



Women and the Digital Path to Purchase

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Study Overview

- *This study was an online survey among a random sample of women from the SheSpeaks panel, fielded in March 31-April 2, 2010. 1,581 U.S. women participated.*



Key Findings

- **Women take initiative to use the Internet to make shopping decisions.** *81% of women have visited a superstore website in the past month, 70% visited a food/beverage brand website and 69% visited a health/beauty brand website. They also actively read email newsletters they receive from companies (61% read emails from food/beverage brands, 55% from health and beauty brands and 53% from superstores).*
- **Whether from online or offline sources, coupons and other consumers' opinions are the top influencers of purchase decisions of food/beverage, health/beauty and household products.** *Online coupons (68%), store coupons (66%), consumer reviews on shopping sites (61%) and recommendations from friends (59%) are the top influencers. Rates of influence are virtually identical for coupons and for consumer opinions from online and offline sources. Sixty percent also say that online coupons are more influential on their purchases now than one year ago and 51% say consumer reviews on websites are more influential.*
- **Newspaper coupons are the most influential type of coupon, and online coupons and coupons from at-home mailers are equally influential.** *47% of respondents say that newspaper coupons are most influential, and online coupons and at home mailers are most influential to 19% of respondents. Younger women (under 30) are less influenced by newspaper coupons (38%) and more influenced by both at-home mailers (30%) and online coupons (21%). This data, coupled with coupon.com's report that online coupons savings grew 178% in 2009, suggests a shift in how women are finding coupons, and that this shift is being led by younger consumers.*

Key Findings

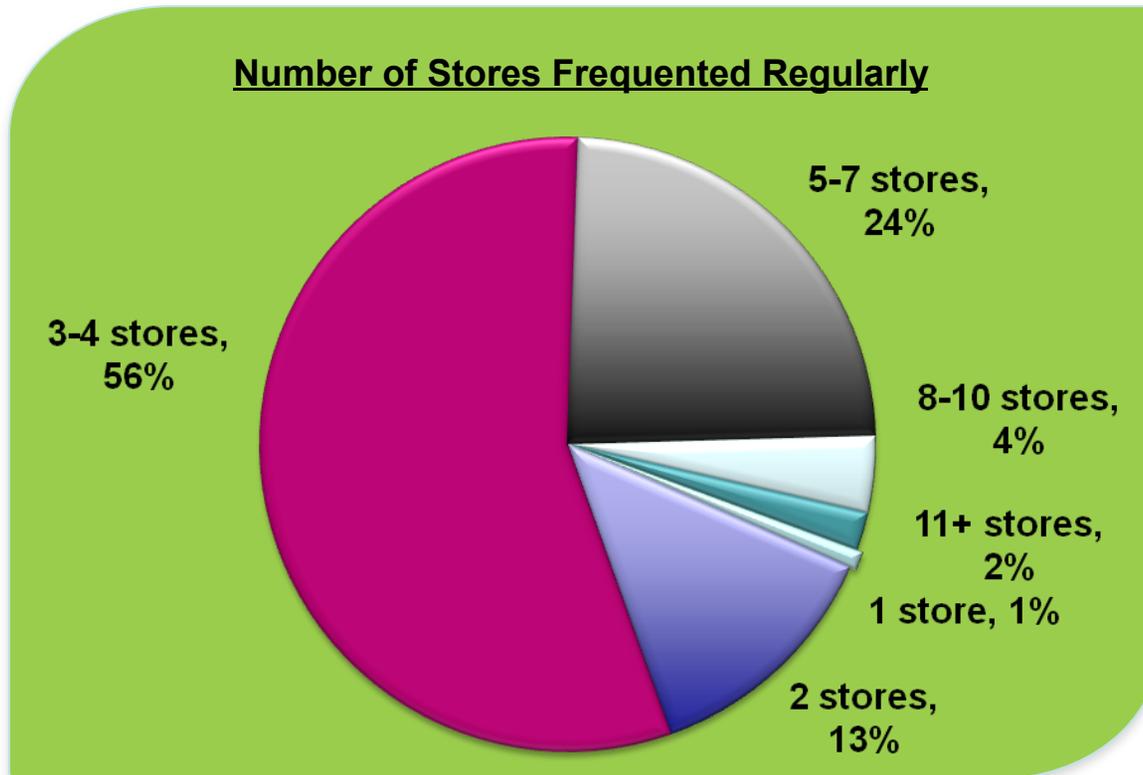
- **Digital communications have an impact on a variety of brand-related behaviors.** *Reading consumer reviews about products on message boards makes women more likely to look for a product in the store (77%), more favorable about the product while shopping (74%), more likely to choose the brand/product over others (70%) and more likely to purchase the product in the store (67%). Finding online coupons for products and reading about products on general interest websites such as iVillage also move the needle on these brand/product metrics.*
- **Women learn about brands and products on Facebook and Twitter, but these channels are not yet as influential as others.** *50% of women are fans or followers of grocery, health/beauty or household products brands and the stores that carry them, however Facebook and Twitter fall to the bottom of the list of top purchase influencers, with 19% saying that posts from friends and 11% saying that posts from brands are top influencers. Blogs, by comparison, are a top influence for 33% of respondents and consumer reviews on shopping sites are a top influence for 61% of respondents.*
- **Women spend between 6 and 60 minutes preparing for a shopping trip.** *This preparation includes doing product research online and offline, looking for coupons in multiple channels, reading email newsletters, etc.*

