



# Emarsys x Google Surveys Report

Australian Xmas Shopping Survey



Shortly before the 2020 holiday season, we conducted research via a Google survey among 800+ Australian shoppers to discover and report on attitudes toward free returns and deliveries to discover how consumers' plans may have changed due to ongoing restrictions and regulations. The pandemic has accelerated the switch to online with a surge of almost 60% in global sales growth at its peak in June last year, with five years worth of e-commerce growth in less than a year. Customers suddenly had higher expectations, but not all retailers had caught up to match these expectations. Results of the research showed that consumers were still eager to buy, and that most marketing-specific variables – free shipping, discounts, etc. – wouldn't stop them from buying. We also offer expert advice for how retailers can adapt in 2021.



## Survey Question

What would stop you from buying a product this Christmas?

START DATE  
Dec 6, 2020

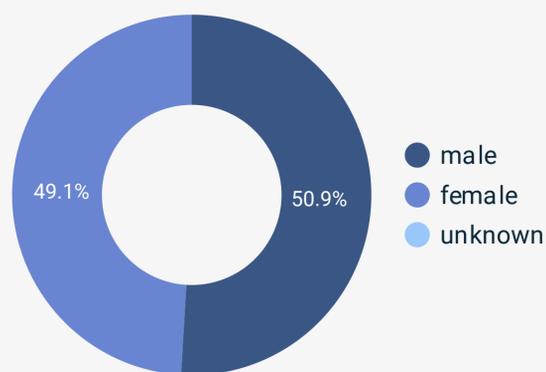
COUNTRY  
AU

RESPONSES  
1,001

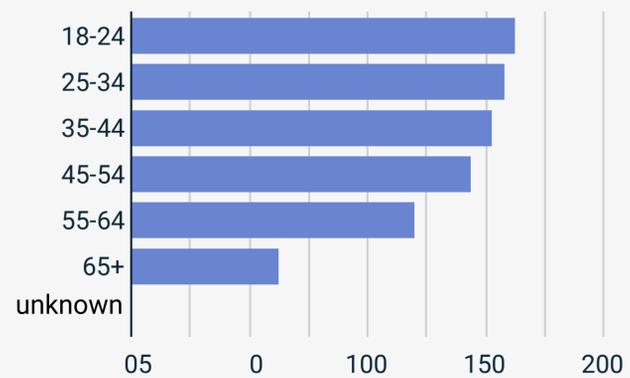
3

## Who responded to your survey

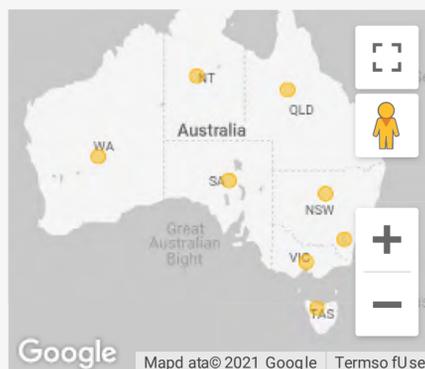
GENDER



AGE

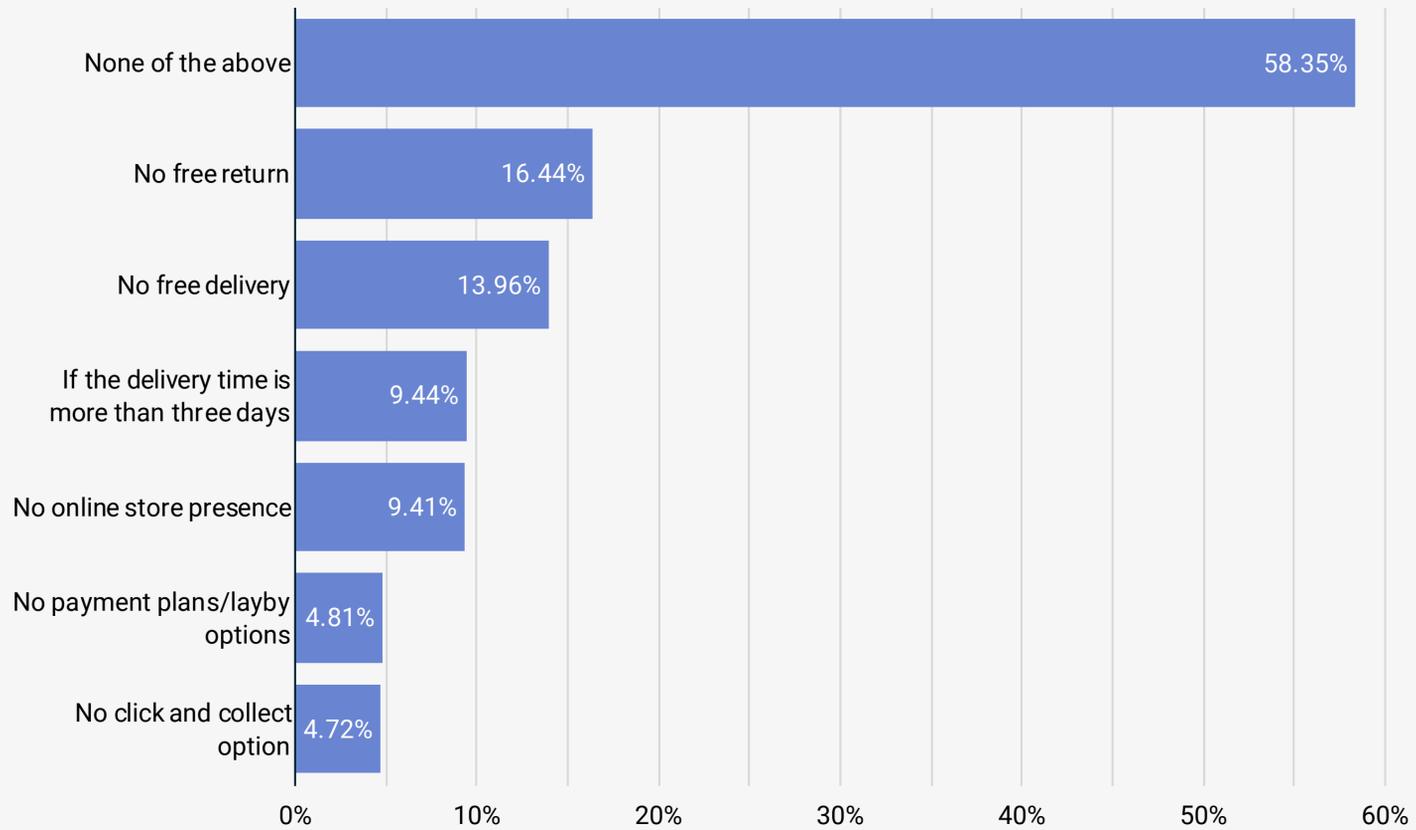


LOCATION



## Question Results - Weighted

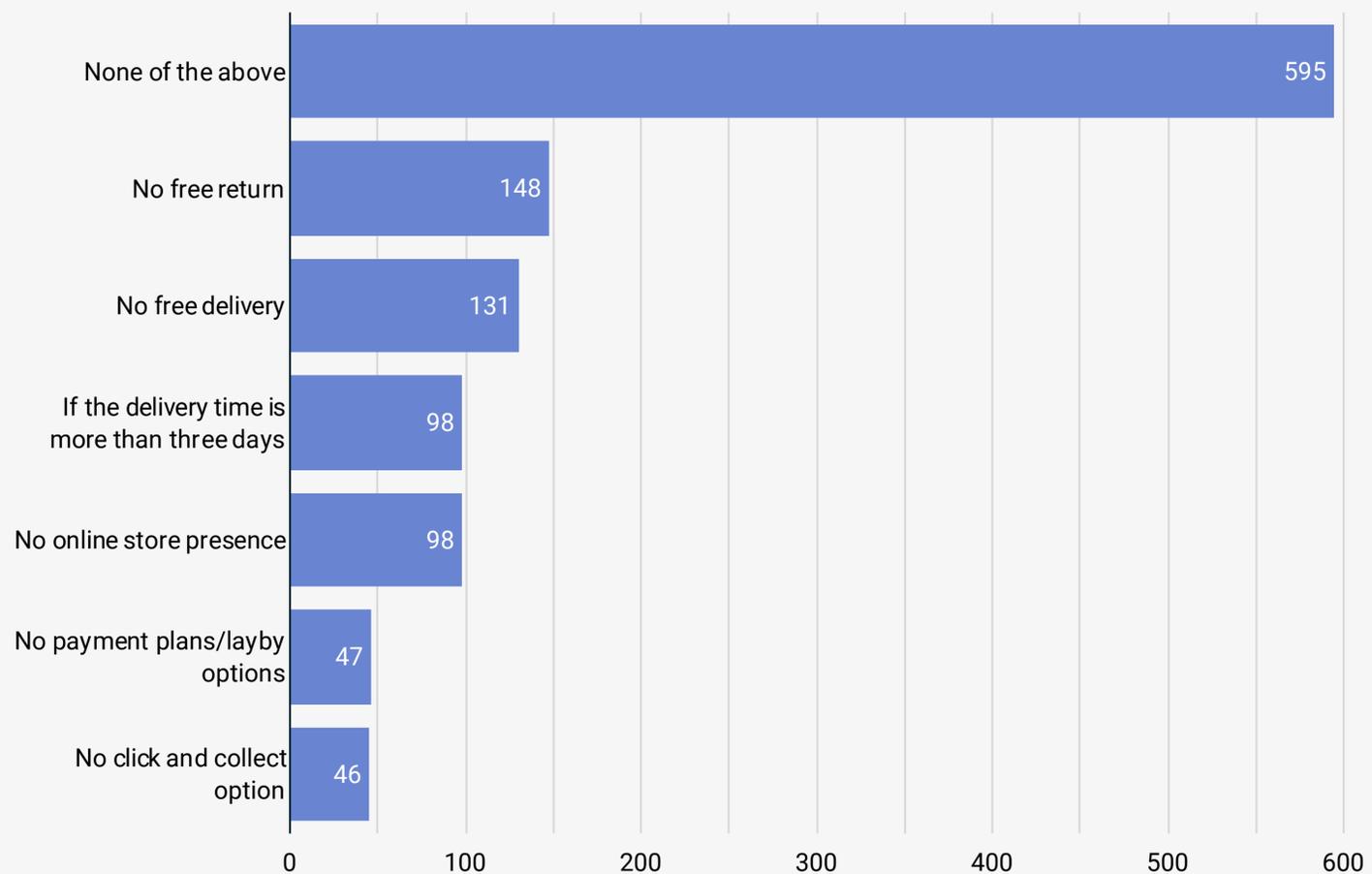
What would stop you from buying a product this Christmas?



