

# WE Worldwide

## Holiday gift shopping

Auswertung nach Bundeslän

Fieldwork Dates: 8th - 18th November 2019



<b>Total</b>
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WEC\_Screener. For the following question, please think about the \$season (i.e. from late November until the end of December)... In general, which, if any, of the following do you purchase specifically for Christmas and/ or Thanksgiving? (Please select all that apply)

Unweighted base	2116
<b>Base: All Germany adults</b>	2116
Food	55%
Decorations	35%
Gifts	56%
Clothes for yourself (e.g. an outfit for a party etc.)	15%
Other	6%
Not applicable - I do not purchase anything specifically for Christmas and/ or Thanksgiving	23%

WEC\_Q1. For the following question, please think about shopping online during the \$season (i.e. from late November until the end of December, including shopping on Black Friday and Cyber Monday, for Thanksgiving and Christmas, including gifts, groceries, party outfits etc.).By 'voice assistant', we mean using a device that can understand and carry out spoken commands (e.g. Amazon Alexa, Siri, Google Home etc.) to make an online purchase... Even if you do not currently have a voice assistant, we are still interested in your opinion.Which, if any, of the following would make you more likely to shop online during the \$season using a voice assistant? (Please select all that apply)

Unweighted base	1627
<b>Base: All Germany adults online that shop for the holidays</b>	1619
If I could get special offers and/ or personalised discounts from shopping via a voice assistant that weren't available online or in-store	17%
If I felt confident that the experience of using a voice assistant would be straight-forward and make shopping easier than shopping online or in-store	16%
If I felt confident that the experience would be secure (i.e. that my payment details and personal information would be handled securely)	19%
Other	2%
Don't know	10%
Not applicable - nothing would make me more likely to use voice assistant to shop online during the \$season	54%

WEC\_Q2. Now thinking about shopping online and in-store during the \$season (i.e. from late November until the end of December, including shopping on Black Friday and Cyber Monday, for Thanksgiving and Christmas, including gifts, groceries, party outfits etc.).In general, which, if any, of the following would improve your shopping experience during the \$season (e.g. make it easier, more enjoyable etc.)? (Please select all that apply)

Unweighted base	1627
<b>Base: All Germany adults online that shop for the holidays</b>	1619
Shops offering new methods of delivery (e.g. by driverless vehicle or drone to my delivery address, delivery to the inside of my car when my car is parked but I'm not there)	9%
The ability to pick up my purchases from self-service collection lockers located nearby to me	13%
More shops offering self-service automated check-outs in-store (i.e. that don't require a cashier)	14%

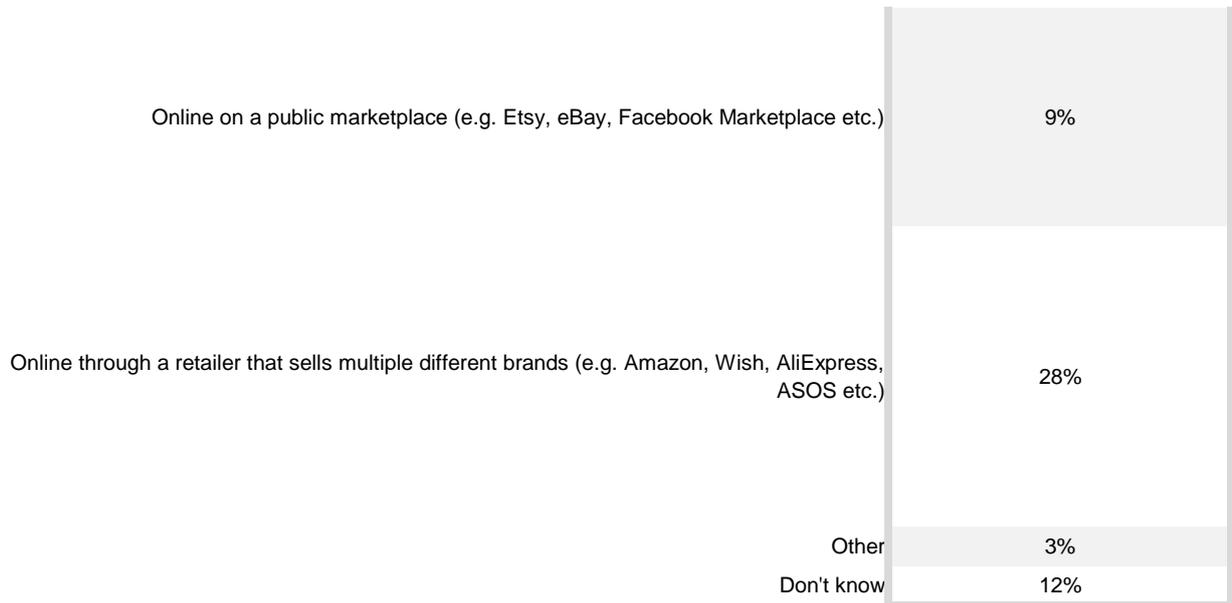
More shops offering delivery to inside my home when I'm not there (i.e. through a secure service like Amazon Key)	7%
Shops offering a 1-hour home delivery option	8%
Shops offering same day home delivery	19%
Shops using artificial intelligence in order to send me personalised offers (i.e. based on my recent searches and purchases)	6%
Shops using innovative technologies in-store (e.g. a virtual reality mirror that lets me virtually try on different outfits etc.)	10%
The ability to use my mobile wallet to pay quickly in-store or online (e.g. Apple Pay)	8%
Other	3%
Don't know	12%
Not applicable - nothing would make my shopping experience better during the \$season	38%

