

# INVEST IN YOUR CUSTOMERS AND THE UK COULD BE THE JEWEL IN YOUR RETAIL CROWN



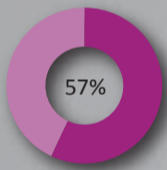
- SHOPPING ATTITUDE
- REASONS FOR CHANGING WHERE TO SHOP
- DRIVERS FOR LOYALTY BEHAVIOUR



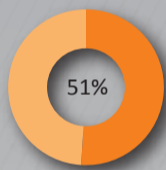
- PREFERRED CONTACTED CHANNELS
- TRUSTED SOURCES OF INFORMATION BEFORE PURCHASE



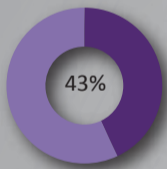
## SHOPPING ATTITUDE



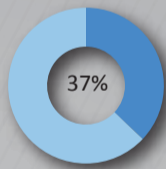
Shopping around for bargain



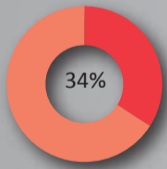
Tell friends and family about a bad experience



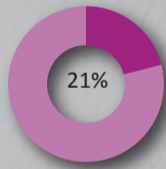
Tell friends and family about a good experience



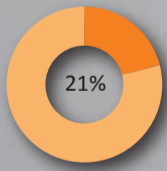
Try to do shopping quickly



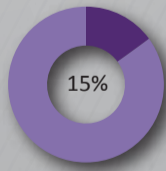
Browsing without making a purchase



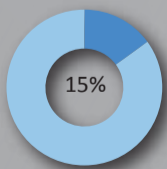
Bargain to lower the price



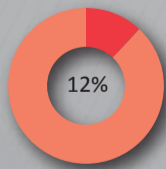
Expect the salesperson to give me special service



Shopping is a social occasion



Willing to pay more for brand name luxury products even if option available



Want to be the first one to have the new fashions/products

Weighted base: N=419

Q4: How well does each of the following statements describe you when it comes to how you feel about shopping in general? (top 3 boxes)



## REASONS FOR CHANGING WHERE TO SHOP

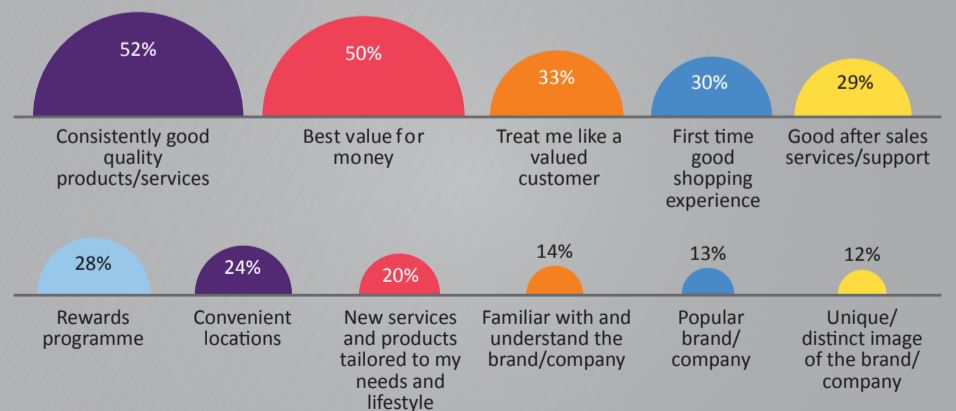
	CLOTHING	GROCERY	FINANCIAL SERVICES	TRAVEL
Difficult return/refund policies	23%	19%	19%	21%
Irresponsive to requests/complaints	22%	21%	28%	26%
Bad services at the store/outlet	22%	21%	23%	22%
Non-competitive pricing	21%	24%	19%	24%
Incorrect billing	21%	22%	29%	26%
Products/services not meeting my needs	19%	21%	23%	24%
Mistake on purchase	19%	16%	20%	23%
Bad online services	18%	17%	18%	19%
Difficult to locate products/services	13%	12%	11%	12%
Non-personalised communications	9%	8%	9%	9%
Bad mobile app	8%	7%	9%	9%

Weighted base: N=419

Q16: Please indicate how influential each of the following experiences is to you, leading you to switch from your most often used brand/company in categories to another for your next purchase. Please use the scale from 1 to 10, where 1 means "not at all important" and 10 means "very important". (10-point scale) (Top Box)



## DRIVERS FOR LOYALTY BEHAVIOUR



Weighted base: N=419

Q7: Thinking of what you have just rated as the most loyal behaviour for a consumer in the previous question, how important are the following conditions in influencing you to perform that behaviour towards a brand/company? Please use a scale from 1 to 25 where 1 means "not at all important" and 25 means "very important". (25-point scale) (Top 5 Boxes)

