

2018

Comparing the behaviours and attitudes of Australian marketers and consumers

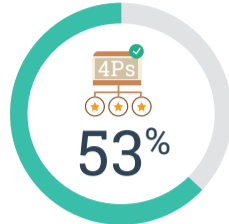
AUSTRALIAN MARKETERS

THE TOP 3 CHALLENGES FACING MARKETERS



CONFUSION ABOUT THE BASICS

Most marketers don't know the 4 Ps

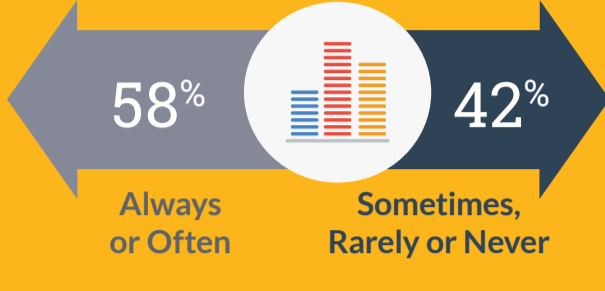


While 53% of marketers say they use the 4 Ps to develop marketing strategies

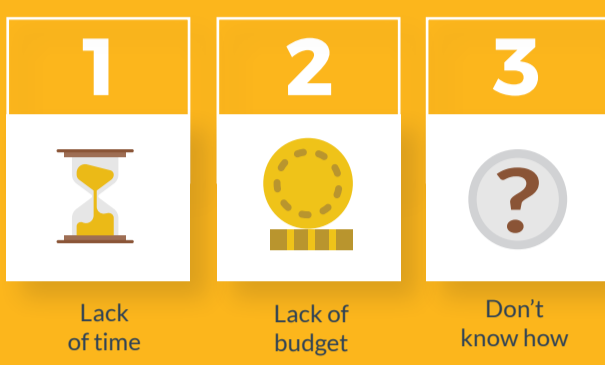


The most commonly mistaken P was place, with 46% of marketers getting it wrong

STRUGGLING TO MEASURE ROI



Top 3 reasons for not doing it:

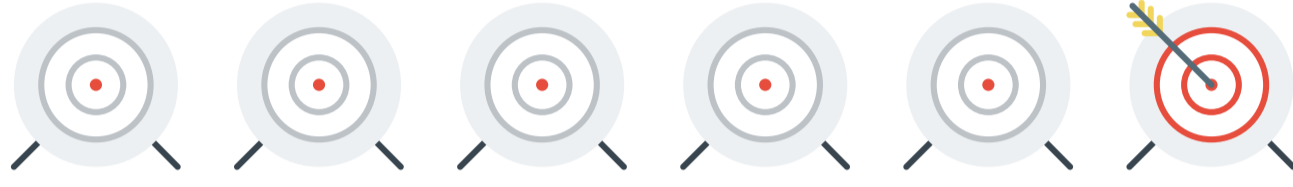


MISSING THE TARGET

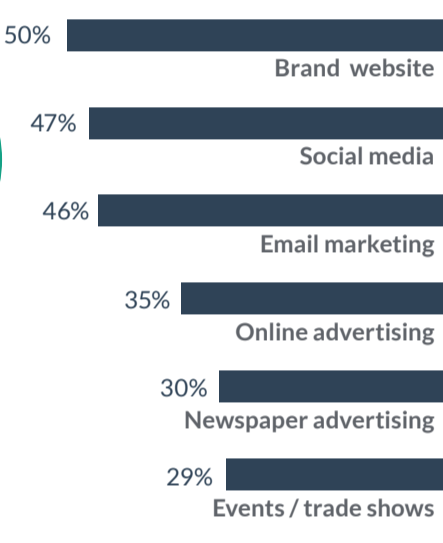
The channels marketers use don't match consumer behaviour.



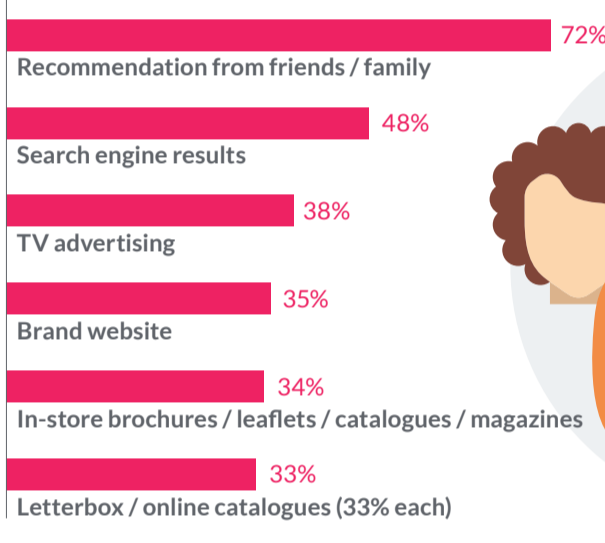
Of the top 6 channels used by marketers and consumers, there is only 1 in common – brand websites.