**WEC\_Q3. Still thinking about shopping online and in-store during the \$season (e.g. including shopping for gifts, groceries, party outfits etc.). Overall, to what extent, if at all, do you think you will personally spend more or less money this \$season compared to the same time period last year, or do you think there will be no difference (i.e. late November to the end of December 2018)?**

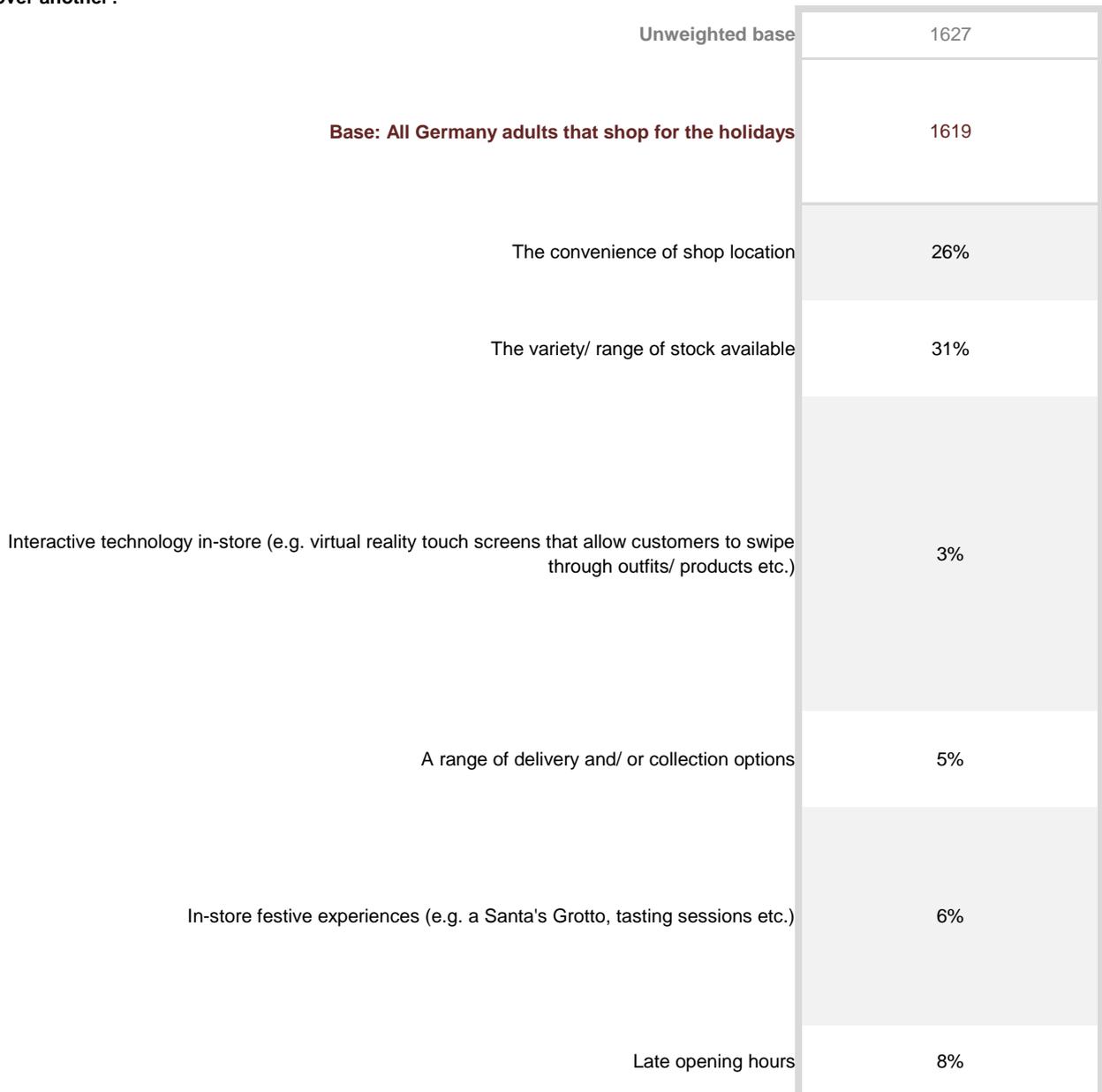
Unweighted base	1627
<b>Base: All Germany adults that shop for the holidays</b>	1619
Much more	4%
A little more	20%
There will be no difference	56%
A little less	11%
Much less	4%
Don't know	5%
<b>Net: More</b>	<b>24%</b>
<b>Net: Less</b>	<b>15%</b>