# EPSILON'S 2013 CONSUMER LOYALTY STUDY – UK

## INVEST IN YOUR CUSTOMERS AND THE UK COULD BE THE JEWEL IN YOUR RETAIL CROWN



### SPENDING ATTITUDE

- SHOPPING ATTITUDE
- REASONS FOR CHANGING WHERE TO SHOP
- DRIVERS FOR LOYALTY BEHAVIOUR



### PREFERRED SOURCE OF INFORMATION

- PREFERRED CONTACTED CHANNELS
- TRUSTED SOURCES OF INFORMATION BEFORE PURCHASE

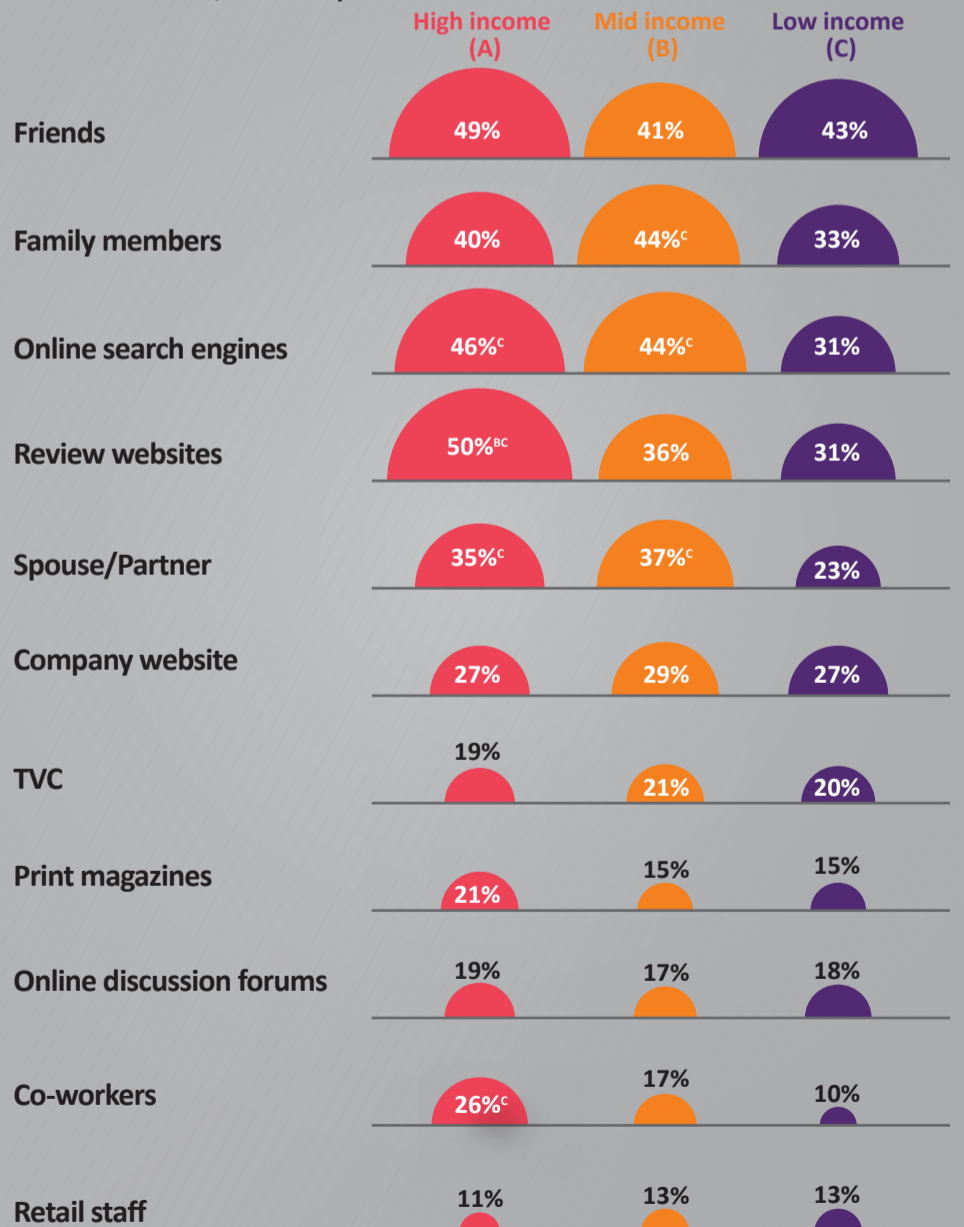
### PREFERRED CONTACTED CHANNELS



Weighted base: N=419  
Q9: Overall, what are your preferred channels for receiving information from your favourite companies?

### TRUSTED SOURCES OF INFORMATION BEFORE PURCHASE

High income: £40,000+ household income (HHI) a year  
Mid income: £20,000 - £39,999 HHI a year  
Low income: <£20,000 HHI a year



Weighted base: High income (A) N=91, High income (B) N=138, High income (C) N=157  
Q14: Please indicate which, if any of the following, influence your decisions when deciding whether or not to purchase or sign up for a product or service.  
A/B/C indicates significantly higher at 95% confident level