Key Findings

- **Use of and interest in using mobile devices for shopping is still limited.** *Only 10% of women have downloaded any shopping-related applications to their mobile devices, and 62% are not even interested in doing so. Those who have used mobile applications find them very useful, although they have run into a few technical glitches; those who have not are waiting for higher adoption before jumping on the bandwagon.*

Women Shop at About 3 to 4 Stores Regularly

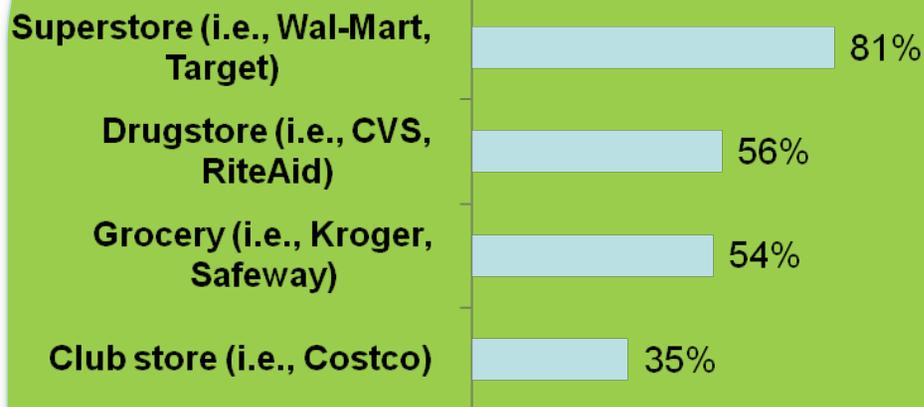
The majority of women (56%) shop at 3 to 4 stores regularly and about one-quarter (24%) shop at 5 to 7 stores for food & beverage, health & beauty and household products.



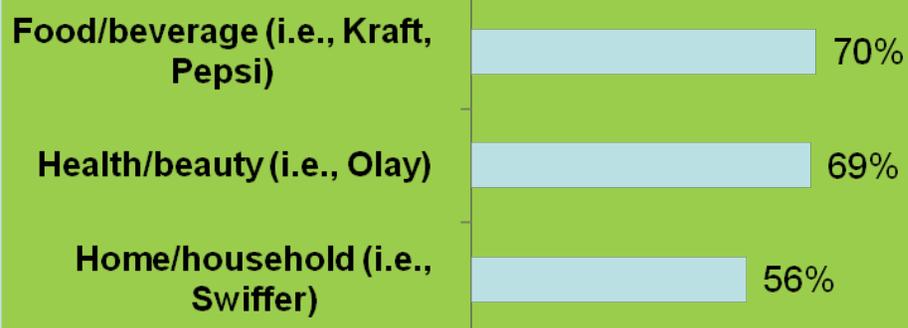
Q: How many different grocery stores, club stores, drug stores, superstores do you shop at regularly for food/beverage, beauty and household products?

Superstore, Food/Beverage and Health/Beauty Websites are Popular

Store Websites Visited



Brand Websites Visited



The majority of respondents have visited a superstore website in the past month (81%). Food/beverage websites (70%) and health/beauty websites (69%) are also frequently visited. While not quite as popular, over one-half of women have visited drugstore websites (56%), grocery store websites (54%) and household product websites (56%) in the past month.

Q: Have you visited the websites of any of these types of stores in the past month?

Q: Have you visited a website of any brands in the following categories in the past month?

Brand and Retail Emails are Regularly Read

Women regularly receive – and read – emails from many brand and retail sources.

As we saw on the prior slide, superstore, food/beverage and health & beauty websites are the most frequently visited, and they are also the most popular source of email newsletters. Emails from food/beverage brands are most popular (61%), followed by health & beauty brands (55%) and superstores (53%).

Regularly Received and Read E-Mail Newsletters



Q: From which of the following do you receive email newsletters that you open and read regularly?

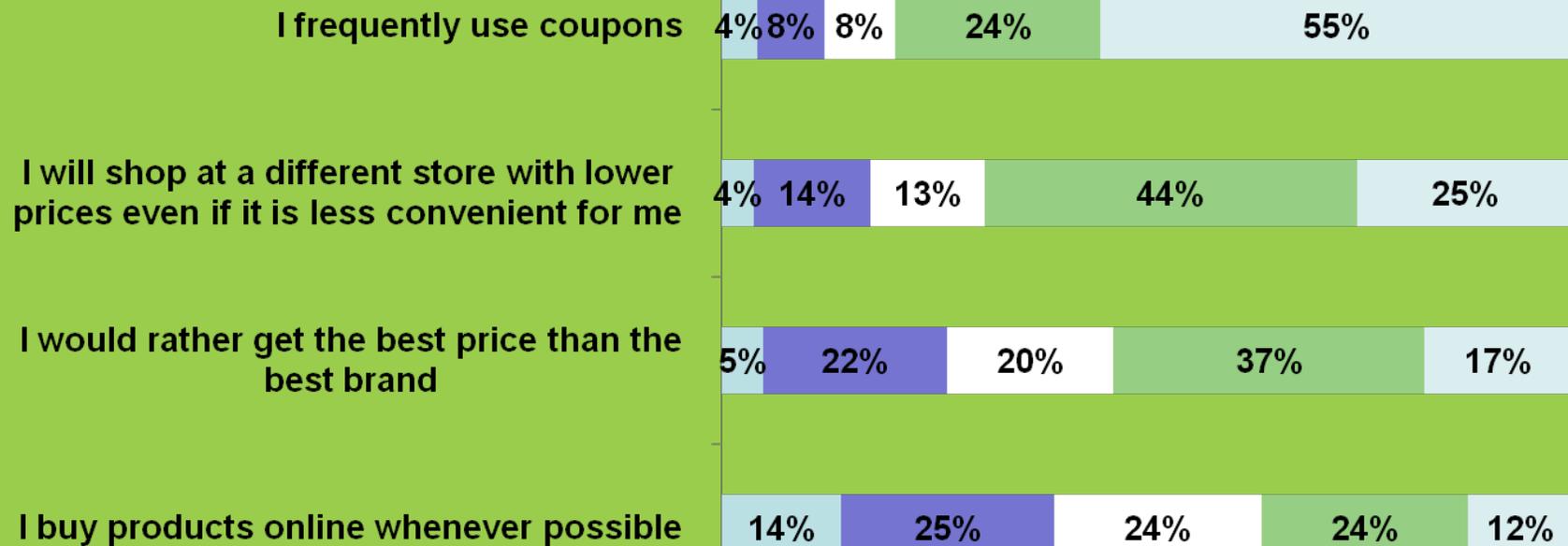
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Women Frequently Use Coupons

