

CONSUMER SHOPPING TRENDS

2019 NETWORK STUDY



Advertising Media Consumption and
Buying Habits in the Workplace

www.workplaceimpact.com



Consumers are in an era of almost unlimited choice in the products and services available to them.

Just as plentiful has become the tactics that marketers can use to reach them. From traditional advertising (radio, TV, etc.) to an ever-evolving menu of digital options, there is no shortage of ways that marketers can get messages to consumers.

In addition to tactics there has been an increase in the number of channels available to marketers to reach consumers. Long-standing channels like TV/Radio, Direct Mail, and In-Store Displays now have to compete with a host of competitors – Email, Mobile, Social, etc.

These constant changes mean marketers have to be even more in tune with the way that their potential customers are viewing their messages.

The one thing that has not changed over the years (and most likely never will):

How do you break through the advertising clutter to get your brand message into the head, hands, and heart of your potential consumers?

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Executive Summary

WorkPlace Impact conducted a survey of working consumers in a wide variety of industries across the country to gauge the level of consumer engagement with various types of media and also their purchasing behaviors during the work day. With the average person spending over 8 hours a day at work, this collective group is a prime audience that embodies the on-the-go lifestyle that is prevalent in today's society. This research now provides insight into the "what" and "how" of the decisions that are being made in offices every day.

Here's what we learned:

Word of Mouth continues to be a powerful method of influence – both giving and getting advice/recommendations.

While the proliferation of online information and sharing has definitely changed the landscape, a good old-fashioned referral from someone you know still carries a lot of weight.

Digital channels are heavily ingrained in the workday, but offline tactics are still leading the way in influencing purchasing decisions.

Working consumers are using various forms of technology throughout their workday, but continue to be heavily influenced by elements like coupons and direct mail.

Food and beverages are regular items of purchase and consumption during the work day.

Whether these are items to be used and consumed during the day or shopping on the way to and from work, the basic necessities continue to be a focal point of daily purchasing decisions.

KEY FINDINGS

Word of Mouth Impact

When it comes to giving and getting advice on products and services, the workplace continues to be a hotbed of activity.

An astounding 95% of people regularly or occasionally give advice to others, while 94% say they regularly or occasionally seek advice during the workday.

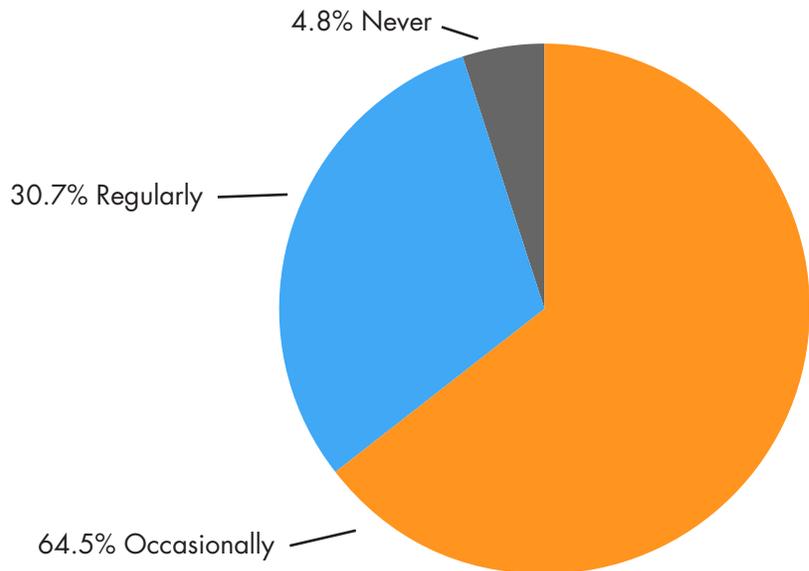
These numbers speak highly of the relationships and level of trust that is built among co-workers.

People are more likely to be influenced by those that they know and trust when it comes to many of their day to day decisions, including purchases.

