

2019

Comparing the behaviours and attitudes of Australian marketers and consumers

## AUSTRALIAN MARKETERS

### THE TOP 3 CHALLENGES FACING MARKETERS

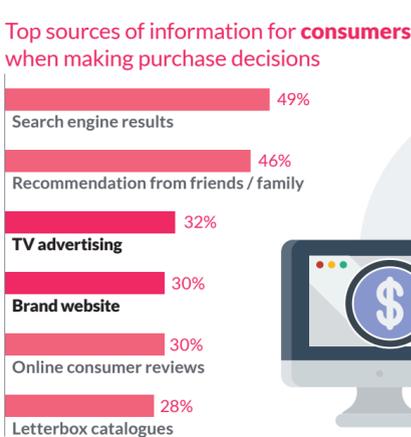
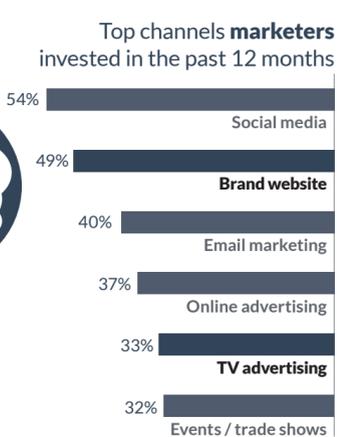


### DISCONNECT BETWEEN MARKETING SPEND AND CONSUMER BUYING BEHAVIOUR

There's a mismatch between the channels that consumers use to make their purchase decisions, and the channels that marketers invest in.



The top channel marketers are investing in is **social media**, however the top source for consumer purchase decisions is **search engine results**.



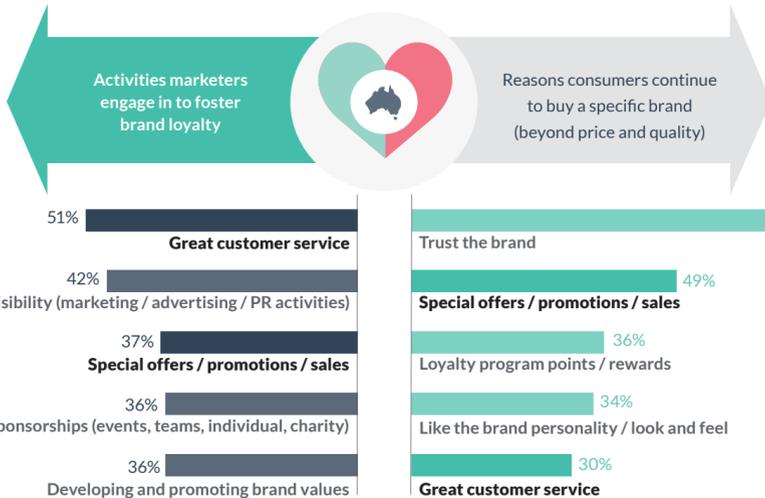
## AUSTRALIAN CONSUMERS

### TOP 3 REASONS CONSUMERS BUY A SPECIFIC BRAND BEYOND PRICE AND QUALITY

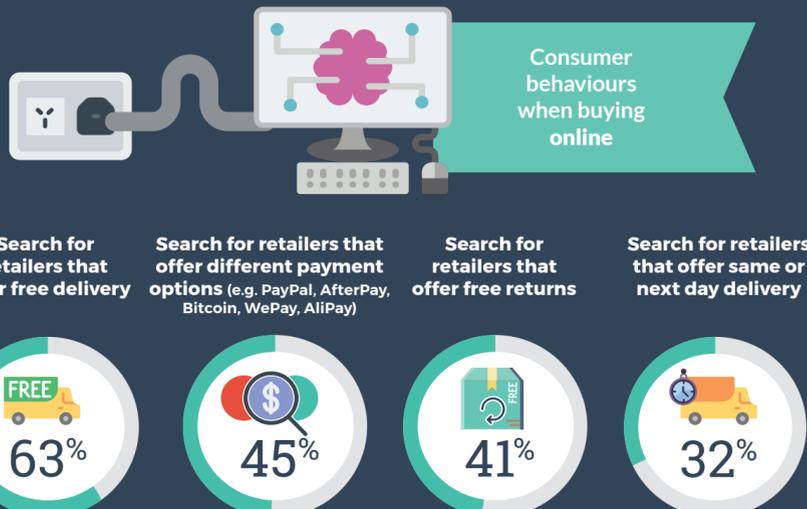


### BRAND LOYALTY

#### WHAT DRIVES BRAND LOYALTY AMONGST AUSTRALIAN CONSUMERS?



### IN-STORE VS ONLINE



### EVERYONE IS DISCOUNTING HOW DO MARKETERS COMPETE?

Consumers continue to be largely **driven by price**



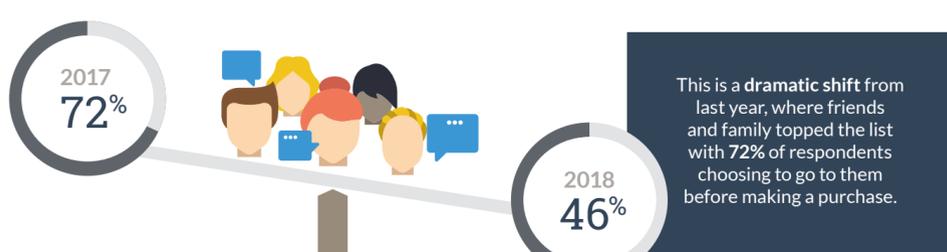
But there are ways to stand out

Following their initial purchase, have a robust nurture plan in place to encourage consumers to come back to your brand:



### RECOMMENDATIONS FROM FRIENDS AND FAMILY

46% of consumers look for recommendations from friends and family before making a purchase



#### METHODOLOGY

All figures, unless otherwise stated, are from YouGov. Salmat commissioned YouGov to conduct two online surveys - one with consumers and one with marketers. The consumer study was conducted between 28 September - 1 October, 2018, while the marketers study was conducted between 26 September - 5 October, 2018. The consumer sample comprises of 1,039 Australian consumers aged 18 years and older. Age, gender and location quotas were applied to the sample. The marketers survey was based on 512 Australian marketers who are key decision makers in the marketing of products in businesses with 25 or more employees. Following the completion of interviewing, the data was weighted by gender and region to reflect the latest ABS population estimates.