Slightly over one-half (55%) of women “strongly agree” that they frequently use coupons. Respondents are also most likely to “somewhat agree” that they will shop at less convenient stores for lower prices (44%) and prefer the best price over the best brand (37%). They are split in their preference for purchasing products online whenever possible.

Key Shopping Attitudes

■ 1 Strongly Disagree
 ■ 2 Somewhat Disagree
 ■ 3 Neither
 ■ 4 Somewhat Agree
 ■ 5 Strongly Agree

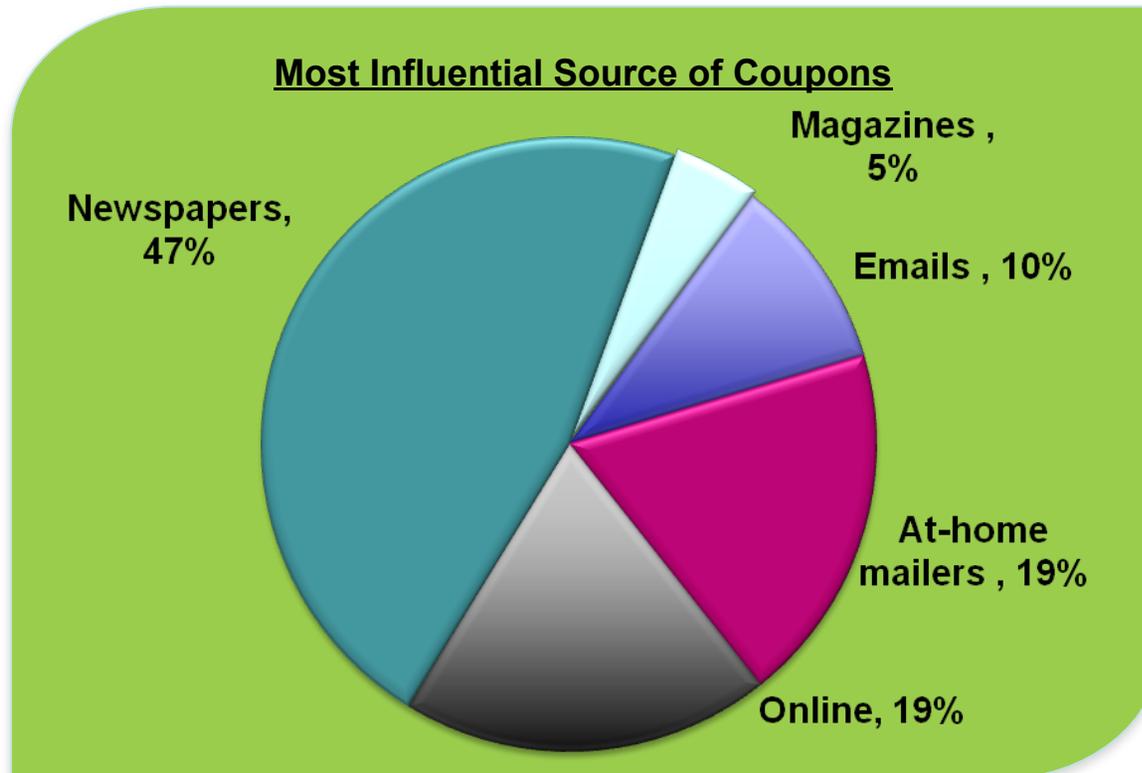


Q: Please indicate how strongly you agree or disagree with the following statements::

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Newspapers are the Most Influential Source of Coupons

While newspapers are the most influential source of coupons (47%), online coupons (19%), which have been continually growing in popularity, are just as influential as at-home mailers (19%). According to coupons.com, savings from printable online coupons grew 170% in 2009 compared to an 8-16% growth in newspaper coupon savings.¹



Q: Which of the following types of coupons is most influential when in choosing what foods/beverages, household products or health/beauty products at physical (offline) retail stores? (Choose 1)

¹ Coupons.com Annual Coupon Data, February 10, 2010

Influence of Coupon Type Varies by Age

Women over 30 are more likely to believe coupons from newspapers and emails are most influential and women under 30 are more influenced by coupons in at-home mailers and coupons found online. Both younger and older age groups are influenced by online and offline coupon delivery methods.