Top channels marketers have used in last 12 months



Top channels consumers use to inform their purchase decisions



AUSTRALIAN CONSUMERS

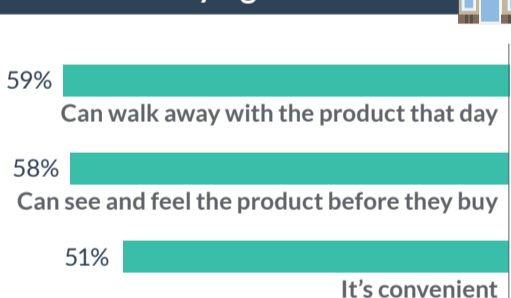
TOP 3 INFLUENCES ON PURCHASE DECISIONS



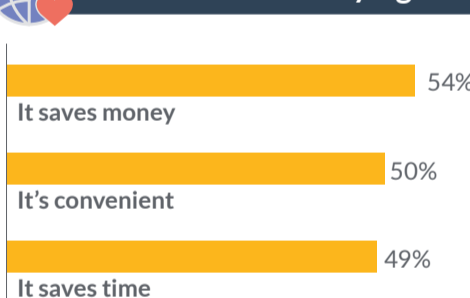
IN-STORE VS ONLINE



Reasons for buying in-store



Reasons for buying online



*On average, across different product categories

THE BRAND LOYALTY CONUNDRUM

Brand loyalty is low

39%

of consumers don't consider brands while shopping

65%

of consumers would try new products and brands if they are on sale or discounted

38%

of consumers say they would switch brands if the price of a product they regularly buy increases

But the influence of brand advocates is high

72%

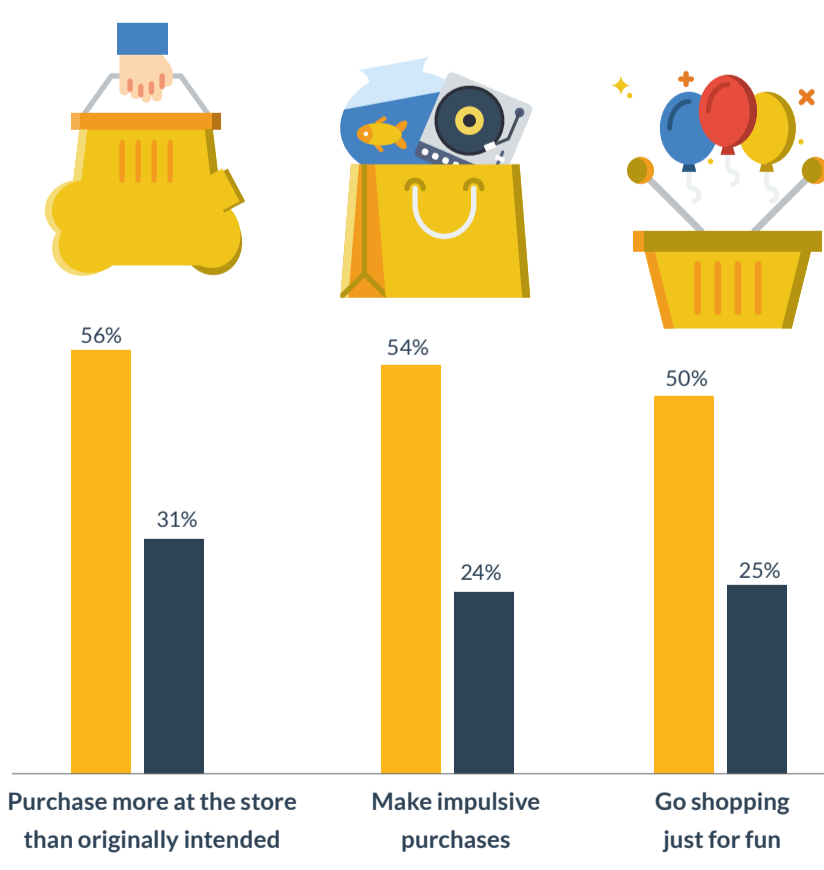
of consumers use recommendations from friends and family to inform purchase decisions

40%

of consumers said that online reviews influence their purchase decisions

SAVVY SHOPPERS

Consumers are more savvy than marketers give them credit for being



When shopping in-store

METHODOLOGY

All figures, unless otherwise stated, are from YouGov. Salamat commissioned YouGov to conduct an online survey between 13th October – 3rd November 2017. The sample size was 504 Australian marketing decision makers (from organisations with 25 employees or more), and 563 Australian consumers. The consumer sample figures have been weighted and are representative of all Australian adults (aged 18+).