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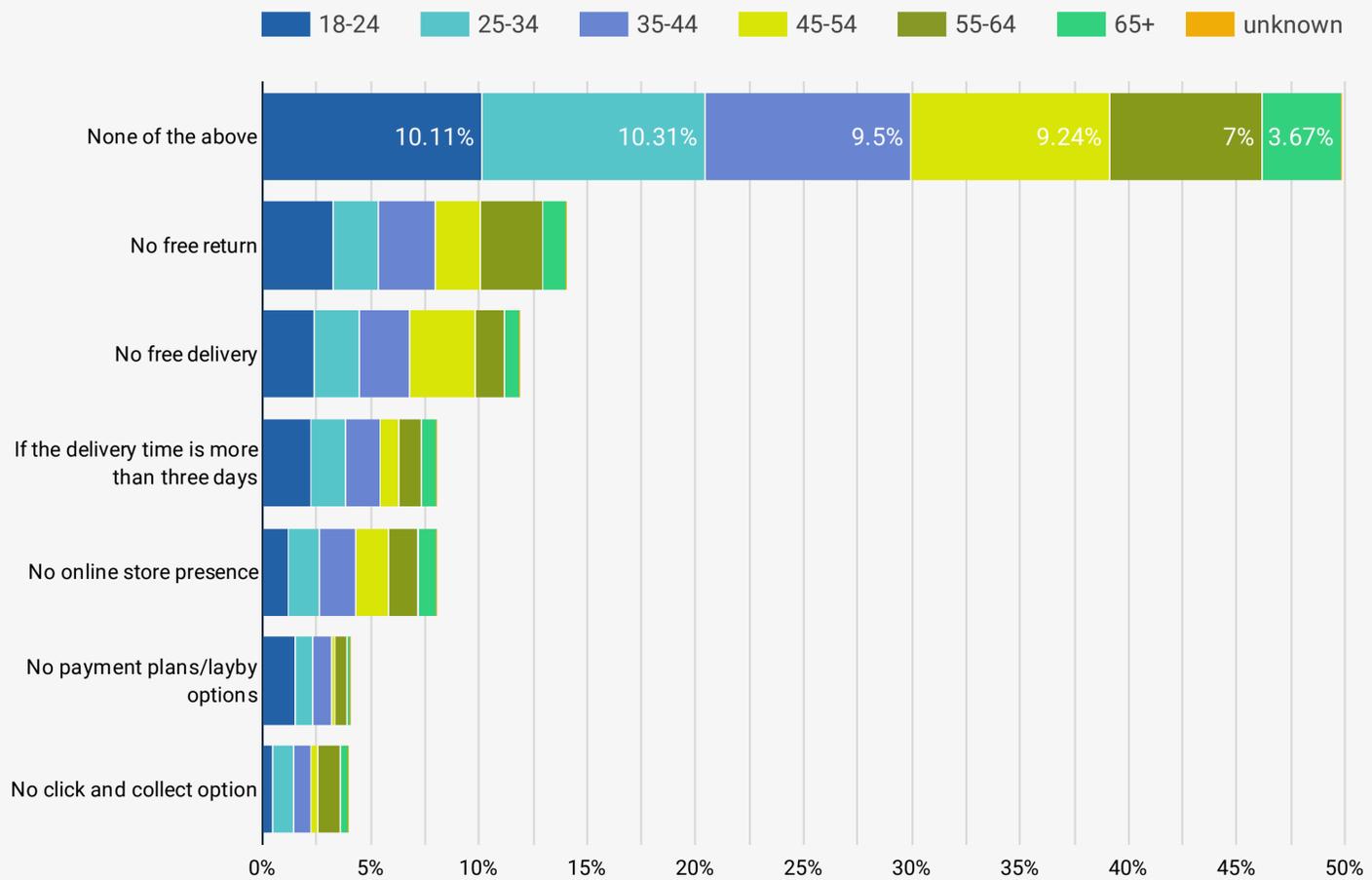
## Question Results - Raw Response Counts

What would stop you from buying a product this Christmas?