Most Influential Source of Coupons v. Age

	Coupons from newspapers	Coupons in at-home mailers	Coupons from magazines	Coupons I receive in emails	Coupons I find online
20-somethings	↓ 38%	↑ 30%	3%	8%	↑ 21%
30-somethings	45%	20%	5%	10%	↑ 21%
40-somethings	52%	16%	5%	11%	16%
50-somethings	49%	9%	7%	↑ 19%	16%

Q: Which of the following types of coupons is most influential when in choosing what foods/beverages, household products or health/beauty products at physical (offline) retail stores? (Choose 1)

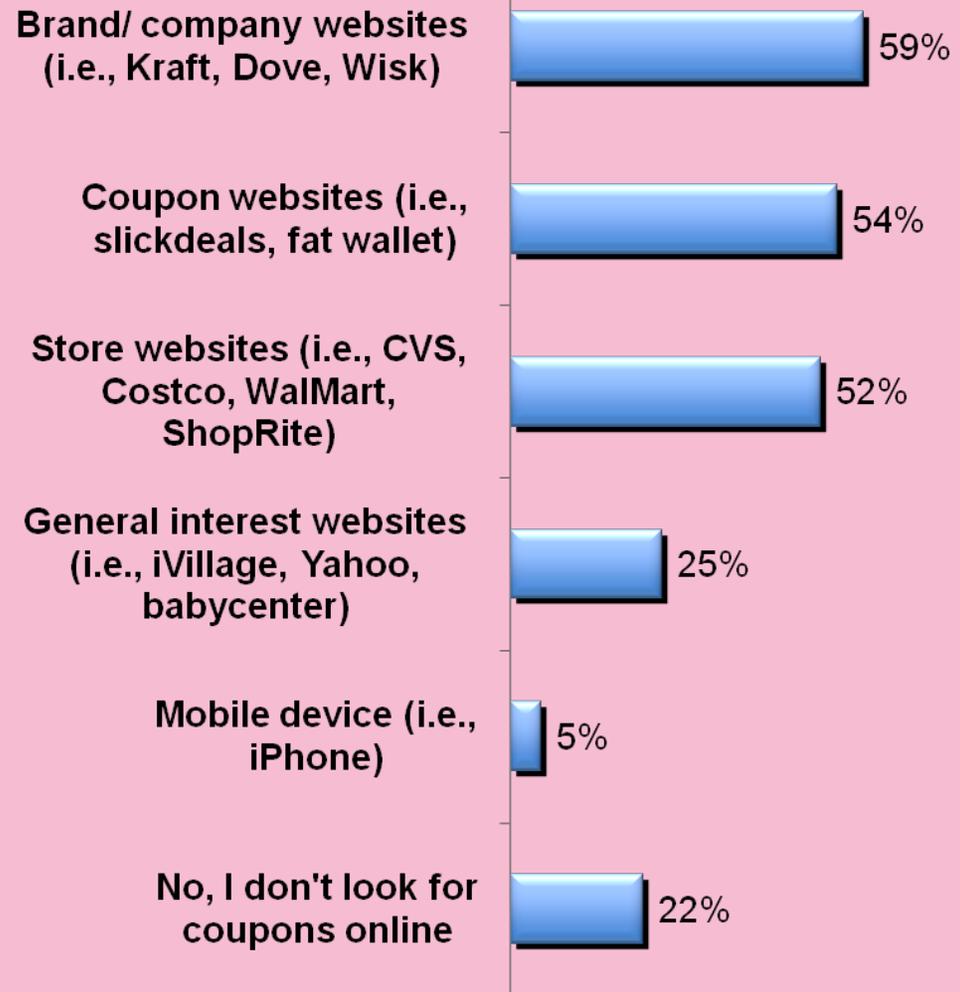
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Online Coupon Sources

Seventy-eight percent of women look for coupons online. Most popular are brand/company websites (59%), followed closely by coupon websites (54%) and store websites (52%).

Fewer women (5%) are using their mobile devices to find coupons yet.

Websites Visited for Coupons Before Shopping in Offline Stores



Q: Do you regularly visit websites to look for coupons before shopping in physical (offline) retail stores for any of the following products? (check all that apply)

One-Half are Fans/Followers of Brands on Facebook and Twitter

Facebook Fans & Twitter Followers



Fifty-one percent of respondents follow at least one food, health or household product brand or store on Facebook/Twitter. They are more likely to follow brands than retailers, as 36% follow a food/beverage brand, 32% follow a health/beauty brand and 25% follow a household product brand, compared with 19% who follow a superstore via social media, 18% who follow a grocery store, etc.

