

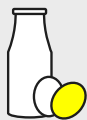


Enhancing the retail customer journey

Helping consumers discover, engage, checkout and repeat.

Amid rising living costs, most retail shoppers are doing extra research, using deals and offers, and seeking businesses that put technology at the forefront of a seamless experience. It provides practical insights for retailers looking to keep pace with consumer preferences and attract and retain a new breed of customer.

Consumer viewpoints across categories



Groceries and liquor



Clothing, footwear, and accessories



Homewares and household appliances



Recreational goods



Motor vehicle parts and accessories



Health and beauty



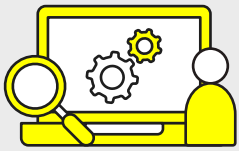
Consumer electronics and entertainment



Hardware, building and gardening supplies



Personal care services



Stage: Active evaluation

With two in three consumers researching more before buying, being discoverable and appealing is crucial. Online is the top starting point, but consumers browse more than six channels on average. Valued technologies in the active evaluation stage tend to save time and money and bridge the physical and digital. Consumers say the most useful are:

86%

ability to check in-store stock availability online before going in store

76%

search filters to target results aligned with needs or budget

64%

in-store information kiosks, digital devices, or interactive displays

48%

visual search technology via uploading images or taking pictures



Stage: Purchasing decisions

When deciding where to purchase, consumers are clear on the imperatives. Enhanced cyber security, good customer support, and the right in-store experience are non-negotiable for most. From there, digital factors feature heavily on shoppers' wish lists, with consumers drawn to optionality and functionality, including:

84%

wide range of payment options for faster checkout

87%

wide range of delivery options catering to different needs

69%

shopping channels integrated to deliver a consistent online or offline experience

63%*

payments technology to tip and get digital receipts

*Personal Services only



Stage: Purchasing pathways

While 85% of consumers expect brands to use technology to enhance purchasing processes and personalisation, consumers are highly conscious of responsible data usage. With data security the top priority when purchasing, brands must ensure they're upfront about how data is used and give consumers control.

85%

say businesses should be more transparent about how data is shared

82%

want the ability to view, update, and delete their data



Did you know?

67% of consumers are unsure which websites they can trust, turning to reviews or third-party payment providers to seek protection in the event of fraud and scams.



Stage: Purchasing triggers

With most Australians turning to discounts, promotions, and cashback offers, retailers can offer incentives to help convert a sale. However, not all are equally appealing, with consumers in different categories drawn to certain incentives.

79%

of consumer electronics shoppers value free shipping

72%

of groceries and liquor shoppers value rewards and loyalty programs

67%

of personal services buyers value discount coupons and promo codes

49%

of health and beauty consumers value a lower price on a second product or service



Stage: Checkout

Most consumers say a wider range of payment options that allow for a faster checkout is essential or important. That number is higher for Gen Z. Physical cards are the most popular payment type, followed by digital cards and rewards and loyalty points. Younger generations are ahead in their use of digital payment options.

Skews older generations

56%
often use physical credit/debit cards

Skews younger generations

27%
often use digital credit/debit cards

18%
often use mobile payments

23%
often use rewards/ loyalty points

8%
often use Buy Now Pay Later



Stage: Customer loyalty and advocacy

65% of consumers had poor retail experiences in the past year, and of those, 43% say they will stop buying from a brand when problems arise. While stock issues are more common, they have less impact on loyalty, while digital experience problems were likely to stop someone from coming back, including:

1

Difficulty returning items

2

Poor website or app experience

3

Inaccurate product information online



How do you get more information?

To help retailers reflect new consumer needs in their brand and product experiences, we have outlined **more opportunities in our full report [here](#)**, including a breakdown by retail category.

For further insights, expert commentary, case studies and details about how CommBank supports retail businesses, visit commbank.com.au/retailers

About CommBank Consumer Insights

CommBank Consumer Insights is an exclusive, wide-ranging analysis of the Australian consumer. This edition focuses on understanding consumer attitudes, motivations and expectations of their experiences amid changes to the real and digital economy. This edition is based on an online quantitative survey conducted by Fifth Quadrant on behalf of the Commonwealth Bank. The survey was conducted in May and June 2023 and was completed by 5,279 consumers of goods and services.

Each respondent answered questions relating to one category where they had spent money in recent months, including: Groceries and liquor (n=406), clothing & footwear (n=406), homewares and household appliances (n=408), consumer electronics and entertainment including books, games, music and media (n=404), recreational sporting and outdoor goods (n=407), motor vehicle parts and accessories (n=406), health and beauty products (n=406), hardware, DIY, building and garden supplies (n=407), personal care services including hairdressing, beauty and weight loss treatments (n=406), fast food and quick service restaurants (n=405), pubs and clubs (n=408), restaurants and cafes (n=407), and accommodation including hotels, motels and AirBnb (n=403). The sample was selected to ensure the results are nationally representative. All statistics and references to consumers in this report are based on the responses to the survey unless otherwise stated.

Things you should know

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