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How We Shop in 2010

Habits and motivations of UK consumers

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How We Shop in 2010



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1.1. About Econsultancy

Econsultancy is a [digital publishing and training group](#) that is used by more than 200,000 internet professionals every month.

The company publishes [practical and time-saving research](#) to help marketers make better decisions about the digital environment, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy has offices in New York and London, and hosts more than [100 events](#) every year in the US and UK. Many of the world's most famous brands use Econsultancy to [educate and train](#) their staff.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Virgin Atlantic, Barclays, Deloitte, T-Mobile and Estée Lauder.

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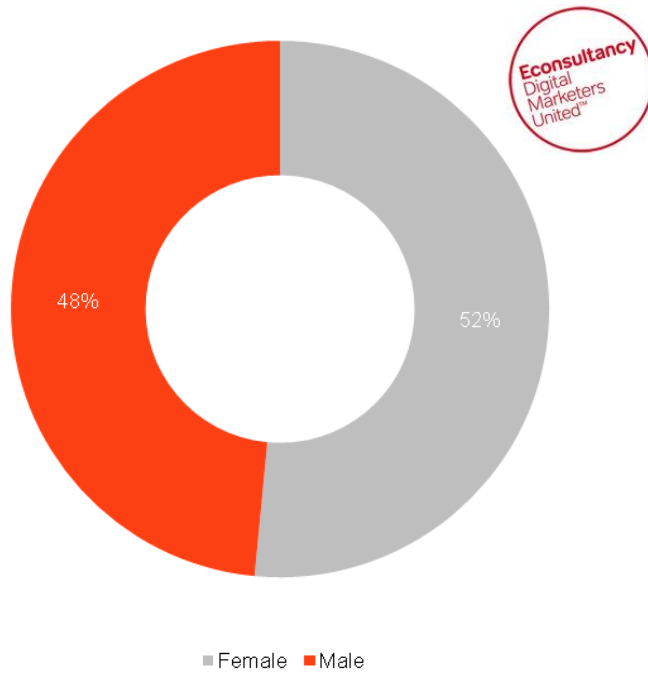
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2. Methodology and sample

This report is the product of a survey fielded to a consumer panel managed by Survey Sampling International in April of 2010. After the total audience was cleansed for age and location, 1,215 responses were included in the dataset. All respondents reside in the United Kingdom and are over 18 years of age. All respondents are internet users, with email addresses and have volunteered to participate in a consumer panel.

Figure 1: Male/female breakdown



Response: 1215

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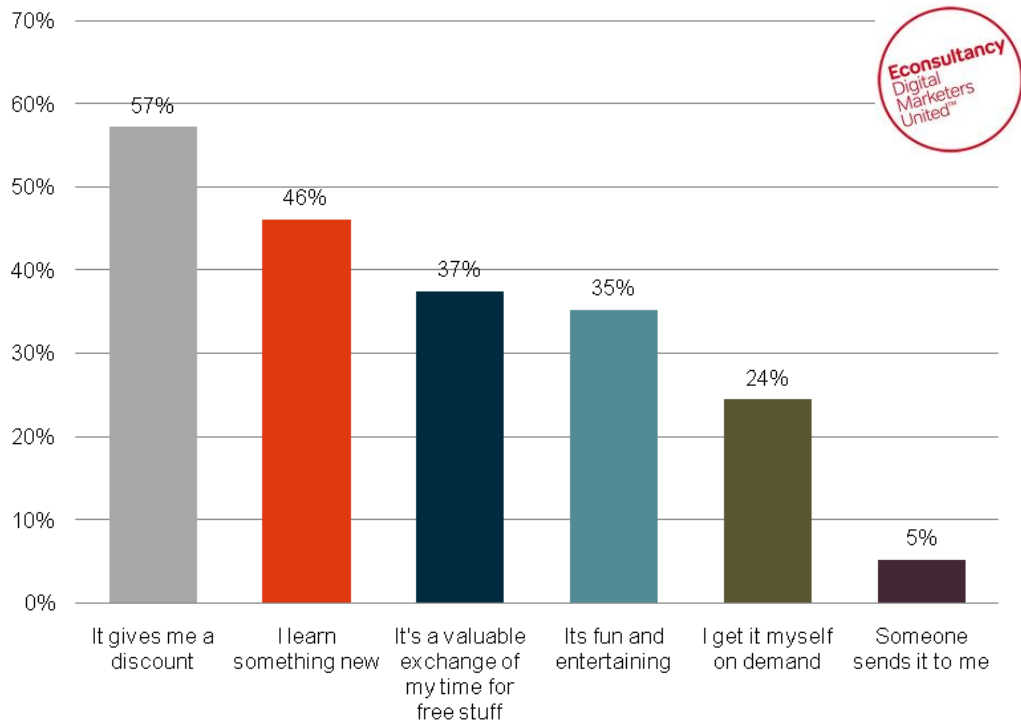