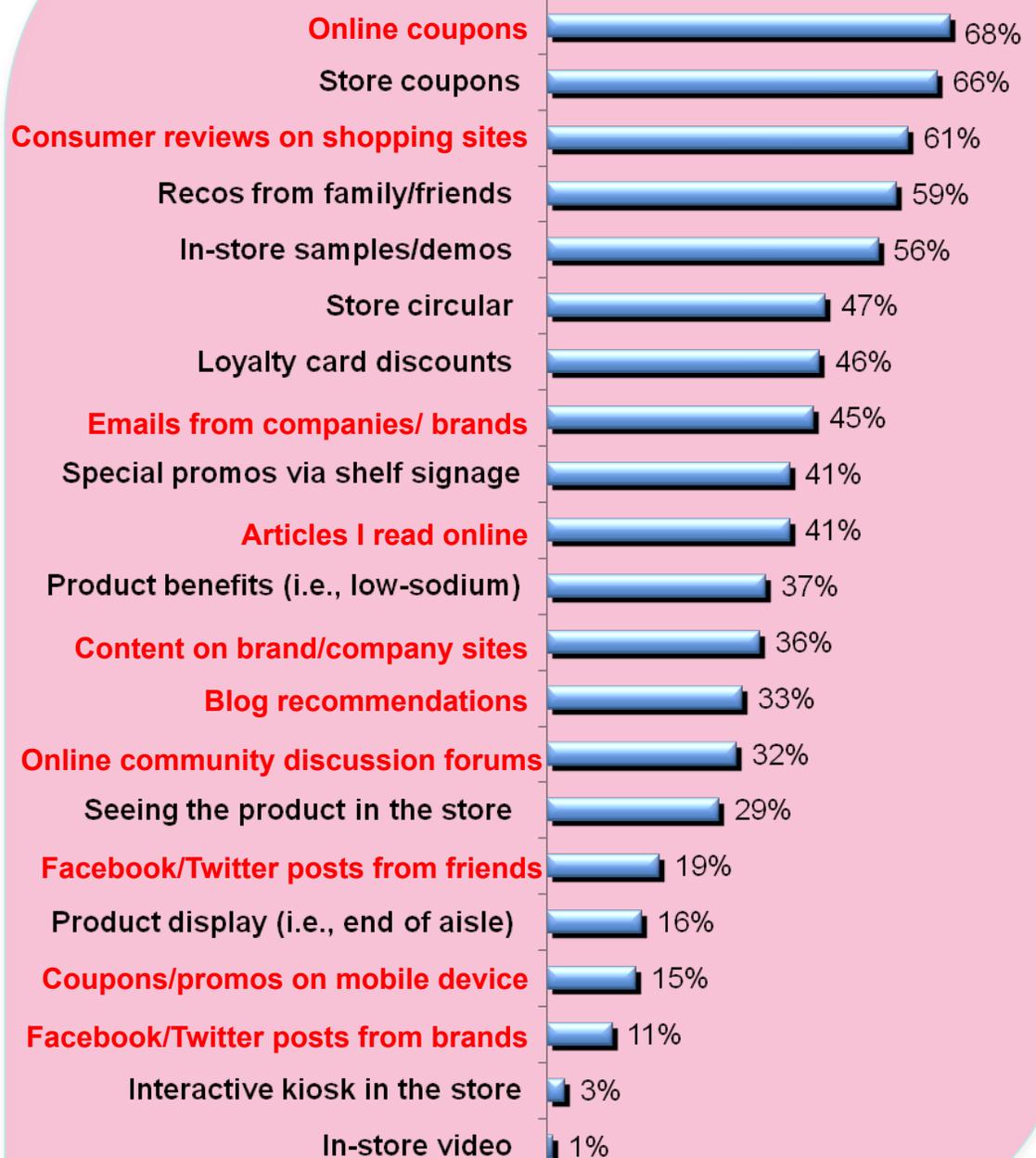
Online and Offline Coupons and Consumer Reviews Drive Purchases

Both online and offline channels drive purchases of food, beauty and household products.

The top influencer is online coupons (68%) followed immediately by store coupons (66%); online consumer reviews (61%) and offline recommendations from family and friends (59%) follow closely. A mix of offline and online influencers follow, suggesting that consumers are using both channels to form opinions about brands and purchases.

Q: Which of these items are most influential to your purchases of household, beauty and food products? (Pick your top 4.)

Purchase Influencers*



* In-Store influencers are in black type, online influencers are in red type.

