

July 2021

The UK Mood:

**In store shopping &
purchasing luxury
items**



OnePulse

We sent out three surveys to opinion platform OnePulse, to a sample of over 500 adults (16+) across the UK.



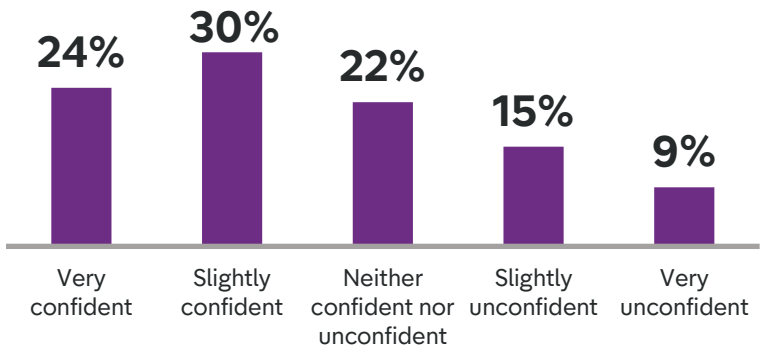
SALES

54% feel confident about shopping in store, however, some consumers want reassurance as there are anxieties around social distancing, no hand sanitising and no masks

54%
are **confident** about shopping in store



At the moment, how do you feel about shopping in store?



If any, what are your concerns about shopping in store?

When describing what their concerns are about shopping in store, the responses were all in reference to anxieties around the Coronavirus. One of the main concerns was around others no longer social distancing and giving personal space to consumers, in fact, 'people' was the most frequently mentioned word. Similarly, they were worried that there would be bigger crowds which they feared would potentially spread the Coronavirus at a faster pace. Many spoke about how they were concerned about consumers frequently touching products, however, others felt more settled when shops supplied sanitisation stations. Lastly, was around people no longer wearing masks and again what the impact of this would be on Coronavirus cases.

"The store being overcrowded as it is not safe due to coronavirus having the ability to spread the virus quicker to other people."

"Catching Covid; too many people not wearing masks and touching everything and not using hand sanitizer stations."

"I don't have any at the moment as long as I can sanitise afterwards."

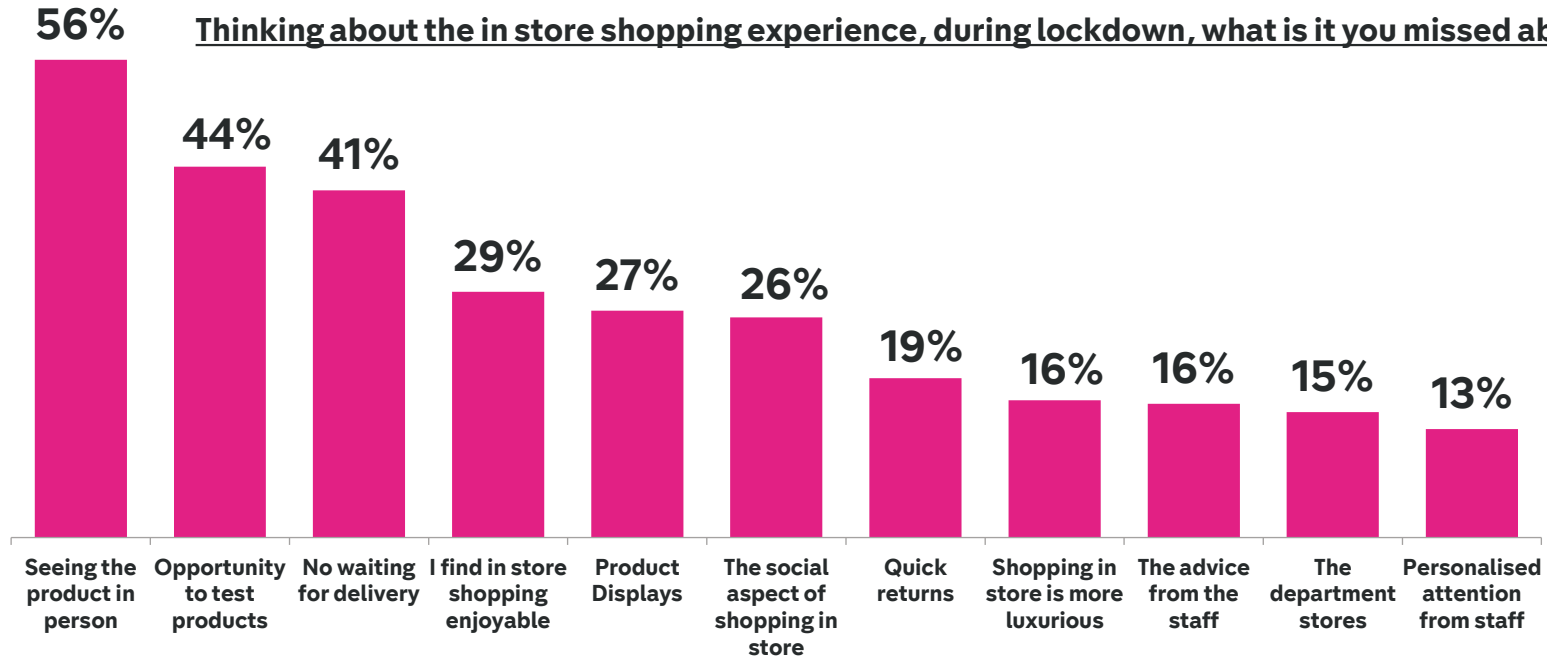
"Shops becoming lazy about enforcing social distancing and providing hand sanitiser."