Promotions that can leverage this word of mouth impact can amplify campaign success and ultimately sales results.

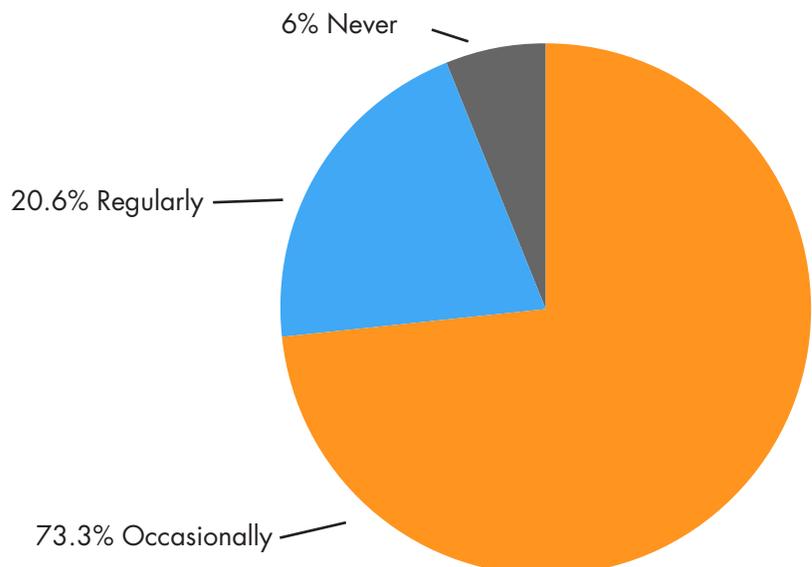
Word of mouth marketing has been around as long as marketing has existed, and these results indicate that it is still a very valid and impactful way consumers discover products and services.

“How often do you give advice in the workplace about products?”



**WorkPlace Impact Consumer Study, March 2019*

“How often do you seek advice in the workplace about products?”



**WorkPlace Impact Consumer Study, March 2019*

KEY FINDINGS

Workday Media Consumption

When it comes to media use during the workday, the results far and away lean toward the digital world.

Leading the way are both desktop and mobile web applications.

Messaging apps are also heavily used by the majority of consumers during the workday.

The second wave of influences includes a mix of traditional advertising (newspapers/magazines) and also mobile websites and apps for both restaurants and retailers.

The significant percentage of mobile app use indicates that consumers spend a fair amount of time during their day interacting with the brands that they already know and use regularly.

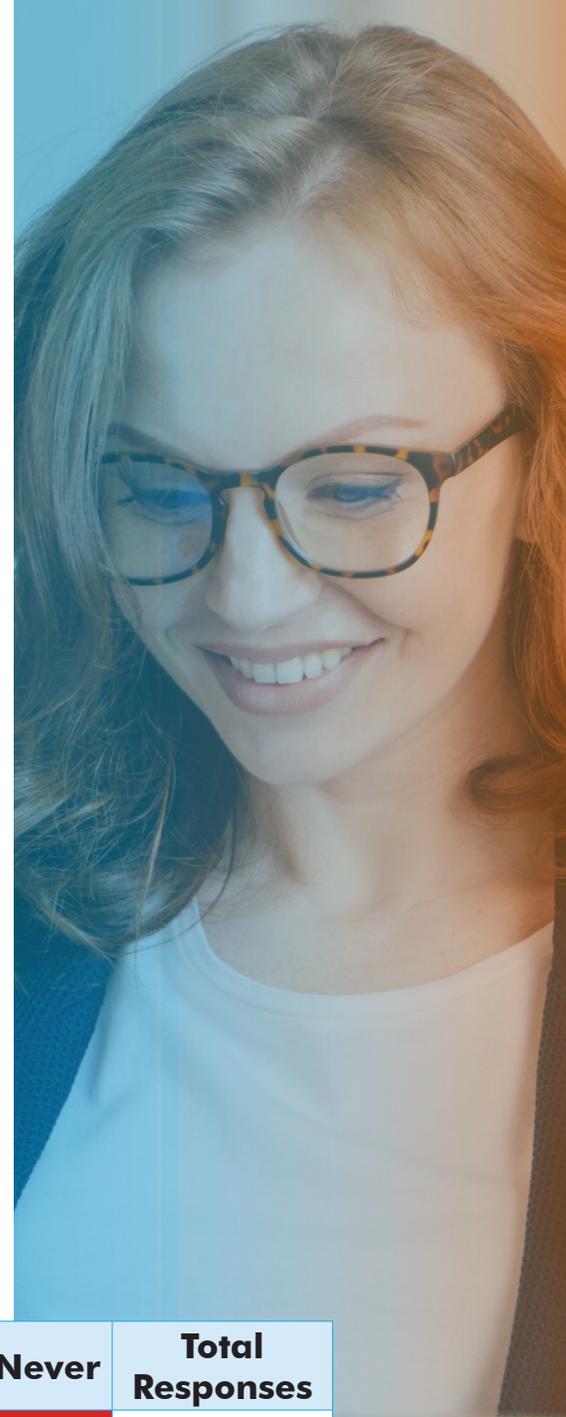
If anything is clear from these results, the majority of workers are surrounded by a digital environment through the day.

