

# **VYING FOR VALUE-SEEKERS**

## WHAT DO THEY WANT NOW?

Amid fierce competition, you've got to know. Check out the responses from the 2018 Valassis Purse String Survey. See how survey respondents desire coupons and deals that are tailored to them and enrich their lives - even if that means taking a trip to a physical store.





#### >> Interest for Coupons in More Categories

TOP 3 CATEGORIES OF INTEREST







62% Healthcare Items

**NON-TRADITIONAL** 

33% Travel 20% Prescription Drugs



won't dine at a restaurant unless they have a coupon or offer

### >> Embracing Virtual Assistants

Use multiple devices to engage consumers at home and away.



21%

own an in-home voice assistant device/smart speaker

GEN X | 24% | PARENTS | 25% | DADS | 41%

OF THOSE OWNERS...



32%

are interested in receiving coupons/ discounts via these devices

MILLENNIALS | 48% PARENTS | 42% MOMS | 42%

#### >> Brick-and-Mortar: Still A Destination

**ACROSS CATEGORIES** 

REASONS WHY I'M MORE LIKELY TO GO TO THE STORE THAN SHOP ONLINE

**TOP 3** 

70% want to be able to see or touch an item in person

66% need the item immediately

**65%** can use more coupons/offers in-store rather than online

─ For a pleasant shopping experience or to browse

**ALL | 41%** 

MILLENNIALS | 47%

Because I want to talk to a salesperson

> **ALL | 17%** DADS | 28%

☐ For access to a personal shopper

**ALL** 5%

MILLENNIAL | 10% **PARENTS** 

When shopping for apparel, shoes and accessories:



96%

currently shop in-store

OF THOSE...



77%

planning to shop in-store just as much in the next year

**15%** 

plan to do more shopping in-store in the next year

## >> Selecting A Grocery Retailer, It's Personal

Underlying reasons that could enhance loyalty:



83%

rewards my loyalty with personalized offers or discounts



67%

makes me feel like a valued customer



**58%** 

safeguards and protects my privacy and personal information

## >> Media Motivators

Cross-channel campaigns are more likely to inspire a purchase.

## TOP 3 WAYS COUPONS ARE UTILIZED

44% print out digital coupons for use in-store 43% use print and digital coupons equally

40% use mostly print coupons



81%

like brands to communicate coupons and offers in both print and online so I don't miss savings

74%

seeing an offer in both print and online captures my attention



**60%** 

seeing an offer in both print and online makes me more likely to make a purchase

» RESPONDENT PROFILE

CHILDREN IN HOUSEHOLD

Generation X (ages 36 - 52) Boomer (ages 53 - 71) Senior (ages 72+)

8% 7% 5% 5%

72%