3. Communicating and selling to the social consumer

3.1. Understanding how advertising can be communicated to consumers

Over the last 15 years, marketers have been beset by a succession of new marketing channels. So have consumers. Remarkably, they've adapted, learning to take advantage of the unique characteristics of each new innovation. In these first pages, we see that consumers have strong and specific feelings about how they'd like to be communicated with.

Figure 2: Please complete the following sentence: I appreciate advertising when...?



Response: 954

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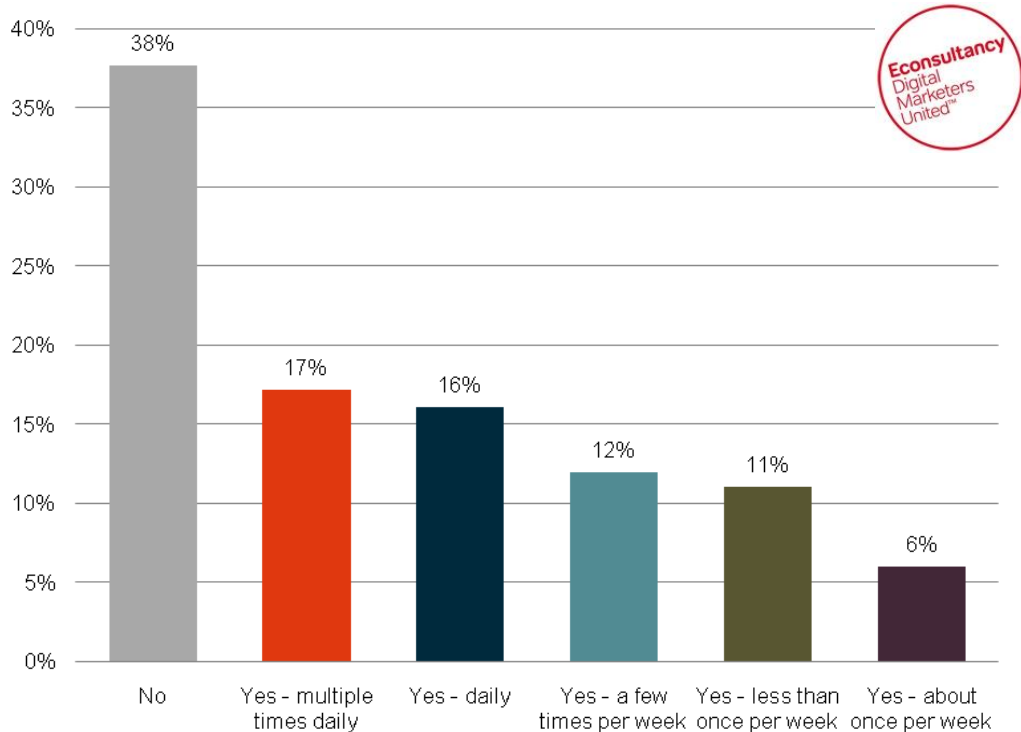


4.3 Social profile sites

Respondents were also questioned about their use of social sites, with the aim of understanding the relationship between social media and consumer behaviour.

Of respondents to the survey, 38% did not use a social profile website, compared to the 62% who used one at least once a week or more. Of those who do use social sites, the biggest responses were those who used them at least once a day, with *multiple times within a single day* (17%) and *daily* (16%) accounting for a third of consumers and demonstrating the reach that social media has into everyday life.

Figure 3: Do you use Facebook, MySpace or another social profile site?