Whether at a desk or in the field, we now have access to technology anytime and anywhere we want or need it.

“Which of the following media do you use during the workday?”

	Regularly	Occasionally	Never	Total Responses
Blogs	80	547	1,651	2,278
Newspaper/Magazines	344	1,168	821	2,333
At Home Mail Advertisements	262	886	1,117	2,265
Desktop PC Websites	789	1,084	508	2,381
Mobile Device Websites	586	1,071	641	2,298
Mobile App for Retail Stores	511	1,048	769	2,328
Mobile App for Restaurants	526	1,042	749	2,317
Instant Messaging Services	578	917	836	2,331
Text Messaging Ads	300	803	1,186	2,289
Internet Radio Services	405	823	1,067	2,295

*WorkPlace Impact Consumer Study, March 2019



KEY FINDINGS

Media Influence: Dining

When it comes to the top media influences in purchasing decisions, a very interesting story emerges.

While the top reported media usage skews heavily toward digital devices, the media that is truly influencing consumer decisions remains rooted in offline tactics.

Word of mouth and coupons, along with direct mail, lead the way in driving decisions on where people choose to dine out.

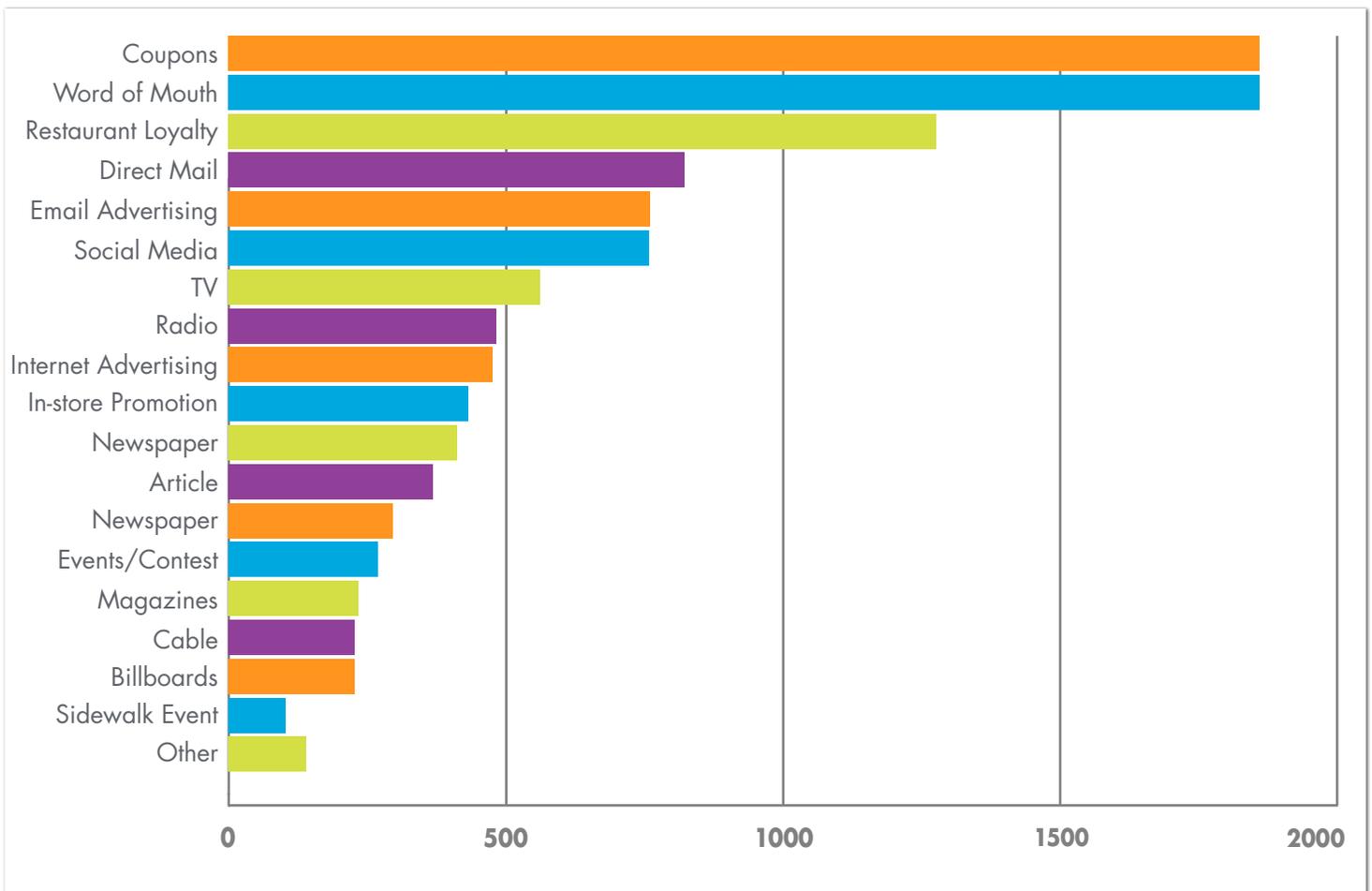
Good news for brands – restaurant loyalty is also a key driver in influencing dining decisions.

Effective advertising programs that engage consumers and

encourage them to try new locations can lead to long-term customers.

Having an offer that drives people into your store is a way to get people in the door and in turn, those people will tell their friends and colleagues about your brand.

“Which of the following media influences your dining out purchases?”



KEY FINDINGS

Media Influence: Grocery

Much like dining, where people are shopping for groceries is heavily influenced by offline tactics.

In terms of grocery purchases, coupons and inserts continue to be large drivers of purchasing behavior.