**WEC\_Q4. Please continue to think about shopping online and in-store during the \$season (e.g. including shopping for gifts, groceries, party outfits etc.). Overall, in which ONE, if any, of the following places do you think you will personally spend the MOST money during the \$season?**

Unweighted base	1627
<b>Base: All Germany adults online that shop for the holidays</b>	1619
In physical shops (i.e. not online)	36%
Online on the websites of specific brands	11%



**WEC\_Q5a. Still thinking about shopping online and in-store during the \$season (e.g. including shopping for gifts, groceries, party outfits etc.).Which ONE, if any, of the following factors, other than price, would make you MOST likely to choose one retailer over another?**



A user friendly website/ app	5%
None of these	9%
Don't know	8%

**WEC\_Q6. Please now think specifically about shopping for gifts during the \$season for family and friends (i.e. from late November until the end of December, including shopping on Black Friday and Cyber Monday, for Thanksgiving and Christmas). Which THREE, if any, of the following do you think are the MOST important factors when choosing where to purchase gifts for family and friends? (Please select up to three answer options)**

Unweighted base	1184
<b>Base: All Germany adults that purchase gifts for the holidays</b>	<b>1178</b>
The quality of the products offered	49%
Cost saving options (e.g. price reductions/ sales/ coupons/ discounts etc.)	48%
Delivery time for products purchased online or in-store being 2-days or fewer	15%
Convenience of shopping (e.g. having online shopping options, convenient shop locations etc.)	38%
That the shop offers an in-store experience that is technology led (e.g. technology to guide you to the correct products, track stock availability etc.)	10%
The variety/ range of products offered	50%

Personalised value-added services (e.g. recommended products based on my purchase history, personalised offers etc.)

4%

Other

2%

Don't know

6%

Not applicable - nothing in particular is an important factor for me when choosing where to purchase gifts

7%

**WEC\_Q7. For the following question, please think specifically about shopping for Christmas gifts for friends and family. If you never shop for Christmas gifts for friends or family or do not celebrate Christmas, please select the 'Not applicable' option. In general, which ONE of the following BEST describes how far in advance of Christmas (i.e. the 25th of December) you typically begin your Christmas shopping for gifts? (Please select the option that best applies)**

Unweighted base

1184

**Base: All Germany adults that purchase gifts for the holidays**

1178

Less than a week in advance (i.e. after the 18th of December, but by the 25th December)

4%

1 week in advance (i.e. by the 18th December)

5%

2 weeks in advance (i.e. by the 11th December)

9%

3 weeks in advance (i.e. by the 4th December)

18%

1 month in advance (i.e. by the 25th of November)

30%

2 months in advance (i.e. by the 25th of October)	15%
3 months in advance (i.e. by the 25th of September)	5%
6 months in advance (i.e. by the 25th June)	3%
A year in advance (i.e. by the 25th December the previous year)	1%
More than a year in advance (i.e. before the 25th December the previous year)	1%
Don't know	7%
Not applicable - I never shop for Christmas gifts for friends or family/ don't celebrate Christmas	2%

**WEC\_Q8. For the following question, by 'invest in', we mean putting money, time or thought into something in order to improve it. Overall, which ONE, if any, of the following areas would you MOST like retailers (online and offline) to invest in this \$season? (Please select the option that best applies. If there are no areas in particular that you would like retailers to invest in this \$season, please select the 'Not applicable' option)**

Unweighted base	1627
<b>Base: All Germany adults online that shop for the holidays</b>	1619
Maintaining/ reducing current price levels of items	26%

Improving in-store experiences with new technology (e.g. to help me navigate the store more easily, speed up shopping, find products quicker etc.) 7%

Improving the delivery/ collection options offered 8%

Improving the online shopping experience (e.g. faster loading times, an improved user navigation experience around the website, a better interface etc.) 10%

Making their products/ packaging more environmentally-friendly 21%

Other 2%  
Don't know 11%

Not applicable - there are no areas in particular that I would like retailers to invest in this \$season 14%

**WEC\_Q9a. Please imagine you were shopping online during the \$season and only ONE delivery option was available...In general, which ONE, if any, of the following delivery and/ or parcel collection time frames would you MOST expect to be available to you when shopping online?**

Unweighted base 1627

**Base: All Germany adults online that shop for the holidays 1619**

Same day delivery/ collection to central/ urban areas within my country	6%
Same day delivery/ collection to any location within my country	6%
Delivery /collection within 24 hours to central/ urban areas within my country	13%
Delivery/ collection within 24 hours to any location within my country	12%
Delivery/ collection within 3 working days to any location within my country	30%
Delivery/ collection available at weekends/ bank holidays to any location within my country	3%
None of these	17%
Don't know	12%

Cell Contents (Column Percentages)

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