## Question Results - Breakdown by Age

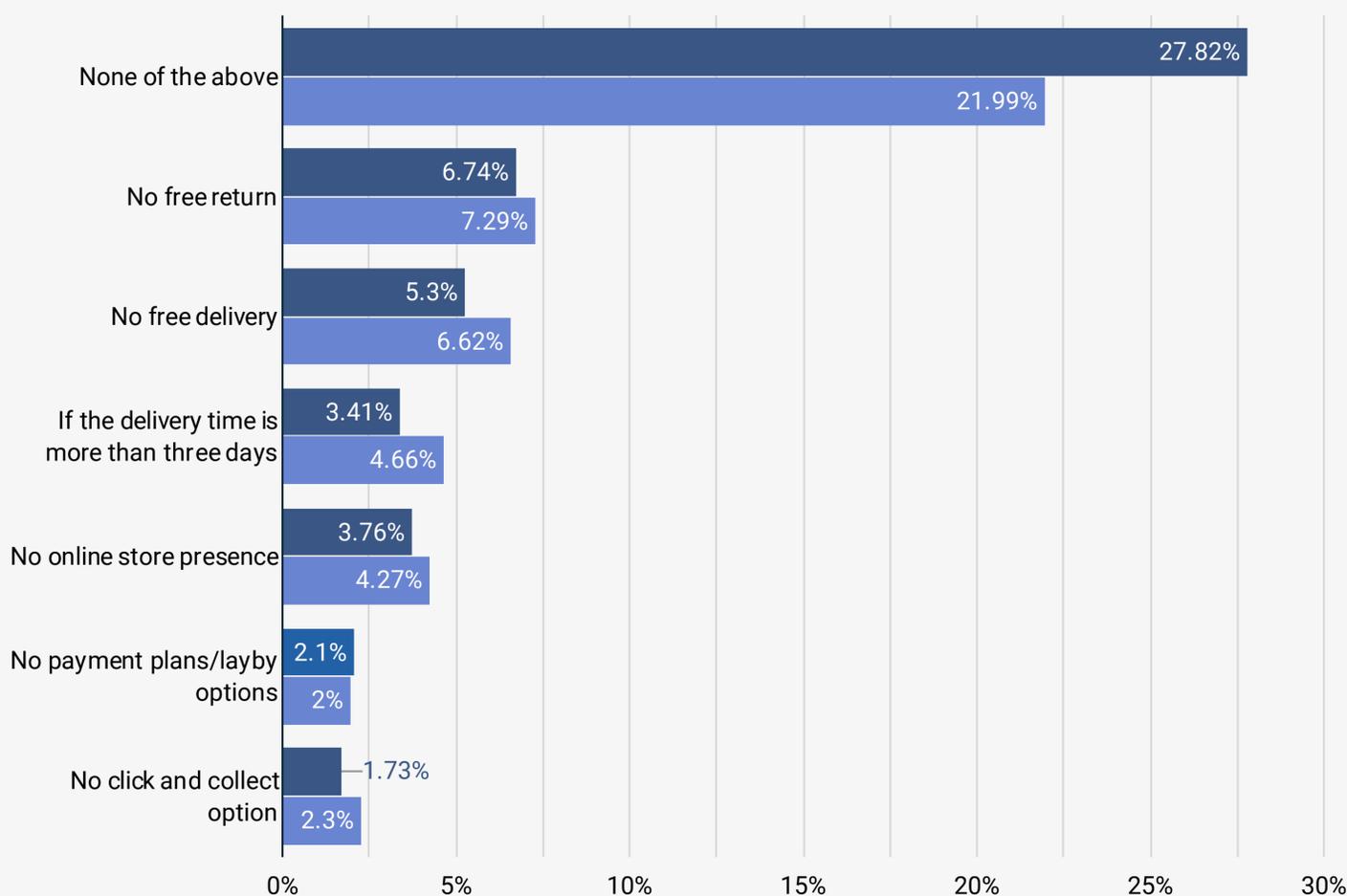
What would stop you from buying a product this Christmas?



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## Question Results - Breakdown by Gender

What would stop you from buying a product this Christmas?





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