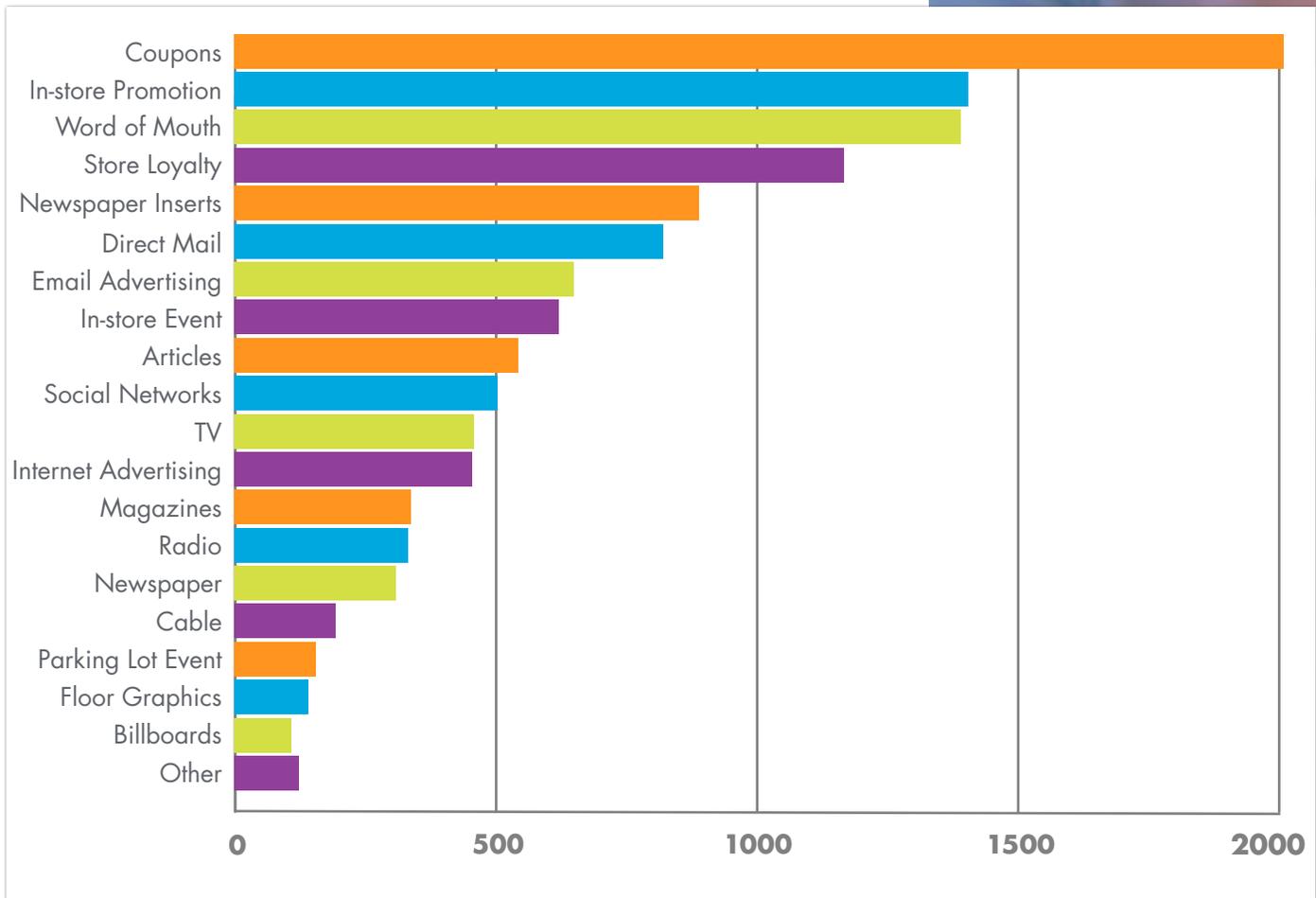
While online grocery orders and delivery options are rising

in popularity, the in-store experience is still an important driver of purchasing behavior.

Both in-store promotions and store loyalty score high in terms of factors that determine grocery purchases.

Focusing on the customer experience will continue to enable brands to stand out.

“Which of the following media influences your grocery purchases?”



*WorkPlace Impact Consumer Study, March 2019



KEY FINDINGS

Shopping Research at Work

When researching purchases during the day, consumers have never had it easier.

Between desktop computers or mobile devices, consumers are able to find out anything they want about products and services at a moment's notice.