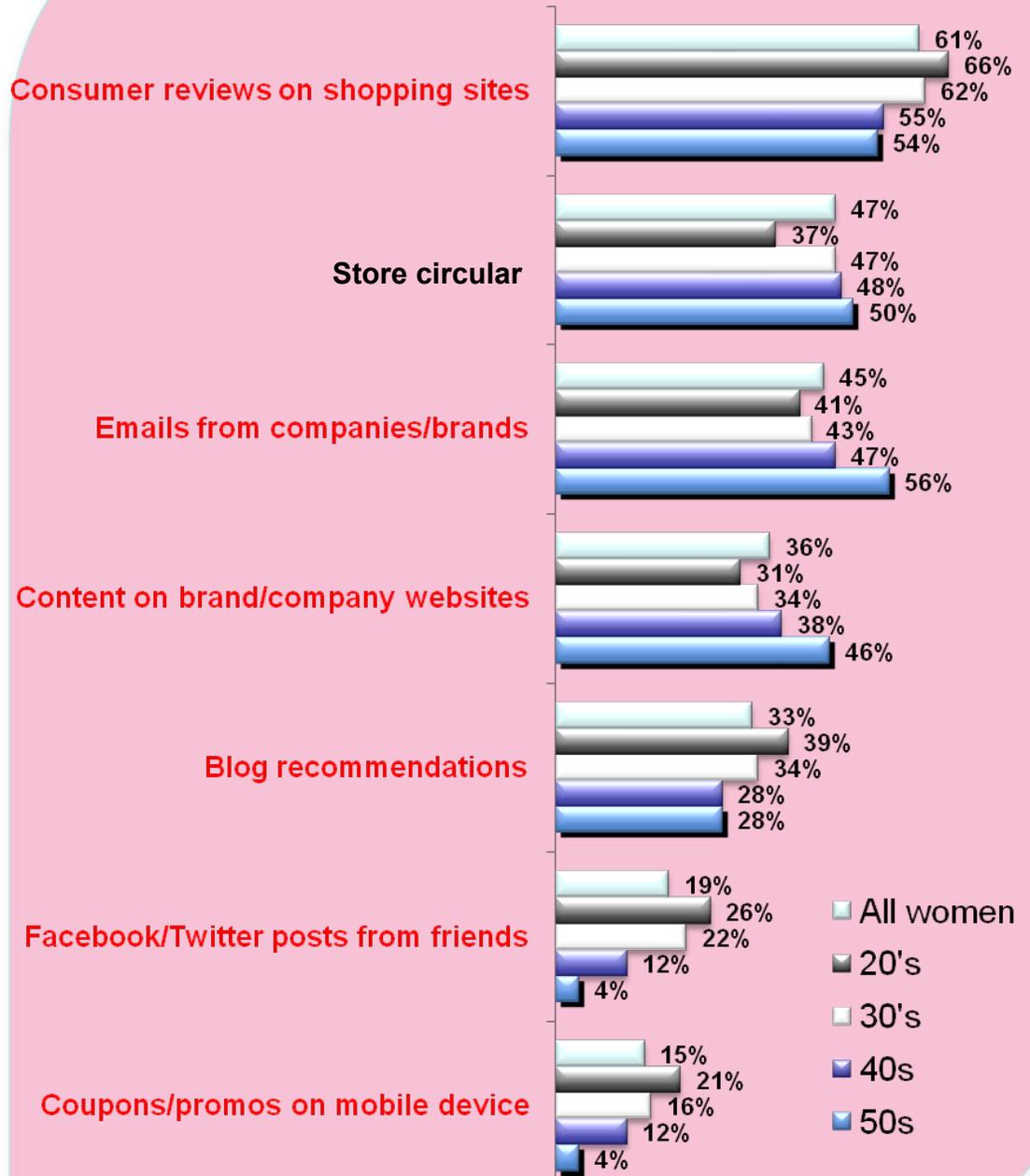
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Younger Women are More Influenced by Online Consumer Reviews; Older Women by Company Emails

Age has an impact on which communication channels are most influential. Younger women are relatively more influenced by consumer reviews on shopping sites, blog recommendations, Facebook/Twitter posts from friends and coupons on mobile devices. Older women are relatively more influenced by store circulars, emails from companies/brands and content on brand/company websites.

Q: Which of these items are most influential to your purchases of household, beauty and food products? (Pick your top 4.)

Purchase Influencers v. Age*



* In-Store influencers are in black type, online influencers are in red type.

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Consumer Feedback and Online Coupons Drive Brand/Product Preference

Online consumer reviews and printable online coupons are most impactful at driving many shopping behaviors, particularly likelihood to look for a product in the store (77% each). Reading articles about products on general interest websites is also a strong driver of product/brand preference. Reading content on product websites is also a strong driver for shoppers to look for a product while in the store.

Impact of Different Types of Brand/Product Content on Shopping Behaviors

	More likely to look for the product in the store	More favorable about the product while shopping	More likely to purchase the product in a store	More likely to choose the product/brand over another
Reading consumer reviews about products on community message boards	77%	74%	67%	70%
Finding printable online coupons	77%	66%	74%	71%
Reading articles about products on general interest websites (i.e., iVillage, ClubMom)	71%	60%	54%	55%
Reading blog reviews	57%	53%	48%	49%
Reading content about products on brand websites	72%	51%	54%	52%
Reading Information/promotions from companies/brands on Facebook and Twitter	36%	30%	29%	28%

Q: When you _____, does it make you more or less likely to do any of the following?

Influence of Online Coupons and Consumer Reviews is Growing

In addition to being the most influential purchase drivers, online coupons and online consumers reviews are much more influential than they were a year ago (60% and 51% respectively). Posts by friends and companies/brands on Facebook and Twitter are growing in influence, but not as quickly (36% and 32% respectively), and many are not seeing posts from friends or brands via these social media channels yet. There is still low adoption of coupons/promos on mobile devices, thus fewer find this channel more influential than last year.

Influence on Purchase Decisions vs. Year Ago

■ N/A
 ■ Less influential than a year ago
 ■ Same as a year ago
 ■ More influential than a year ago



Q: How influential are the following to your purchase decisions as compared to one year ago?

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Women Spend 6 to 30 Minutes Preparing for a Shopping Trip

About one-half (49%) of respondents spend between 6 and 30 minutes looking for coupons, reading circulars and learning about products from friends before heading out to a store. Women spend slightly more time preparing for food/beverage shopping than the other two product categories.