Response: 1112

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5. Factors in product research and purchase

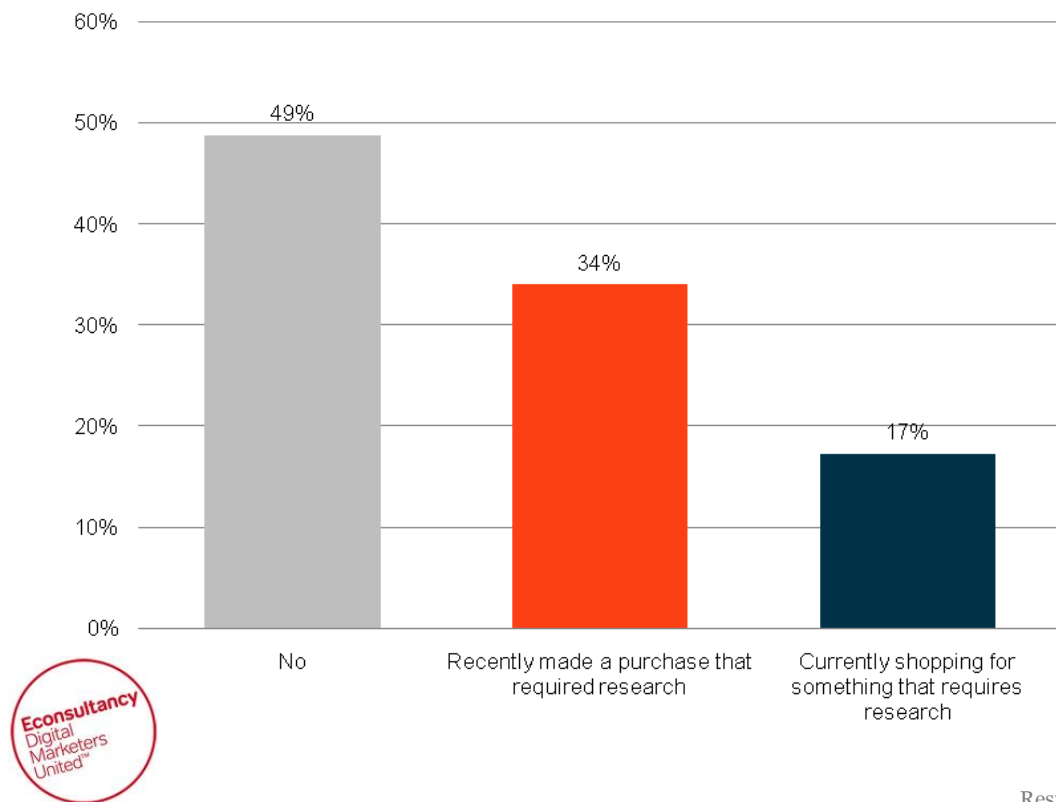
5.1. Researching

Understanding how consumers research companies, products and services online is important to marketers, as it allows them to identify various points which may maximise the efficiency of any marketing or advertising campaigns.

Figure 57 explores whether consumers have bought, or are planning to buy, an item that requires any research.

Interestingly, nearly half (49%) of consumers responded that they had not bought, or were planning to buy, anything which required a level of inquiry or research. However, 34% had recently made a purchase that needed this and 17% were currently shopping for a service or product that required it.

Figure 4: Have you recently bought something that requires research or are you currently shopping for something that requires it?



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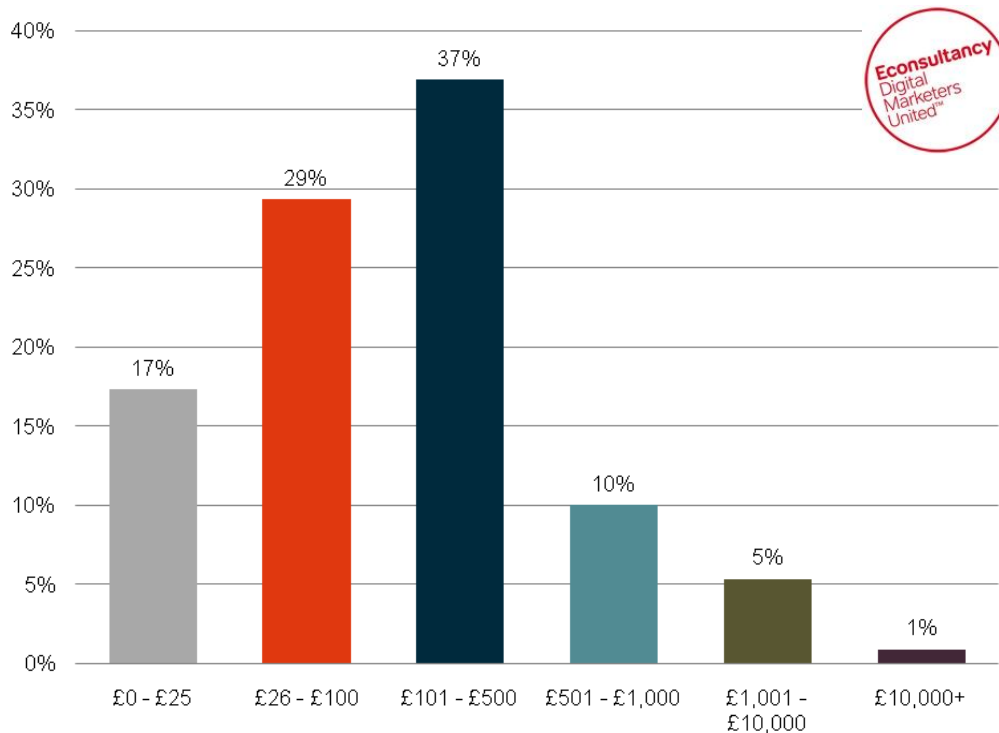
5.2. Online purchasing