Source: OnePulse, July 2021 (n = 500), Adults 16+

The most missed in store shopping experiences were what online couldn't do! Such as seeing the product in person (56%), testing products out (44%), no delivery wait (41%) and product displays (27%), as well as, how enjoyable they found the shopping experience (29%) and the social aspect it offered too (26%)

Thinking about the in store shopping experience, during lockdown, what is it you missed about this?



Source: OnePulse, July 2021 (n = 500), Adults 16+

More people would prefer to purchase luxury items in store (65%) vs. online (35%)

Where would you prefer to purchase luxury items?



65%

prefer to purchase luxury items **in store**

35%

prefer to purchase luxury items **online**



(Asked to those who said 'in store')

Why is it you prefer to purchase luxury items in store?

Many described how they wanted reassurance before committing to a luxury item, which they felt you would get from being in store in various ways. They spoke about the importance their senses play when purchasing luxury items like smell, colour, what the product looks like and what the quality feels like. They also liked having a direct comparison in store by having the choice of different products presented to them. Adding to this, some also spoke about how they liked speaking to in store staff as not only could they offer expertise, which in turn reassured the consumer and reinforced trust. They also actually quite enjoyed the customer service experience and interaction when purchasing luxury items.

"To be able to feel and see the correct colours/scents/consistency etc. I'd want to make sure the product was 100% what I wanted before splurging."

"I trust it more. I like to see what I buy."

"I enjoy the interaction with the sales associates and the immediate gratification of having the item in-hand to carry home with me."

"I like the experience of shopping in a luxury store."

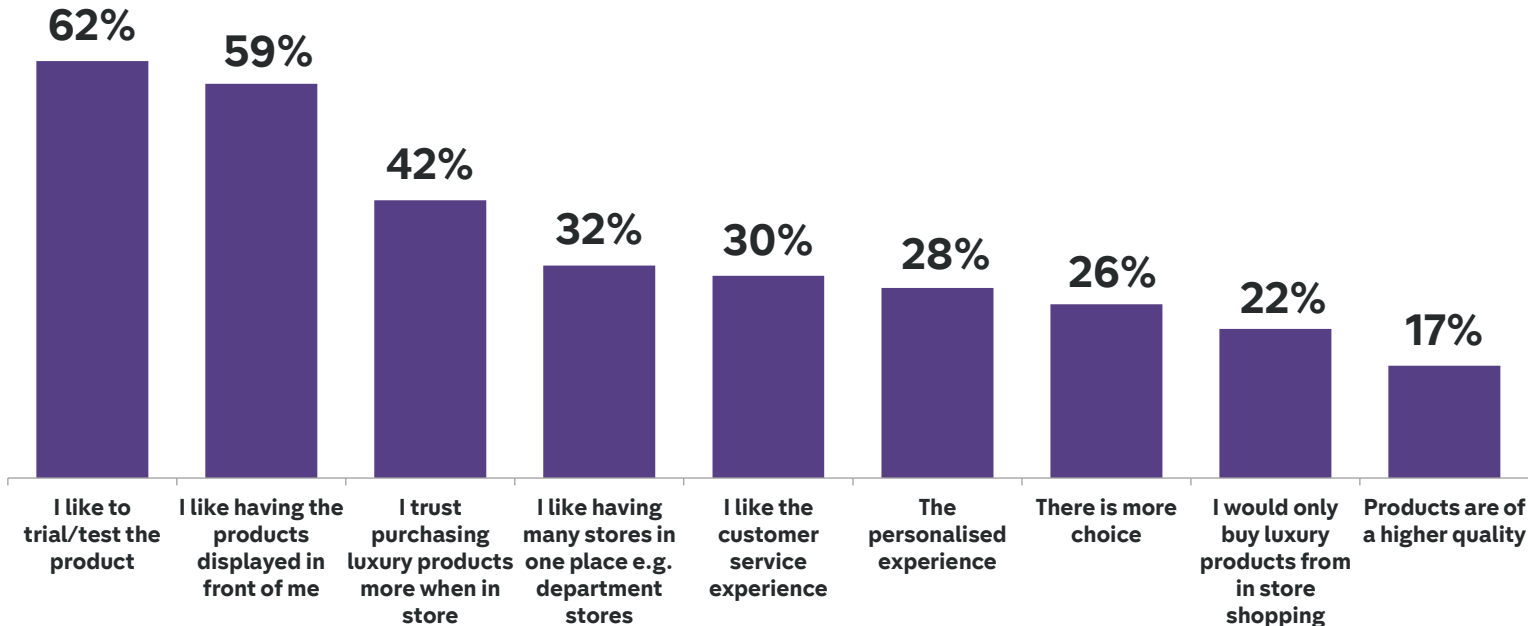


SALES

As reflected beforehand, reassurance and seeing the product in person are essential when purchasing luxury items, for example, they like to test the product (62%), to have the products displayed (59%) and trust purchasing luxury products more in store (42%)

(Asked to those who said 'in store')

Thinking about purchasing luxury items in store, please select all the statements that you agree with:



30% have more disposable income since lockdown & are encouraged to treat themselves

Thinking about your disposable income after the lockdown, which best applies to you?



30%

have **more** disposable income since lockdown

70%

have **the same or less** disposable income since lockdown



(Asked to those who said 'more income')

Thinking about the additional disposable income you have, which of the below statements do you agree with? Please select all that you agree with:



For those with more disposable income (since lockdown), some of them plan on saving money (64%), others plan on treating themselves with the money they have saved (27%) and also treating themselves more this year vs. last year (27%).