Influence on Purchase Decisions vs. Year Ago

■ No time
 ■ 1-5 minutes
 ■ 6-15 minutes
 ■ 16-30 minutes
 ■ 31-60 minutes
 ■ Over 1 hour



Q: How much time do you spend "preparing" for an average shopping trip for each of the following? ("Preparing" includes looking online for coupons, cutting coupons out of the newspaper, talking to friends about promotions at the store)

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Interest in Mobile Device Shopping Applications is Still Nascent

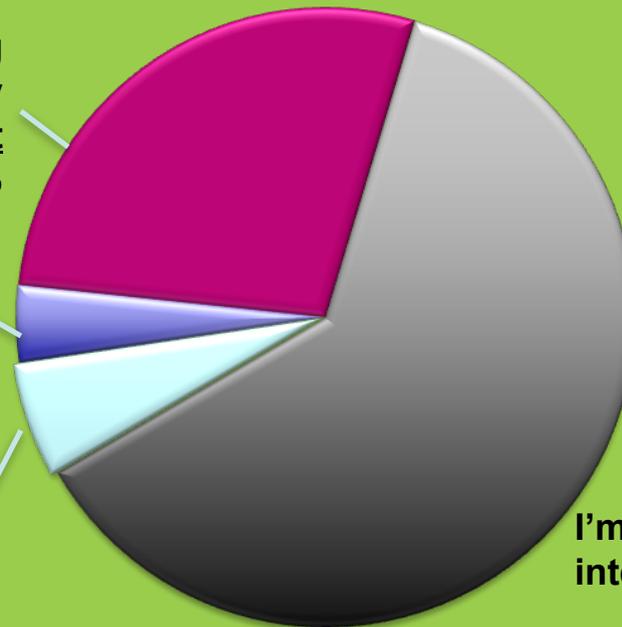
Ten percent have downloaded a shopping application to their mobile device, and 28% are interested in doing so, but the majority (62%) are not interested in these types of applications yet.

Interest in Mobile Device Shopping Applications

I'm interested in downloading product/ shopping on my mobile device, but have not done it yet, 28%

I've already downloaded a one product/shopping apps to my mobile device, 4%

I've already downloaded a few product/shopping apps to my mobile device, 6%



I'm not interested, 62%

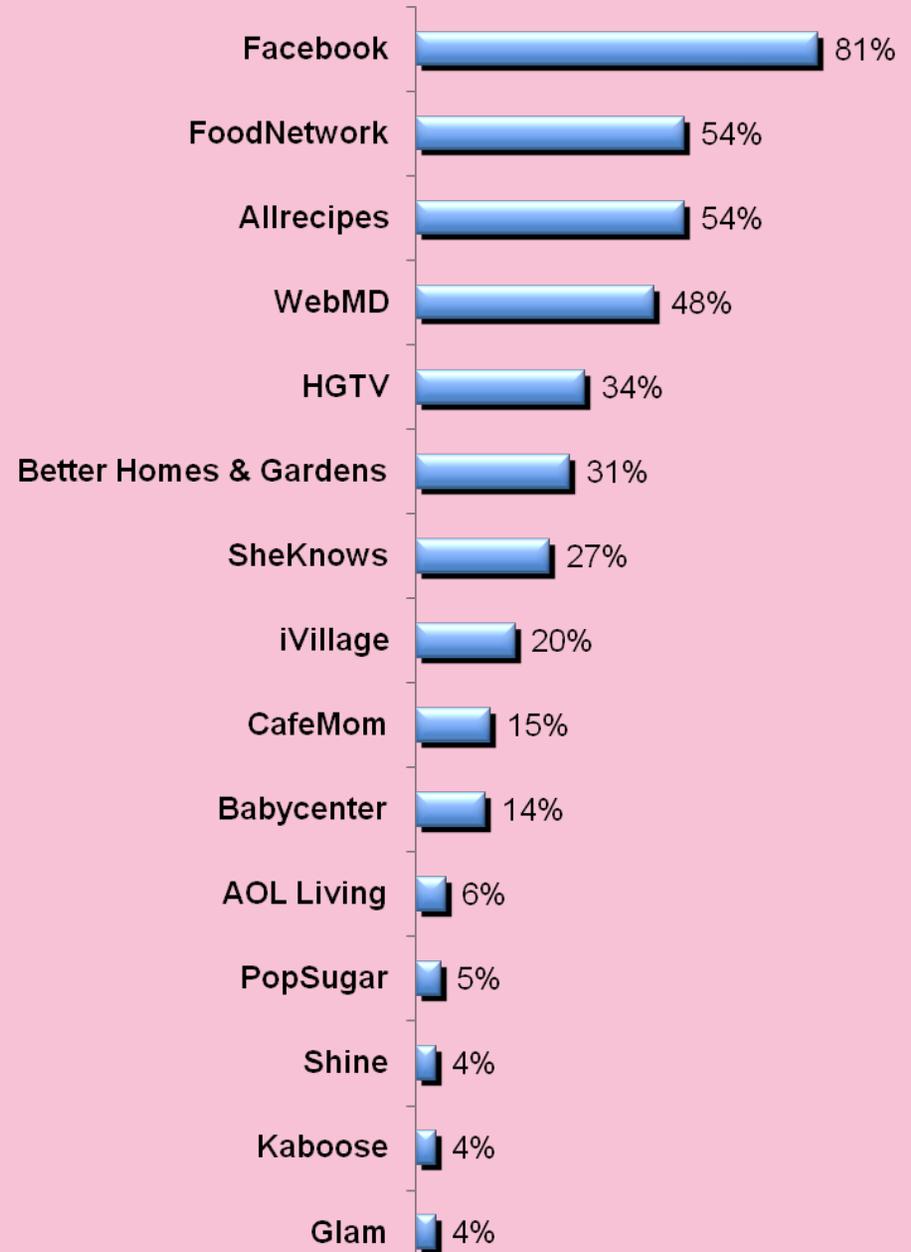
Q: Are you interested in downloading applications to your mobile device (i.e., iPhone, cell phone) where you can get shopping or product information, such as a product locator, recipe suggestions or coupons/promotions?

