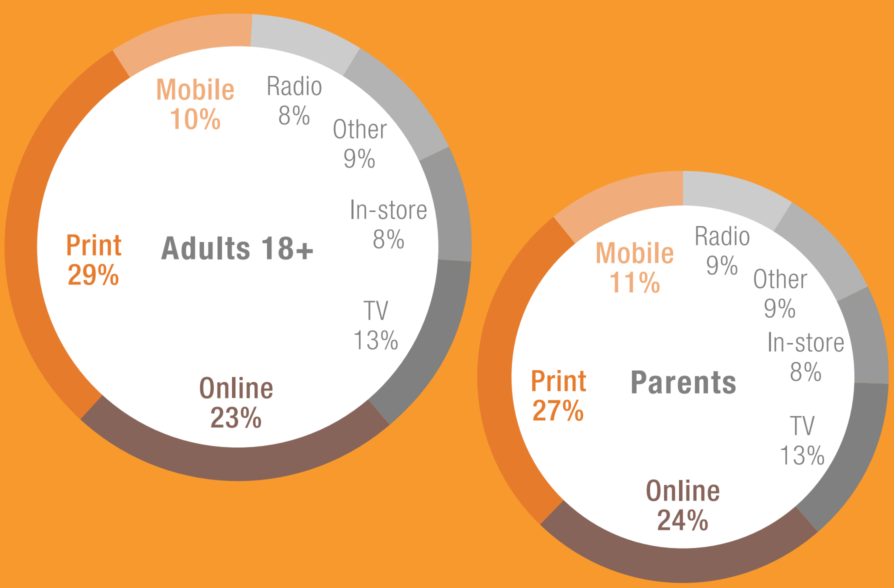
Prosper Insights & Analytics data shows that collectively, print and digital media have more than a 60% share of influence on purchases.[3] The interplay between media is important to note. For example,

- Coupons are the #1 media trigger for parents to start an online search (#2 for all adults)[3]

It is the mix of print and digital media that matters when it comes to influencing purchase decisions. Timing and relevancy, of course, are crucial.

Thus, going back to the results for where and when planners are actively engaged, remember that reaching consumers at home, work and on-the-go is easily achieved through a cross-channel solution of print and digital media.

Share of Influence by Media Type



3 Prosper Insights and Analytics, MBI Survey, January 2017. Paid media only.
Average of media influence across 9 categories. Print = Ad inserts, coupons, direct mail, magazines and newspaper; Online = Email, Internet ads, online video game ads, social media; Mobile = mobile device ads, text messages, mobile video. n = 16,644 adults 18+, 5,170 parents. Percentages may not equal 100% due to rounding.

PLANNING

Who plans

What day

Here or there

PURCHASING

Mostly online or in-store or both

Where if online shopping

Which day & daypart

ADVERTISING MEDIA

Top influencers

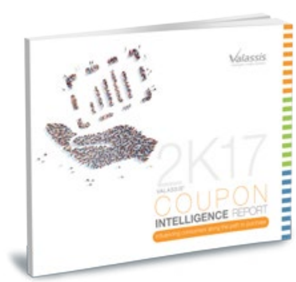
SUMMARY

If the always-on, attention-divided, Dynamic Shopper has perplexed you and escaped your advertising influence, you're not alone. Hopefully this data helps to cast a light on particular opportunities and spark greater activation across numerous retail categories.

Time and again, parents stand out from the norm when it comes to when, where and how they plan *and* shop. Planners extraordinaire, parents may appreciate your cumulative or handy assistance in helping them shop wisely, whether online or in-store. Take every chance to capture their business. Create smarter cross-channel campaigns.

To learn more about consumer shopping and buying behavior, read our additional published insights:

Motivating the Dynamic Shopper eBook, May 2017



2K17 Valassis *Coupon Intelligence* Report

2017 RedPlum Purse String Survey Infographic

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ABOUT THE STUDY

The Valassis Awareness-to-Activation Study is an ongoing study fielded in conjunction with The NPD Group, Inc., a global market research company. The sample was derived via an online survey, and all participants were at least 18 years of age and living in the contiguous United States. Approximately 10,000 respondents are surveyed annually. The specific data included in this report is from the research wave fielded 5/26/17 – 7/28/17 to over 1,400 respondents and is balanced by age and gender to U.S. Census demographic profiles.

ABOUT US

Valassis is a leader in intelligent media delivery, providing over 58,000 clients with innovative media solutions to influence consumers wherever they plan, shop, buy and share.

By integrating online and offline data combined with powerful insights, Valassis precisely targets its clients' most valuable shoppers, offering unparalleled reach and scale. NCH Marketing Services, Inc. and Clipper Magazine are Valassis subsidiaries, and RedPlum® is its consumer brand. Its signature Have You Seen Me?® program delivers hope to missing children and their families. Valassis is a wholly owned subsidiary of Harland Clarke Holdings.

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