Respondents were asked how much their most recent online purchase cost. Nearly half (46%) of surveyed consumers spent between £0-£100, with the largest proportions (29%) being between £25-£100.

37% of respondents spent between £100-£500 which, based upon the data found in *Figure 62*, may well account for a large amount of electrical or computer purchases.

As the amounts spent grow larger, the proportion of respondents decline. However, 1% said they have recently spent £10,000+ online.

Figure 5: If you recently purchased a product or service, roughly how much did this cost?



Response: 225

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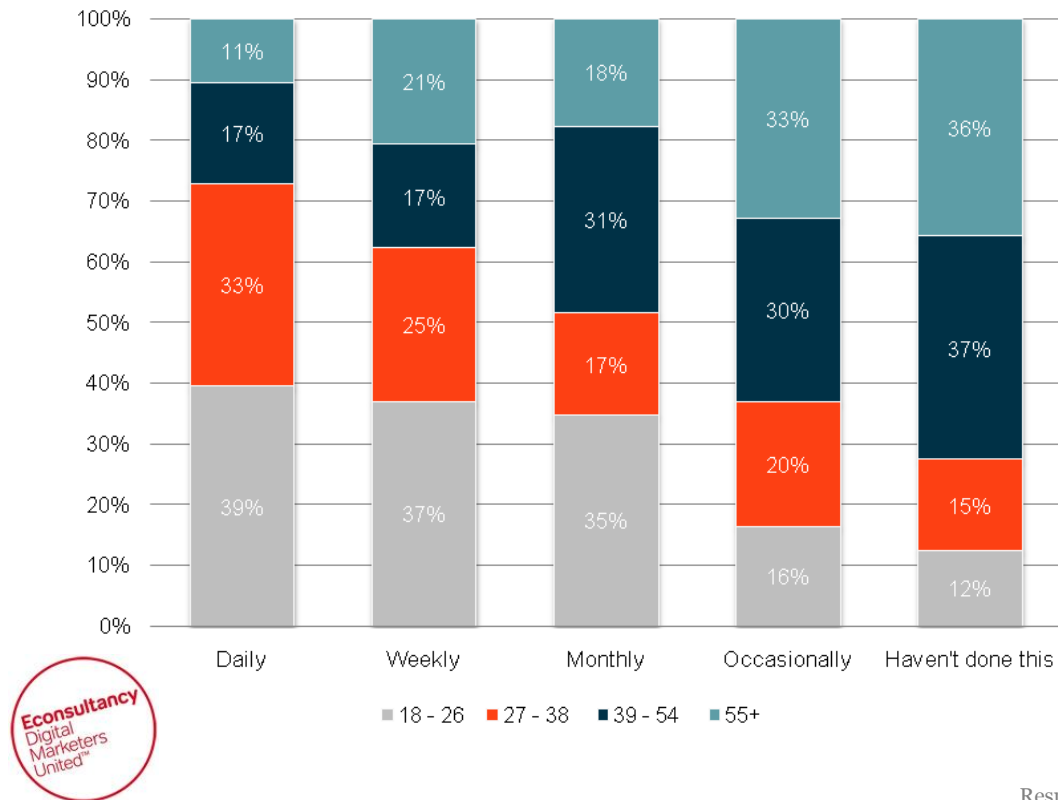


5.3. User-generated comments and reviews

Figure 75 looks at how often consumers have posted online content, specifically a comment or review about a company or product.

Of those who do this on a *daily* basis, 39% fall into the 18-26 age group and 33% into the 27-38 group. This lessens slightly across a *weekly* basis to 37% and 25% respectively.

Figure 6: Over the last 12 months, how often have you posted an online comment or review about a product or company? (Age breakdown)



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