Again, personal purchase categories lead the way when looking at the items that are most commonly researched

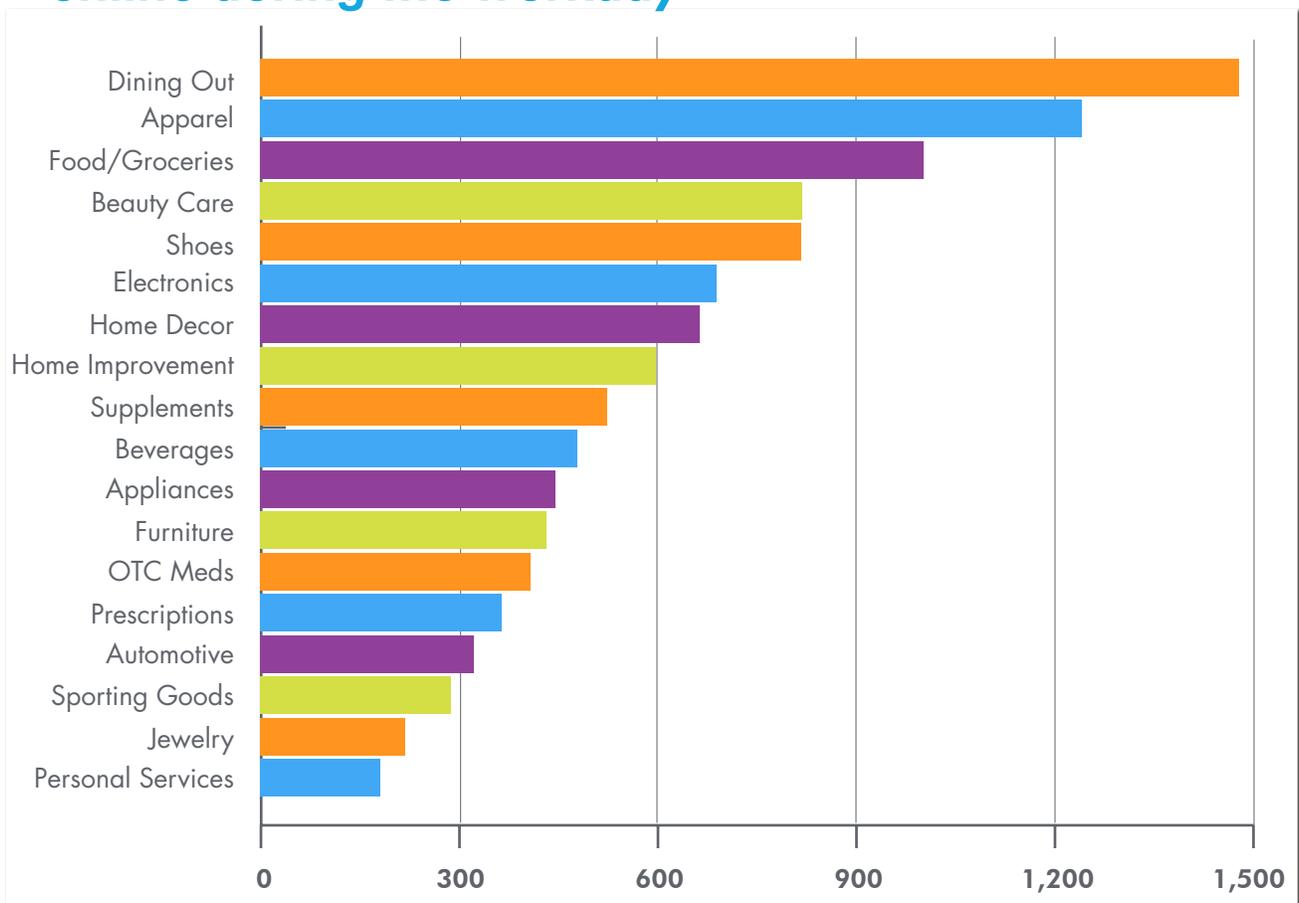
during the workday. Food (dine out or for home) along with personal items are the most common items about which consumers seek out information.

Categories that are not being researched as often are items that people would consider to be more habitual purchases.

Decisions such as where to get prescriptions filled or where to take cars for service are not researched nearly as often.

Promotions in these categories should have specific goals in mind, considering that they will most likely require a major behavior shift in areas where people have more of a personal preference.