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Facebook and Food Websites are the Top Visited Sites

The majority of respondents had visited Facebook in the past month (81%) and slightly over one-half had visited FoodNetwork (54%) and Allrecipes (54%).

Recently Visited Websites



Q: Which of the following websites have you visited in the past month? (check all that apply)

Many Check for Online Coupons Before Shopping Offline

Discounts!!! I NEVER leave to shop without checking the internet first. I also check on my mobile if I am out. In today's world it's all about stretching your money as far as possible.

I do not have much access to magazine or newspaper coupons, so I am thankful for an readily utilize printable internet coupons.

Every time I am planning a shopping trip i check the stores I am going to website for deals. Every.single.time! I also print about 40 coupons a month and that dictates a lot of what i buy.

I use a lot of coupons and half of them come from the internet.

I love the newspaper coupons, but I find the best value coupons online.

Lack of Acceptance of Online Coupons is a Deterrent

It's one of the few places that I have expressed my opinion and not received any flack for it.

The only affect is has is when retailers are hesitant to accept online coupons. That's when I look for newspaper coupons when I can because of some retailers reluctance to accept online coupons.

I read consumer reviews about products and research where I can find the best price. I would use printable coupons for grocery shopping, but my grocery store doesn't accept printed-out coupons. :(

a lot of stores that I've gone to have signage posted that they don't accept home-printed coupons due to counterfeit/fraud issues.

Online Product Information and Reviews Drive Product Trial

Product information on the Internet opens up my mind to new ideas - new products I haven't tried before and may not have realized were available. Plus – the Internet open up a whole new world of coupons making it easier to be cost conscious.

The internet really affects my shopping! I'm always looking for new things to try- and reading up about how others like the new products! I pretty much won't try anything new unless I read or hear about someone else's experience with the product.

I constantly read online user reviews of any reviewed products/brands that I plan to buy for the first time, whether it be tires for my car or a new moisturizer.

I am better able to research and get more information on new products/ brands

I need to see products in person so I limit my online shopping, but I so seek them out and read the reviews. I almost never buy anything new without seeking reviews of the product.

The internet introduces me to new products. I am also a member of several shopping forums and this form of interaction and information sharing provides me with good insight into good shopping practices.

Coupons Found Online Drive Product Trial

I get info & coupons on products thru the internet, and I have the chance to get free samples, so i can try products before i buy.

I like seeing a video on the product...the best is a trial/sample of the product.

Through some websites, I can even get a free sample.

The internet allows me to get information and samples of products, which often influence my purchasing decisions.

I often learn about new products on line and request a free sample.

Women Prepare for Store Shopping by Reading E-mails and Other Online Sources

I sign up for email coupons for brands I frequently buy; preview sale circulars online before they come out; check discussion boards on health and beauty products.

I find all my sales on line and in emails

I always go online and view a stores add to see what is on sale and who has the best bargain between stores.

I check circulars online and plan my list before I go to the store

I use the internet weekly to find the best deals and coupons for my weekly shopping trips.

Email offers usually entice me to visit a store or try products.

By using the internet I am able to get peeks at store sale circulars before they come out, and what coupons will be in the Sunday newspapers.

Those Who Use Mobile Find it Useful for Offline Shopping

Those who use mobile devices for shopping find it useful. Adoption will increase over time.

My mobile does give me the benefit of comparison shopping before going to too many stores in search of "item X".

I think coupons on mobile devices would be great (not having to print so much) but need to be worked on as the one retailer I get coupons from on my iPhone has trouble scanning their own barcode for the discounts.

If a coupon is emailed to my phone and I can have the cashier scan the barcode on my phone I am much more likely to use that coupon.

I can compare prices for larger ticket items that I see in the store to prices online with my mobile phone's internet access. At the grocery, I can look up a recipe on my mobile phone to see if I might need to pick up an ingredient. Some local stores in our area will accept an online coupon if I show it at checkout on my mobile phone.

I get iPhone coupons, but haven't really felt comfortable using them yet. I feel like I need to wait until it's more socially acceptable and widely used.

Implications for Brands and Retailers

- **Brands and retailers have 6 to 30 minutes of consumers' time to get their message across.** *Women spend between 6 and 30 minutes preparing for a shopping trip, and they will use this time researching sources which will generate the best value from their trip. Currently, they believe that online and offline coupons and consumer reviews are the most influential tactics. Brands and retailers should prioritize their efforts to drive messages through these and other top influential channels to get a share of women's 6 to 30 minute window.*
- **The distinction of online vs. offline channels are blurring.** *68% say online coupons are a top influencer and 66% say store (offline) coupons are a top influencer; 61% say online consumer views are key compared with 59% who are influenced by offline recommendations from friends and family. Consumers are thinking in terms of "coupons" and "recommendations" and will use both online and offline channels to access these tools and information. Brands and retailers must push communications through all touchpoints to have a 360° messaging presence.*
- **While the distinction between online and offline is blurring, mobile is still in its early days.** *Few women have downloaded shopping-related applications to their mobile device; some of them have had a great experience, but others have had technical challenges such as redeeming mobile coupons at point of sale. But most (62%) are not even interesting in trying mobile shopping applications and will wait until the technology is more established to start using it.*