“Which of the following have you researched online during the workday”



*WorkPlace Impact Consumer Study, March 2019

KEY FINDINGS

Purchasing Patterns

In looking at specific items that consumers are purchasing during the workday, a clear pattern emerges.

Items related to personal need and convenience lead the list of common purchases.

Not surprisingly, beverages and food are key items that are on people’s minds as they’re going about their workday.

Also, where they are going to eat is an important category

– whether it be lunch at work or getting dinner on their way home.

While not as frequent, personal purchases for OTC medications and apparel are also important decisions that are being made during the workday.

By contrast, larger purchases (such as appliances and furniture) that need more research and time to compare are not high on the minds of consumers while they’re at work.

“How often do you purchase these items during the workday?”

	Regularly	Occasionally	Never	Total Responses
Apparel	317	1,450	740	2,507
Appliances	29	574	1,842	2,445
Beauty Care/Cosmetics	391	1,263	819	2,473
Beverages	1,172	1,056	290	2,518
Dining Out	1,002	1,304	214	2,520
Electronics	128	960	1,374	2,462
Food/Groceries	1,142	1,066	316	2,524
Furniture	29	670	1,758	2,457
Home Decor	106	1,210	1,161	2,477
Home Improvement Items	134	1,173	1,156	2,463
Jewelry/Watch	67	763	1,613	2,443
Over-the-counter Medicines	425	1,558	495	2,478
Personal Services	206	989	1,272	2,467
Prescription Medicines	548	1,248	695	2,491
Sporting Goods	77	791	1,590	2,458
Shoes	227	1,293	932	2,452
Transportation/Automotive	140	1,088	1,230	2,458
Vitamins/Supplements	324	1,089	1,035	2,448

*WorkPlace Impact Consumer Study, March 2019



KEY FINDINGS

Recommendations

Now that we have insight into the behavior and purchasing patterns of consumers during the work day, the next question is - What do we do with this information?

With an ever-growing list of tactics and channels available, it is important for marketing professionals to find the right mix that works for their brands.

Consider the following when planning your next campaign:

Don't discount the power of word of mouth in driving purchasing decisions.

Personal, social interactions are memorable moments for brands. Shared experiences create a more lasting impression with potential consumers. Leverage the power of word of mouth and social recommendations with promotions that create an impact in groups.

Diversification is a key to success. Digital advertising continues to evolve – however it is still far from a perfect solution. Direct mail and coupon promotions continue to be an effective manner for influencing consumer willingness to engage with your brand. A diversified advertising strategy is important to reach consumers when and where they make many of their purchasing decisions.

Follow the money. Food and beverage options are highly sought after by consumers. Competition in these categories is at an all-time high. It is important to continue to find new ways to promote these key categories – whether in a restaurant or at the grocery store. Food and beverage choices are consistently at the top of the list of the purchasing decisions that people are making throughout their day.

While many people are spending the majority of their day using digital devices, consumers continue to be influenced by offline media. Using digital media to reinforce your brand image while also employing offline strategies to drive traffic and purchases can be an effective advertising mix.

KEY FINDINGS

Survey Methodology

During the first quarter of 2019, WorkPlace Impact conducted a survey of employees in a variety of industries across the United States to gauge the level of consumer engagement with various types of media and also their purchasing behaviors during the work day.

Over a one month period of time, we received 2,931 responses to this survey.

When surveying our Network, we always get to know them first before diving into our questions.

Basic demographic categorization is important in identifying your target audience.

The demographic profile of our most common responders was female, earning over \$50,000 per year, age 40+, at the Managerial or Associate level.

The most common industries of these responders were:

- Education (27%)
- Health Care (11%)
- Admin/Support Services (11%)

About WorkPlace Impact

For over 30 years, WorkPlace Impact has been the industry leader in promoting restaurants, consumer products, and various services to working consumers during their workday.

This is done through our proprietary database of companies – the WorkPlace Network® – a permission -

based, nationwide group of companies that we continue to nurture on a daily basis.

Our promotions are always free to our Network and are viewed more as rewards than discounts.

Visit
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